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a user configurable building system utilising existing 2 litre polyethylene bottles.

around the corner from anywhere

Coca-Cola is without question, the most pervasive product in the world. Their 2020 Vision sees the company doubling annual revenue, including that of its system of global distributors, to \$200 billion in 10 years, while increasing profit margins and doubling beverage servings to more than 3 billion in the period. The company has been criticised on a number of environmental issues. Their overuse of local water supplies in some locations has led to severe shortages for regional farmers and the forced closure of some plants. Packaging used in Coca-Cola's products have a significant environmental impact. In 2009, The Coca-Cola Company announced a \$30 million commitment over the next six years to provide access to safe drinking water to communities throughout Africa through its Replenish Africa Initiative (RAIN).

Implemented by The Coca-Cola Africa Foundation,

RAIN will provide at least 2 million Africans with clean water and sanitation by the year 2015.

All of the above including contradictions can be reconciled by distributing a variant of the Dasani bottled water product to communities with limited water access. The product can be sold at or below cost

to make up for privatization of water supply for use in the manufacture of Coca-Cola products. After drinking, the empty containers can be saved and reused to build houses using the LIFE BEGINS HERE kit, which would alleviate environmentalist concerns about the impact of discarded packaging. the LIFE BEGINS HERE house kits can also be distributed through Coca-Cola at cost to aid the less fortunate and help transition them out of hardship. By utilizing a bottled product, water can be distributed even to remote locations. The spill proof packaging makes it easy to carry home. Coca-Cola could also establish a Dasani settlement to attract people currently living in poor conditions to relocate and break the cycle of poverty. Open Happiness.

Solution

It's the real thing.

P.E.T. bottles are structurally strong and can be selectively weighted when filled with sand or liquid. when sealed empty, air makes an excellent insulation material. with that in mind, i've created a few new components which mate with the existing 1"-8 standard thread on 2 litre soda bottles. the bottle screwcaps are used elsewhere to secure bracing bars to adjacent modules. very little needs to be newly manufactured since the bulk of the building's volume is the bottles themselves. we are simply providing a way of connecting them in a useful way. no tools are required for construction. all components can be disassembled and reused for reconfiguration or absconding.

the building is grounded by driving an L extrusion stake at each of the four corners onto which the walls

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Creative's profile



teigan