OGO WATER

Properties list:

end-user packaging
single product
new product
water
labels and sleeves
bottle
plastics
transparent
identity by shape
identity by typography

The O-Company's 33cl bottle of OGO oxygenwater has a highly distinctive shape. Its bottle, simple and geometric should help to persuade consumers of the benefits of extra oxygen in an increasingly polluted environment. The tantalising round OGO bottle encases a uniquely high concentration of oxygenated water from the source in europe's Taunus mountains, with over 200mg of oxygen per litre, which is 35 times that of regular water. Like a capsule rich in 'well-being and vitality'. In 2002 its designer Ora-Ito received the "Oscar for the best packaging". His style is described as ësimplexity; simple in its c omplexity .

Reference: http://www.designboom.com/contemporary/pet.html, http://www.ogolife.com/home

Credits:

Country: THE NETHERLANDS
Year: 2002

Designer: Ito Morabito

Award: Oscar for the Best Packaging 2002

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1536

Other images:

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1536