

INTEGRATED — Cap art

What happens if you provide four artists with an infinite amount of used bottle caps, adult hops lemonade and four weeks to create any kind of artwork? That is exactly what we did to launch a new Saku Antvärk hops lemonade. We involved artists in the campaign creation process who were asked to create something extraordinary. And they did create exceptional works of art.

ART PEACES

“PAR BCA248 25L” Hans-Otto Ojaste, artist/designer

Hans-Otto had to make a choice already at the very beginning of his work. Should I create something sculptural or give it a try with more practical work? He decided to go for the practical one and a viewpoint of reuse led his thoughts to a post-apocalyptic world where everything is made up of something old. So a backpack was born made of reused tires, leather pants, old carpet and metal caps.

“Küü” / “Slow-worm” Tarvo Porroson, metal artist

An abstract sculpture “Küü” made by Tarvo was inspired by an endless line with no clear beginning and concrete end. The biggest challenge for the artist were the bottle caps, because the material has clear limitations and overcoming those was really an entertaining challenge for the artist.

“Ninasarvik” / “Rhinoceros” Heiki Zvorovski, freelance artist

Heiki and his “Ninasarvik” is a beautiful example of reuse and its universality. When the craftsman’s first version of rhino-shaped bust from 7 years ago was wrapped in sawdust, then the series’ second rhino was made of bottle caps and decorated with Saku Antvärk colours.

“Cygnus Atratus” Pilvi Tammoja, costume designer

Pilvi believes that the best artworks are made if the material is good. By uniting the given raw material and her longtime wish to create an armour for a nobleman, the mission was clear and a really unique armour “Cygnus Atratus” was born.

COPY — The World of Saku Antvärk

World is made up of little details. Those form a whole and the more the details, the richer the world. Something as simple and small like a bottle cap can be part of something bigger. An artwork for example.

New non-alcoholic adult hops lemonades with grapefruit and orange juice are like all products of Saku Antvärk refined to details to offer an unforgettable taste experience. Those flavours inspired artists to create art out of bottle caps that enrich the world around us.

New products of Saku Antvärk and a world full of art — www.antvark.ee