AMMORE



Properties list:

event packaging
adults
packaging as a new medium
end-user packaging
range of products
extra-use of packaging
concept
wine
bottle
additional structural elements
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 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 "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, nÂ°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

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