

## Winners of the 13th Verallia Design Awards unveiled

Verallia, the world's third-largest producer of glass packaging for food and beverages, announces the winners of the 13th Verallia Design Awards. The theme of glass without moderation, around beverages with little or no alcohol, challenged students and young graduates from design, packaging and fine arts schools: 170 projects were submitted to the jury.

Following deliberations on May 19, three projects were selected in the 'still & sparkling wines', 'spirits' and 'beers' categories, one project for the special prize on the theme of sporting events, and finally, sponsor Lucile Viaud awarded her "coup de cœur".

Focus on the winners of this 13th edition and on this competition which reveals talent year after year.

### Still & sparkling wines category: Mue wins

Consumer trends are changing... and why not bottle packaging? Mue's designer, Elise Souchet, has understood this well, imagining a bottle with a second-skin effect. Her sense of observation, creativity and intuition are all skills cultivated during her studies at the Cité scolaire Raymond Loewy in La Souterraine, and which enabled her to bring the Mue project to fruition. The jury was won over by the work put in, the quality of the finishes and the originality of the concept: a bottle that takes off its clothes and then puts on a new skin - the half-naked, half-molted effect. The young prizewinner is delighted with this competition, which "forces us to think through our projects in minute detail, but also gives us access to a slice of the dream world".



### Category spirits, Genever



A bottle that stands out from other projects thanks to its simple but no less original appearance. Stanislas Raba and Nicolas Mizzon, both graduates of the Université de Technologie de Compiègne, have used their complementary skills to come up with Genever, the fruit of their complicity and imagination. This year, the jury was looking for shapes that would speak for themselves, be recognizable and identifiable to all. The gamble paid off for Genever, which instantly alludes to the codes of spirits. Following their participation in the Verallia Design Awards, the two students say: "This competition challenged us and taught us the rudiments of designing a glass object, as well as the subtleties of its manufacture".

### Category beers, Samy

This avant-garde bottle was a hit with the jury. Samy was developed by Jeanne Bonaimé, a student sensitive to the world of glass and its constraints, currently studying for a Bachelor's degree in product design and innovation at the Bellecoeur École in Lyon. Samy's futuristic look, practicality and name - a direct reference to Sam, "the one who doesn't drink" - have made a lasting impression. A project whose complete revisiting is revolutionizing the packaging of non-alcoholic drinks. The Verallia Design Awards represent a real opportunity for the Lyon-based student, who says "the competition enabled me to face the real challenge of carrying out a project in the professional world".



### Special prize awarded to La Torche



This year, candidates in this special category had to imagine and design a packaging representing a sporting event. Loïc Pellissier, a student at Toulouse's Lycée Polyvalent Rive Gauche, took part in the competition for the second time, and was particularly inspired by the theme to come up with the Torch. The slender, octagonal shape of the Torch appealed to the jury as it directly evokes the world of sport, with its curves similar to those of the Olympic torch. The project won unanimous acclaim from the jury and stood out for having met a number of criteria: innovative, interesting and marketable. For his second entry, the student proceeded as follows: "I crossed the requirements for the container with my own desires, and that's how I ended up with the La Torche container".

### The mentor's favorite, Lucile Viaud

Her closeness to the environment and her involvement with students made her the natural godmother of VDA 2022. In her workshop, where she creates her "geoverrerie" and explores the link between landscape and material, Lucile echoes the raison d'être of Europe's leading glass packaging company. It was Manon Choux's Bottle Cape that caught the godmother's expert eye. The student at ESAAB in Nevers has shown originality and daring in designing a bottle that alludes to beer in its rawest form, hops. Representative hop cones, amber color... all the codes of beer in one bottle! For the winner, the competition was "an interesting experience that allowed me to test my skills and knowledge of a material I've never had the opportunity to work with".



### A professionally-oriented competition

More than just a design competition, the Verallia Design Awards represent a real professional springboard. The support, guidance and expertise provided by all those involved in the competition enable students to design their projects in the best possible conditions, while benefiting from the kind advice and counsel of professionals in the field. Year after year, the competition has seen the emergence of innovative talents and creations, some of which have been described as "success stories". Clara Chanteloup and Maxence de Cock's Flûte Gothic - a project by the 2018 winners - has been industrialized and marketed by Domaines Paul Mas. Professionalism is

the watchword of this competition, enabling students to embark on a project from A to Z right through to marketing.

Listen to the podcast presenting the Flûte Gothic success story by clicking [here](#).

Don't hesitate to come back to us for more information or to arrange an interview.

Press contact: Claire Delval  
+33 6 78 16 86 88  
[c.delval@agencehemispheresud.com](mailto:c.delval@agencehemispheresud.com)

