

elixir

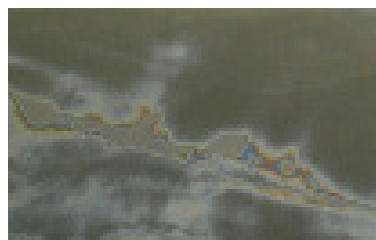
re-act for our water



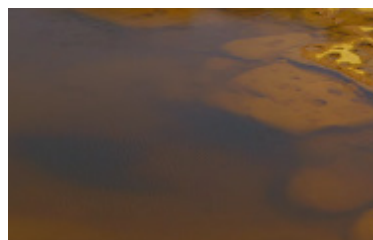
«**elixir** re-act for our water» is a series of five different water glasses, which aims to encourage a responsible use of our clean drinking water. The design of the glasses makes clean water appear dirty and thus breaks the everyday routine access to drinking water. Each glass represents one continent and reflects the most polluted river of that continent. Everyone should identify with the issues around them, because the global problem of the increasing pollution of drinking water affects everyone. Access to drinking water is a basic human right. We want to help raise awareness for the 785 million people who don't have that access. These glasses give the buyer the opportunity to join and share our vision by becoming active himself.



Ganges River



Niger River



King River



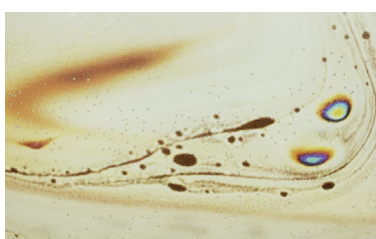
Mississippi River



Sarno River



Ganges design



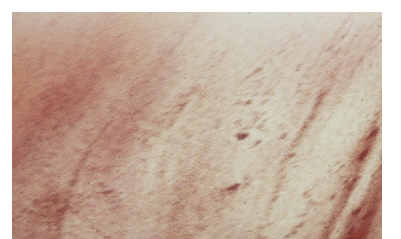
Niger design



King design



Mississippi design



Sarno design

There is **no** substitute for water.

elixir

re-act for our water



Ganges River in Asia is polluted by a **toxic mixture** of faeces, religious offerings, dead bodies and plastic.

Niger River in Africa is contaminated with millions of litres of **crude oil** every year.

King River in Australia is polluted due to **acid drainage from old mines**, notably copper mines.

Mississippi River in America is polluted due to water runoff from agriculture, leading to **algae overpopulation**.

Sarno River in Europe is polluted with **sewage from the italian tanning leather industry** and agricultural waste.



A brochure in the glass bottom provides detailed information about the reasons for water pollution



The design works for any water level



An embossing in the bottom of the glass contains brief information about which river the glass is and what it is contaminated with



The transparent design makes the glass look different depending on the angle

More than a water glass.

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Get inspired, read up and **take action.**