

# WINE CAN

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## Properties list:

product accessibility  
end-user packaging  
wine  
dispensing systems  
opaque  
high-tech  
can and tin  
drum and keg  
concept  
single product  
metals  
identity by shape

Wine in a can (Andresson/Forsman) 25 cl wine can, with a shape that starts out from the traditional beer can. The handing over of the Swedish Aluminium Packaging Design Awards took place November 14th at the Stockholm City Hall, during the FutureDesignDays convention. The competition, open to professional designers and students, was organized by Packalu Sweden (member of EAA - European Aluminium Industry) in cooperation with SVID (Swedish Industrial Design Institution) as part of the undertakings of the Swedish Design Year 2005. Entrants were required to create new, practical packaging in aluminium and consider the aspects of environmental protection and recycling. Among the five finalists the "wine in a can" (also usable for other beverages) won hands down: it in fact won the Grand Prix as best packaging and also the awards for the best ecological solution and the best design. The two students Hens Andersson and Jonas Forsman thus collected their money awards, provided by the sponsor. The jury motivated their choice stating that "wine in a can" goes beyond the forme; the packaging in fact begs finishing without various decorations and can be developed and used in various modes. Functional and appealing, it is made entirely in aluminium, that ensure the max guarantee in terms of quality and does not alter the flavour of the contents, being easy to recycle after use. (ItaliaImballaggio num.03, marzo 2006) This wine can was winner of the 2006 Swedish packaging design award. It was designed by Jens Andersson and Jonas Forsman and it is notable as an easily recycled single serve can. The design is certainly different from its category, with a hint of wine bottle in the form, but a matte black with pared down graphics. The design is in prototype stage and is available for use for any winemaker. It would be interesting to see it with a range of graphic treatments.

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**Reference:** [ItaliaImballaggio N.3 March 2006](http://www.yankodesign.com/2005/11/23/wine-in-a-can-by-jens-andersson-jonas-forsman) , <http://www.yankodesign.com/2005/11/23/wine-in-a-can-by-jens-andersson-jonas-forsman>

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## Credits:

**Year:** 2006

**Designer:** Hens Andersson, Johaj Forsman

