VALVERDE BY MATTEO THUN

Properties list:

end-user packaging
update
water
bottle
glass and ceramics
minimal
contemporary
transparent
identity by shape
identity by system of colour

ValVerde mineral water takes from a design concept by the noted Matteo Thun, whom, thanks to his creative process, has beautifully designed a new bottle made of simple and essential lines, capturing and enhancing the water's finest qualities: pureness and lightness. In order to value this precious bottle it has been chosen "to dress it" with a modern and distinctive "look" characterized by intense colours (turquoise, fuchsia and acid green) which identify the various tastes available (natural, sparkling and light sparkling) while the play on the transparency makes the double-sided label visible.

Reference: http://www.valverdewater.com/ingl/index2.html

Credits:

Country: Italy
Year: 2008

Designer: Matteo Thun

Award: Water Innovation Award 2008: "Best bottle in glass", bronze medal

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