

ROSSO DA MEDITAZIONE



Properties list:

- extra-use of packaging
- single product
- wine
- concept
- labels and sleeves
- bottle
- cardboard and paper
- glass and ceramics
- contemporary
- debossed, embossed
- identity by colour
- identity by typography
- end-user packaging
- adults
- packaging as a new medium
- event packaging

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 Franca Neri 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.

In "Rosso da meditazione" project, a label wrapping more times around the bottle quote verse from the Bible upon which you can reflect... maybe sipping a good wine.

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

Credits:

Country: Italy

Year: 2007

Designer: Giulio Iacchetti

Concept presented to the
"Message on the bottle"
event, Design Festival
Hamburg 2007

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