TOUCH ME, HOT!



Properties list:

adults
single product
extra-use of packaging
concept
wine
labels and sleeves
glass and ceramics
bottle
thermo-changeable
packaging as a new medium
tactile packaging
event packaging

In "Touch me, hot!" project, the heat-sensitive label changes its color when touched by hand and indicates if the wine as at its optimal drinking temperature.

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 p ut 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 b iodynamically 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 exibiion. The design is a modern reinterpretation of the message in a bottle theme, featuring not a letter, but a fine wine.

Reference: Food Packages, n°25 Jan/Feb 2009

Credits:

Country: Italy Year: 2007

Designer: Michele Palazzo

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

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