



## **Art Deco meets ultra premium imported water to form “AquaDeco”**

Start-Up beverage company AquaDeco LLC called upon Flowdesign of Detroit, Michigan because of their past brand experience in the beverage market. “Our ultimate goal for this project was to combine a unique art deco structural shape with modern label graphics to create a package that would demand a premium price”, says Dan Matauch, Principal of Flowdesign. We researched art deco buildings, bottles, perfume and etc.. to help us generate a one of a kind package.

After several design concept directions, AquaDeco narrowed the selection to a bottle shape that stood tall and proud. The shape of the bottle screams art deco with its fanned out fins that taper down to a stair-stepped base. For the label, a custom brand name logo was designed and placed on a clear pressure sensitive label so the back label could be seen from

the front. Because the water is imported from Mt. Ararat, the mountain image was incorporated on the inside back label and surrounded by a blue glow that is viewed through the front label panel. Finally the bottle was finished off with a custom designed plastic cap that flows with the clean tapered lines of the bottle. The structural design was a challenge for production, but Flowdesign's package design knowledge was able to bring it to completion working closely with manufacturers from start to finish.

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