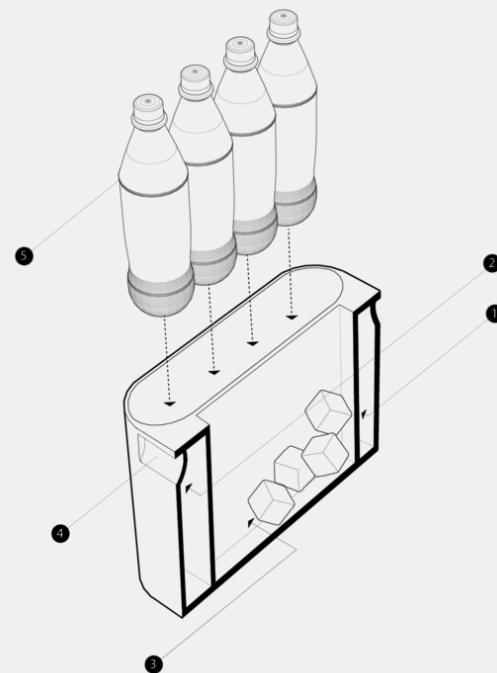


1/2 **silhouette**

the crate was designed as an open ended system that can evolve with Coca-Cola's branding and bottle

*Crate Section Detail*

- ① Hollow cavity to reduce material use
- ② Hollow cavity to reduce material use
- ③ Open cavity where ice can be inserted changing the crate into an ice box
- ④ Recessed handles built into the one piece plastic shell
- ⑤ Typical Coca-Cola bottle to be placed into crate

Solution**The Problem**

The problem we are trying to solve is to design a crate with consideration to how the crate will evolve over time while being mindful of Coca-Cola as a company and its consumers.

The questions we are trying to answer are:

- What happens when Coca-Cola has a special campaign or evolves its branding? How can the crate reflect that period of time?
- We hope that people will recycle the crates. But if they don't, how can we motivate them to reuse the crates? How do we convince them that it isn't simply a crate?

The Solution

2/2

silhouette

the crate was designed as an open ended system that can evolve with Coca-Cola s branding and bottle

Creative's profile



paustin