

# ABSOLUT DISCO BALL

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Properties list:  
end-user packaging  
single product  
new product  
bottle  
alcohols and spirits  
glass and ceramics  
metals  
transgressive  
smooth  
mirrored  
metallescent

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Reference: [http://www.dandad.org/inspiration/creativityworks/08/pdf/Absolut\\_Disco.pdf](http://www.dandad.org/inspiration/creativityworks/08/pdf/Absolut_Disco.pdf)

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## Credits:

**Country:** Sweden

**Year:** 2007

**Agency:** Family Business

**User:** V&S Group

**Designer:** Mårten Knutsson

**Awards:** D&AD, 2008

Cannes Lions "Promo

silver", 2008

Other images:

