



### Properties list:

- event packaging
- end-user packaging
- range of products
- concept
- additional structural elements
- wine
- bottle
- glass and ceramics
- unusual visual association
- pop
- identity by abstract shapes

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.

In "D-Eco" project, the adhesive paper elements can serve as decoration for other objects, or the decorated bottle can be used later as an elegant vase. Positive and negative forms are applied to the white and red wine bottles without waste.

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

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Credits:

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**Country:** Germany

**Year:** 2007

**Agency:** OnDesign

**Designer:** Francalma Nieddu

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

Prize winner at the 2008 LuxePack in Monaco

Other images:

