

# HEINEKEN LIGHT UP THE NIGHT

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## Properties list:

limited edition packaging  
adults  
single product  
new product  
alcohols and spirits  
bottle  
metals  
unusual visual association  
fluorescent  
identity by illustration  
identity by colour

The new Heineken bottle, the Aluminum, is made unique by a special printed graphics with a n innovative type of ink, invisible in daylight, but when exposed to UV light, revealing an elaborate background of stars, typical of the brand. Refined and strong visual impact, the graphics of the new Heineken bottle exaltation famous star that stands on the classic green background, creating a striking visual contrast. The gloss of aluminum helps to enhance the image Heineken, completing the effect of luminosity.

The 33-cl bottle, is made from 100% aluminum so it is completely recyclable and has all the advantages of this material such as lightness, practicality and functionality."

Reference: [www.architectlines.com/lighting/aluminum-heineken-and-the-night-lights.html](http://www.architectlines.com/lighting/aluminum-heineken-and-the-night-lights.html)

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Reference:

## Credits:

**Country:** Netherlands

**Year:** 2011

**Agency:** dbod

**Producer:** Cyclero

Other images:

