

information model of "message in a bottle" by charles fishman (fast company, july 2007).
a visualization of the process of bottled water versus tap water.
by andrew thong, brian quan, gordon brown, & matt dolnik.

acquiring

underground lakes, aquifers, and even tap water are the sources of the water they bottle

processing

filtering, injecting, reverse osmosis. These are the many different ways companies use to prepare the water before they are bottled

packaging

the water is consumed, but the bottle that contains it remains

distributing

out the factory, across the land, over the sea we send water almost halfway around the world

bottled image

a chilled plastic bottle of water acknowledges our demand for instant gratification, our vanity, our token concern for health

bottled water

the water may come from "one of the last pristine ecosystems on earth" but out back of the bottling plant is a less pristine ecosystem veiled with diesel haze

they put local water through an energy-intensive reverse osmosis process...so they can brag about the purity

38 billion, or 77 percent of plastic bottles don't make it back for reuse every year

water's so heavy you can't fill an 18-wheeler with bottled water

drinkup

we have a choice
bottled water vs. water bottle

disposable
expensive

reusable

tapwater

is just as clean
costs almost nothing
hardly inconvenient

disrupting ecosystems, burning fossil fuels, throwing away recyclable plastics **unnecessary waste**

