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Kiss The Past Hello: 100 Years Of The Coca-Cola Contour Bottle



Synopsis

One of the most unmistakable shapes in the world since its introduction in 1915, the Coca-Cola Contour Bottle is an influential symbol of design, art, and culture. What began as a design brief to create a bottle that could be identified in the dark or lying broken on the ground today is one of the most recognized packages on the planet. Published on the occasion of the bottle's centennial, *Kiss the Past Hello* is a vibrant collection of images and art celebrating the Coca-Cola Contour Bottle not only as an icon of design but also as a symbol of optimism, happiness, and the shared moments in our lives.

Book Information

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Customer Reviews

Robert Goizueta is quoted as saying, "A billion hours ago, human life appeared on earth. A billion seconds ago, The Beatles changed music forever. A billion Coca-Colas ago, was yesterday morning." Nothing is more iconic to the modern world than the coca cola bottle. This year in 2015 we celebrate 100 years of this iconic figure. It was a creation that was meant to be recognized in the dark and light, to ring out a sense of joy to the sugary drink inside. In the catalogue, "Kiss the Past Hello", the beautifully illustrated book is filled with images of the bottle and the coke brand. This book is perfect for any library and is also a good companion to the Coca Bottle exhibit at the High Museum of Art that runs through October 4, 2015. This form kicked off Andy Warhol's pop art revolution and brings a smile to billions a day. Have a coke an a smile.

Very cool book. Don't expect to read a lot of information out of it though. It is mostly art.

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