COLORLESS COKE

Properties list:
limited edition packaging
single product
concept
soft drinks
can and tin
minimal
metals
unusual visual association
debossed, embossed

"Designer Harc Lee has some innovative and cool ideas when it comes to saving the planet and making that small contribution towards a future that could eventually make a world's difference. One of the simplest and most attractive ideas that he has come up with is to profess the usage of softdrink cans in a ?naked' fashion that does away with the usage of th e toxic paint that comes on top. Now, firms like Pepsi and Coke would jump up at this idea and say that it would hurt the marketability of their product by making it less attractive. So just to drive the point home Lee has himself given us a glimpse with his design for a ?paint-fr ee' Coke can."

Reference: trendsupdates.com/coke-going-colorless-how-could-a-naked-canhelp-the-planet/

Reference:

Credits:

Country: United Kingdom
Year: 2009

Designer: Harc Lee

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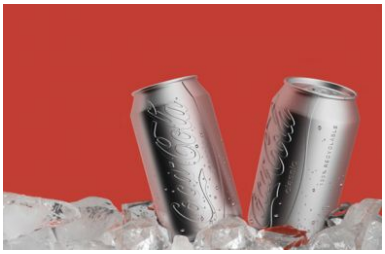

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