



Properties list:

- event packaging
- packaging as a new medium
- end-user packaging
- concept
- additional structural elements
- wine
- bottle
- glass and ceramics
- hand-made
- unusual structural association

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 "Ammore" project, the message quoted on the label is embellished by pencil on the bottle with a rope closed by sealing wax.

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

Credits:

Country: Italy

Year: 2007

Designer: Annagemma Lascari

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

Other images: