MOUNTAIN DEW GREEN LABEL ART



Properties list:

end-user packaging
range of products
extra-use of packaging
soft drinks
new product
labels and sleeves
bottle
metals
contemporary
unusual visual association
identity by illustration
identity by textures and patterns
identity by abstract shapes
arts and crafts
limited edition packaging

Mountain Dew, one of the best-selling carbonated soft drink in the United States has launched Green Label Art, a limited-edition series of carbonated drinking bottles featuring designs created by a variety of talented great artists. This series marks the rst ever carbonated soft drink which will be packaged in an aluminum bottle in the U.S. The artists were given a plain, 16-ounce aluminum bottle and they have to come up with their amazing piece of artwork expressions of Mountain Dew. There are 12 series aluminum bottle of carbonated Mountain Dew which has been inspired by those great artist.

Reference: http://www.greenlabelart.com/

Credits:

Country: usa
Year: 2008
User: Mountain Dew

Designers: Chuck Anderson, Dez, Haze, Pete Wollaeger
Scott Lenhardt & Danny Davis, Troy Denning

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