

DUMBBELL



Properties list:

- end-user packaging
- packaging as a new medium
- range of products
- extra-use of packaging
- concept
- sport and energy drinks
- bottle
- plastics
- ironic
- contemporary
- unusual visual association
- reusability
- identity by shape
- identity by system of colour

The Dumbbell Sports Drink designed by Jin Le. The bottles can be filled with the water or electrolyte infused sport's drink, each bottle eight scant 0.5 kg. After you drink it up, you can also fill it with water or sand and use it as a dumbbell.

Even though it might not be the perfect weight for a professional workout, it can be a fun way to keep yourself in shape around the office. The best thing is if it gets too heavy on your muscles, you can always make it lighter by taking a sip.

Reference:

Credits:

Country: Korea

Year: 2007

Designer: Jin Le

Other images:

