W! AL GENERATION



Properties list:

identity by typography
unusual structural association
bottle
wine
opaque
metallic
contemporary
high-tech
metals
logistic optimisation
end-user packaging
range of products
new product
identity by system of colour

"W!" stands for "Wine" and "AL" refers to the chemical symbol of Aluminium. With the term "Generation" the project addresses to a new generation of audience, more "green-oriented". Aluminium is in fact eco-friendly material: 100% recyclable, but lighter and more shock-resistant and corrosion-resistant than other materials. It's durable, an excellent thermal conductor and endlessly reusable. The new green pack is a multipurpose bottle, both indoor and outdoor.

Reference: http://www.caldirola.it/eng/prodotti.asp?idl=16

Credits:

Country: Italy Year: 2009

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