ANTIPODES

Properties list:

information about content
end-user packaging
single product
new product
water
bottle
glass and ceramics
minimal
identity by typography
transparent

The Antipodes are a group of rocky islands of the southern Pacific Ocean southeast of New Zealand, so named because they are diametrically opposite the globe from Greenwich, England. Arriving back to New Zealand after 6 years away the first thing that hit Simon Woolley, founder of Antipodes, was the large presence of imported waters in all of New Zealand's restaurants. It is a high quality New Zealand water and it has been packaged it to compete with the European waters people drink in restaurants. Rather than copy the European packaging Antipodes went for something far more contemporary and stylish which they believe is far more reective of the modern New Zealand. Spare, minimal and beautiful of form, these bottles are a great example of 'fancy water.

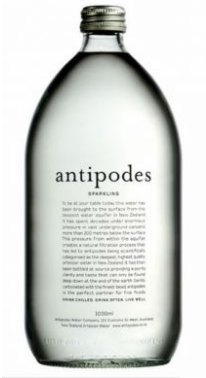
Reference: http://www.antipodes.co.nz/ , http://brandonblog.wordpress.com/2007/02/23/water-issues/

Credits:

Country: New Zealand
Agency: Antipodes T.D.

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1454

Other images:



This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1454