A Lot of Water



Problem

Water is the foundation of life and vital for human survival, but we often forget how much of it goes into making the stuff we use every day – from avocados to t-shirts. It’s wild how many liters disappear

Idea

We interviewed people in NYC, asking them what they can’t live without in their daily lives. Then, we revealed how much water it takes to produce those essentials. It’s a wake-up call: there’s a ton of water behind everything we love. Lets value it.