

PEARED



Properties list:

- carrying system
- end-user packaging
- range of products
- concept
- soft drinks
- labels and sleeves
- bottle
- plastics
- cardboard and paper
- ironic
- contemporary
- identity by shape
- photo to describe
- identity by system of colour

Uniquely shaped sourced packages, reminiscent of its titled fruit's shape, posed interesting problems for simple presentation of information. The four pack is bound by a single piece of heavy paper material, suspended by gravity alone using no glues or plastics. The wrap around labeling for the larger bottles double as handles for easy pouring.

Reference: <http://www.conorhagan.com/#105842>

Credits:

Country: United States of America

Designer: Conor Hagan

Other images:

