



Press release
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Verallia Design Awards

The 2023 edition explores the experience offered by glass to live the moment to the fullest

Every year since 2009, Verallia France, Europe's leading producer and a subsidiary of the world's third largest producer of glass packaging for beverages and food products, has organised the Verallia Design Awards. A true pillar in the glass design landscape, the competition challenges students and young graduates in design, packaging, and fine arts schools to create designs around this material. This year, Pierre Charri , a designer well-known for his work on the sensory dimension of everyday objects, is the mentor.

Glass to live the moment, the theme of this 14th edition

The search for well-being and slowing down in daily life are fundamental trends. Therefore, this year, Verallia France is encouraging the creation of glass packaging (bottles and jars) **inspired by nature** (biomimicry) and providing a **sense of calm and serenity** (through their shape, finish, or colour).

Each candidate will have to design a bottle or jar by exploiting the creative power of glass to the very best.

This theme is applied to the four glassware markets: Still and Sparkling Wines - Spirits - Beers, Waters and Soft Drinks - Foodstuffs.

The Verallia Design Awards echo the Group's mission statement "Re-imagining glass to build a sustainable future". Infinitely recyclable and environmentally friendly, glass adapts to trends to meet consumers' needs. Between creativity and authenticity, glass brings together the beautiful and the ordinary: over the millennia, it has created a unique emotional bond with consumers. A bond that is renewed today in the recycling chain and its ecological advantages.



Calendar

Project submissions until **26 March 2023**

Jury deliberation **25 May 2023**

Award ceremony **end of June 2023**

6 prizes to win

Participants compete for 3 "bottle" prizes (Still and sparkling wines - Spirits - Beers, water, and soft drinks) and **1 "jar" prize** (Food) which correspond to the 4 Verallia markets. Each of them will win 2000 € this year. In addition, there are 2 special prizes: a *"mentor's favourite"* and an *"employee's favourite"*.

The plus? Each winner will have their creation prototyped by Verallia. And who knows, maybe one of them will be marketed and become a commercial success. From the head to the table, it's only a few months!

The sensory dimension of everyday objects, with Pierre Charrié



"I am interested in how materials, sounds or gestures can create new interactions and question the way things are used. As an independent designer, I work on the sensory dimension of everyday objects. **I am delighted to be the mentor of this new edition of the Verallia Design Awards because for me, well-being can be achieved through the relationship we have with the objects that surround us and the emotions they can provoke.** The meaning we give to our environment can be a source of peace, even happiness," says **Pierre Charrié, Designer, mentor of the 14th edition of the Verallia Design Awards.**

As mentor, Pierre Charrié brings his personality and his universe to this 14th edition. Inspired by his profession and his achievements, he will pass on his vision of design to the students he encounters.

Students are now back in the factories

Factory visits were stopped for the last three editions (Covid). They are finally starting up again for schools that include the competition in their teaching programmes.

What is the objective? To facilitate the work on the projects, to learn everything about the manufacture of glass packaging, the technical constraints, and the expectations of the jury.

A real springboard for the future

Through the Verallia Design Awards, the Verallia Group raises awareness among young designers of the constraints of glass as a material, and of the industry. **The limits of the imagination? Those of the industry, because the objective is to bring the most beautiful projects to the market.**

For the past 14 years, the industry has chosen themes related to current events. The projects are evaluated by professionals from the glass packaging, food and wine industries.

"Over the years, the competition has gained its reputation. Taking part means discovering the material glass through a practical case of product development in quasi-industrial conditions. If an innovative project attracts our attention, Verallia can position itself as an incubator to launch it on the market," adds **Marie-Astrid Gossé, Marketing Director of Verallia France.**



Success story: Flûte Gothic

Designed in 2018 by Clara Chanteloup and Maxence de Cock, the bottle has already received several awards! In October 2022, it was awarded a prize by Luxe Packaging Insight magazine in the Wines & Spirits category at the Prix Formes de Luxe 2022. It is also a winner, in the Glass Transformation category, of the 2022 Packaging Oscar, awarded by Emballages Magazine.

For the record: Paul Mas, member of the jury, was immediately seduced by the uniqueness and artistic signature of this bottle created on the theme of nature. Produced and marketed exclusively for the estate since 2021, it represents a real technical challenge promoting rural luxury and giving the wine all its letters of nobility.

Good to know: The winners will be in the running for the the international final of the group in September 2023.

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About Verallia France

Verallia France is a subsidiary of the Verallia Group, the world's third largest producer and Europe's largest producer of glass packaging for food and beverages. Verallia France perpetuates glassmaking know-how through its 7 plants located in Lagnieu, Cognac, Chalon-sur-Saône, Oiry, St-Romain-Le-Puy, Crouy and Pont-Sainte-Maxence. Anchored as closely as possible to the needs of the wine and food industry, Verallia France is a leading local player, with over 2,000 employees throughout the country.

In line with the Group's mission statement, Verallia France is working to reimagine glass to build a sustainable future, and is redefining the way glass is produced, reused, and recycled, to make it the most sustainable packaging material in the world.