

TOUCH ME, HOT!



Properties list:

- adults
- single product
- extra-use of packaging
- concept
- wine
- labels and sleeves
- glass and ceramics
- bottle
- thermo-changeable
- packaging as a new medium
- tactile packaging
- event packaging

In "Touch me, hot!" project, the heat-sensitive label changes its color when touched by hand and indicates if the wine as at its optimal drinking temperature.

The Triennale Design Museum, presented "Message on the bottle", a project of OnDesign, the design and communication agency headed by the Italian-German designer duo Francalma Nieddu and Olav Jünke. They invited their designer friends around the world to put a personal message on the bottle as a label or in any form they liked. The resulting works had been presented to the public at the Triennale DesignCafè in Milan on bottles of biodynamically grown Barbera and gave wines from Piedmont's La Raia wine cellar, after winning a European Design Award in Stockholm with their "wine for you" design, an emblem of the exhibition. The design is a modern reinterpretation of the message in a bottle theme, featuring not a letter, but a fine wine.

Reference: [Food Packages, n°25 Jan/Feb 2009](#)

Credits:

Country: Italy

Year: 2007

Designer: Michele Palazzo

Concept presented to the
"Message on the bottle"
event, Design Festival

Hamburg 2007

This document was created by www.packagingdesignarchive.org

Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1598

Other images: