

# BOTTLASS

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## Properties list:

- end-user packaging
- range of products
- extra-use of packaging
- concept
- additional structural elements
- wine
- bottle
- glass and ceramics
- cardboard and paper
- ironic
- identity by shape
- unusual structural association
- adults
- packaging as a new medium
- event packaging

In "Bottlass" project, a glass had been put perpendicularly on the bottle and comes with a little instructions manual that explain how to use the unusual object.

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.

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

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## Credits:

**Country:** Italy

**Year:** 2007

**Designer:** Alessio Leonardi

Concept presented to the

"Message on the bottle"

event, Design Festival

Hamburg 2007

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