

WINE FOR YOU



Properties list:

- single product
- extra-use of packaging
- packaging as a new medium
- end-user packaging
- wine
- additional structural elements
- bottle
- glass and ceramics
- ironic
- adults
- identity by shape
- identity by pictograms
- unusual structural association
- identity by typography
- 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 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.

"Wine for you" project is the reward for whoever finds this bottle containing - no, not a long outdated letter but the finest Piedmontese Gavi. On the back, designers Olav Jünke and Francalma Nieddu ask to be informed by eMail where the bottle is found.

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

Credits:

Country: Germany

Year: 2007

Designers: Olav Jünke, Francalma Nieddu

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

Prize winner at the 2008 ED Awards in Stockholm

Other images: