## **ROSSO DA MEDITAZIONE**



## Properties list:

extra-use of packaging single product wine concept labels and sleeves bottle cardboard and paper glass and ceramics contemporary debossed, embossed identity by colour identity by typography end-user packaging adults packaging as a new medium 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 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.

In "Rosso da meditazione" project, a label wrapping more times around the bottle quote verse from the Bible upon which you can reflect... maybe sipping a good wine.

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

Credits:

Country: Italy Year: 2007

Designer: Giulio Iacchetti

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

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