

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**

