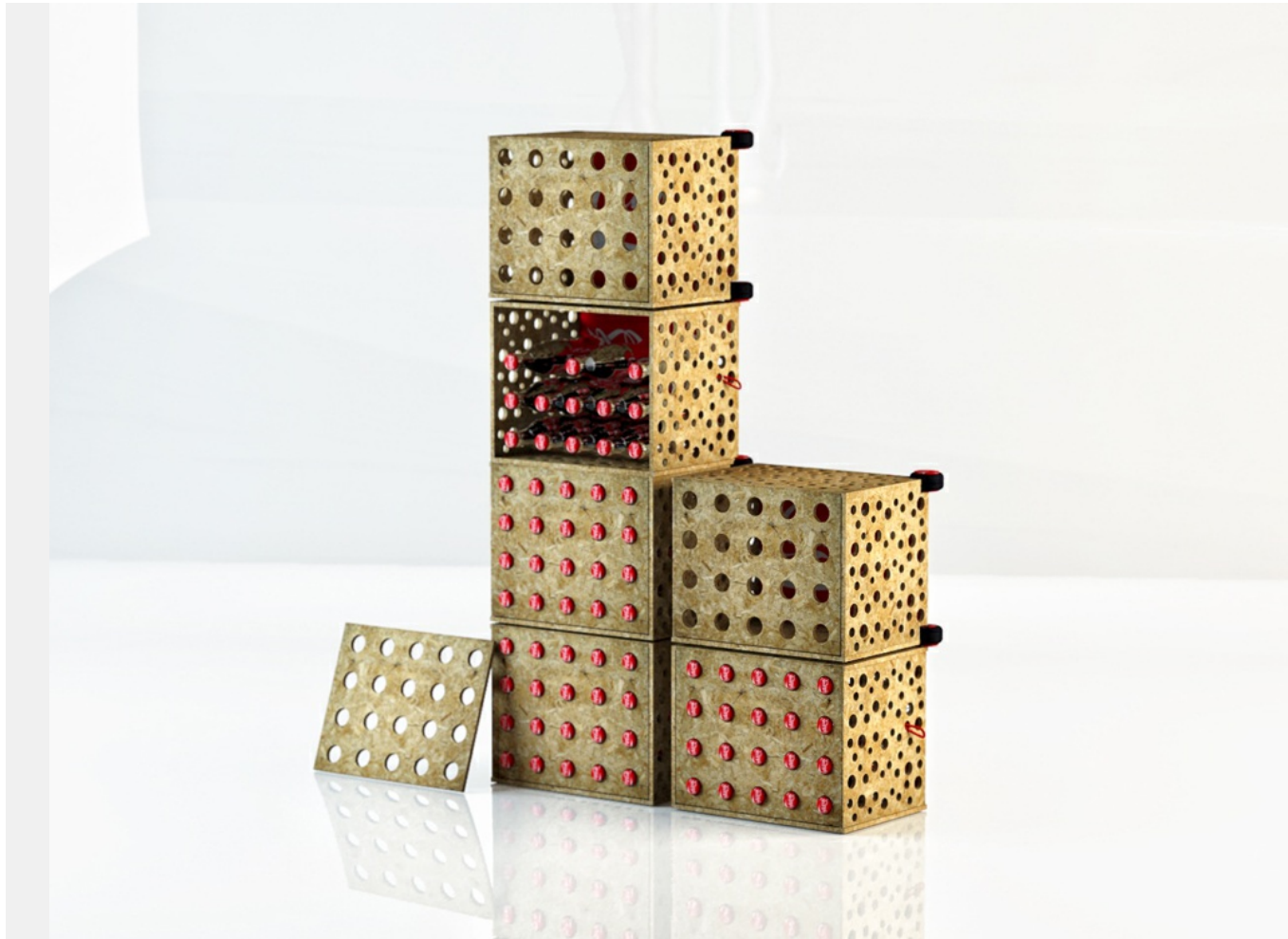


1/2 **coca - cola bubbles**

coca - cola bubbles



Solution

1. What is the problem your idea solving.

We would like to describe our way of thinking on this project.

First of all we've tried to identify main expectations of the coca cola company in redesigned crate. Interesting that most reasonable way of carrying of filled

plastic bottles is already invented - 12 bottles just wrapped tightly with thin

polyethylene. These blocks stands above each other over thin carton layer. Thus,

we've defined that reduction of material usage is not main goal.

Also mentioned

in brief positive life style, modern living space and other trends are made up

us mind, that in future create will be not only transportation device but a

part of interaction between coca-cola and final buyers. Therefore main purpose

Coca-Cola Design+ Award



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coca - cola bubbles

coca - cola bubbles

Creative's profile



zaarchitects PRO
Architect

Creative's top 5 skills

Architecture

ID: 19106. Last updated: 20.02.2012

jovoto

Status: 18.06.2018