CKIN2U

Properties list:

end-user packaging
single product
new product
cosmetics, beauty and toiletries
flacon
plastics
glass and ceramics
minimal
contemporary
transparent
smooth
identity by system of colour
identity by typography
identity by shape

A bottle which is truly innovative in terms of its shape and material. Made of heavy glass, shown by the high central part of the base it is covered up to the neck (including the stopper) by a soft white plastic which accentuates the extreme shape and plays hide-and-seek with the underlying transparency, revealed by the initials of the name embossed on the surface. The metallic box is also highly evocative, suggesting a cloudy sky in a "secon Life" landscape dominate by the blue logo.

Reference: ItaliaImballaggio N.3 March 2008

Credits:

Agency: Ready Made Projects

Designer: Stephen Burks

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