

Beat: Sports

## **COCA-COLA & THE PSG CELEBRATE EXTENSION OF THEIR CONTRACT FOR THE NEXT 3 YEARS**

### **DESIGNED TWO LIMITED EDITION COLLECTOR**

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**USPA NEWS** - To celebrate the renewal of their contract for the next three seasons, Coca cola and le Paris Saint Germain conceived two collector bottles in limited editions. This initiative is with the unique collaboration of the artists Mambo and Pieter Ceizer...

To celebrate the renewal of their contract for the next three seasons, Coca cola and le Paris Saint Germain conceived two collector bottles in limited editions. This initiative is with the unique collaboration of the artists Mambo and Pieter Ceizer.

The first bottle dressed in red, was conceived by the french artist. It highlights the splendor of the city of Paris. The second one, introduced by Dutch artist Pieter Ceizer, is deressed in black and playing with the club' codes, its stadium, fans and players.

The bottles are available alone or in duo at Galeries Lafayette Gourmet, at Colette, PSG distributors' network (boutiques and online). You can also win them on digital platform HappinessFC, also on twitter #ChoisisParis.

Mambo was born in Chile in 1969, from a French father and a Hungarian mother. He grew up in Latin America and started his artist career in Paris. Mambo has established his own visual vocabulary : he is a polyglot artist, capable to pick what he needs on his languages palette to express his feelings in the moment. His different artworks series go from abstract graphic interplays of lines and spontaneous designs, to action painting as well as minimal and caricatural portraits using his signature red-orange color, thus creating an expressive graphic universe, full of underlying meanings, combining observation, ambiguity and humour.

Studio Ceizer was born out a passion for typography and quality products. This Amsterdam based company was founded by designer Pieter Ceizer and represents the clothingline 'Ceizer' as well as Pieter Ceizer's artwork and collaborational projects. After 8 years of experience in the industry and various successful collaborations, Ceizer organically grew into an independent lifestyle brand and art & design studio.

Source : Coca Cola Company and Paris Saint-Germain

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