

BOTTLASS



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.

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

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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