

Coca-Cola celebrates 100 years of the Contour Bottle during Art Week Johannesburg



By Coca-Cola

Coca-Cola® South Africa continues to celebrate 100 years of the contour through a platform created for artists to exhibit artworks inspired by the glass packaging at the Art Week Joburg, in Maboneng precinct.

The Coca-Cola® contour bottle exhibition features South African artists Mbongeni Buthelezi, Tony Gum,

Simon Parkin and Namibian artist Kabelo Kim Modise - bringing together a combination of experienced and young artists under the curatorship of Zanele Mashumi.

Known as a design classic, the Coca-Cola contour bottle has been celebrated in art, music and advertising. It has inspired countless moments of happiness in film, social history, design

and fine arts and has gained iconic status as a muse to many artists and designers globally for 100 years.

“Although the Coca-Cola® contour bottle is a global icon, there is a very distinctive beauty about the way in which South African artists have used the contour bottle to express their craft. We also see this as an opportunity to help lesser known and up and coming



artists to exhibit their work," said Vukani Magubane, Public Affairs and Communications Director of Coca-Cola® Southern Africa.

Initial celebrations of the 100th anniversary of the Coca-Cola Contour Bottle kicked off in Cape Town and Johannesburg earlier this year through a global art travelling exhibition featuring world famous artists such as Clive Barker, Burton Morris and Andy Warhol. South Africans were the first to view these artworks, a selection from Coca-Cola's 33 000 art piece collection which the company has amassed since 1928.

Art Week Joburg is platform that gives young artists on the rise an

opportunity to showcase their artwork, unique techniques and talents. Through a collaborative partnership with Art Week Joburg, Coca-Cola South Africa is able to support our talented youth by creating awareness of our budding contemporary art scene in South Africa.

The Coca Cola Contour bottle exhibition displayed at Art Week Joburg is curated by Soweto-based curator Zanele Mashumi, who makes art accessible to the masses by bridging the gap between emerging artists and inexperienced art buyers.

Mbongeni Buthelezi is a world renowned South African artist who creatively converts waste material and

recycled products into masterpieces. Tony Gum is a vibrant 20 year old artist who uses photography to communicate her unique perspective on the world and is on a steady rise to critical acclaim for her distinctive work.

Simon Parkin is a well-travelled South African artist who expresses himself through oil painting, mainly landscapes. Kabelo Kim Modise is a Botswana born, Namibian-based artist who uses 2 remarkable methods to create his artwork; the first method being expressive oil paint and the second being the distinctive artistic method of linocuts.

The Coca-Cola® contour bottle is the ultimate blend of form and function. Its beautiful contoured fluid curves have evolved over the years but remained the same so distinctive that it could be recognised by touch alone and so unique it could identified when shattered on the ground.

The contour bottle was granted its trademark status after appearing on the cover of *Time Magazine*. It was the first commercial product to appear on the cover – cementing it as a global icon of popular culture.

"The Coca-Cola contour bottle continues to be at the centre of the happiest moments shared by our consumers everywhere in the world today, as it was in 1915 when it was first patented. We believe that the contour bottle will continue to inspire artists as Coca-Cola will continue to support local artists in their craft," said Magubane.

An enduring classic icon in the history of packaging design, the contour bottle remains a canvas for innovation today, including the development of the Coca-Cola aluminium contour bottle and varying package. ■

