



Nando's and Coca-Cola 2007 Classic Design Project Competition

Winner: Mary Pham

The brief: To create a design for a limited edition 385ml glass Coke bottle which conveys the theme of 'Happiness' or 'Optimism'.

A judging panel which included representatives from Nando's, Coca-Cola and the DG Design Network chose Mary Pham's design for its lively and eye-catching response to the brief. Wrapping around the iconic Coke bottle wavy circles of bright pinks, yellows, and red increase in size stretching from the top to the base of the bottle. This vibrant pattern is overlaid with fine line art in black and grey depicting Nando's famous chicken and peri-peri chillies as cute and happy characters living in a country, perhaps called 'Psychedelia'. It is the combination of colours and the little characters in the illustration which work to create feelings of happiness or optimism. Mary's design not only strongly addresses the theme of the brief, but its bright visual impact also enhances Coca-Cola's marketing of the Coke brand in store.

Mary is a young designer and a recent graduate with an Advanced Diploma of Business in Creative Design from the International College of Creative Arts in South Melbourne. She is delighted with her win, and is now looking for work in graphic design and art direction. Her prizes included not only having her design featured on the limited edition Coke bottle, but also a twelve month individual membership to the DG Design Network, one year's supply of Nando's, \$1000 worth of Apple merchandise, and a framed sample of her winning bottle.

Mary Pham's winning design Coke bottles will be sold from March in Nando's restaurants nationally through 2008.

Anne Paterson