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Coca-Cola Cloud



### Solution

#### Description

The main concept of this project is focusing first on the usability aspect, trying to save a lot of space in order to fill a pallet with as many bottles as possible and reduce the transport cost.

The shape of the crate is achieved by the fluent curves of the Coca-Cola bottles and the red and white color scheme speak the *◆*Coca-Cola language*◆*. Also the curved walls offers great strength and rigidity compared to a plane wall, making it durable enough to survive a heavy use.

I aimed to create an elegant and supple form by the volumetric interplaying of crates on all four sides, thus capitalizing space.

#### Design

I suggested two types of crates. One with a capacity of 12 bottles (Coca-Cola Cloud) and a smaller one with a capacity of 6 bottles (Coca-Cola mini Cloud).

Coca-Cola Design+ Award



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## Coca-Cola Cloud

Coca-Cola Cloud

Creative's profile



**Alexandru Coman** PRO  
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Creative's top 5 skills

Architecture, Graphic Design, Illustration, Product Design, Packaging Design

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