# BOTTLE FOR BENIYA MUKAYU

Properties list:

product accessibility
new product
reusability
water
opening and closure systems
labels and sleeves
bottle
glass and ceramics
cardboard and paper
minimal
die cut

There is a japanese inn in Kaga Prefecture called the Beniya Mukayu. The "Mukayu" in its name is composed of three Chinese philosophy of inaction. Here we find a wealth of apparently useless things that turn our values on their head. The project of this bottle, e.g. through the logotype, wants to communicate this philosophy.

Reference: http://www.ndc.co.jp/hara/home_e/beniya/index.html

Credits:

**Country:** Japan
**Year:** 2000
**Agency:** Hara Design

**Designers:** Kenya Hara, Kentaro Higuchi

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