

Press release

Courbevoie, 3 July 2023

Verallia unveils the six prize-winning projects at the 14th edition of the Verallia Design Awards

The theme “*Glass to live the moment*” was inspiration for the **672 students and young graduates from 132 design, packaging and fine arts schools** who took part in the 14th edition of the Verallia Design Awards. On Friday 30 June, **ten young designers received their trophies created by the designer and mentor of this edition, Pierre Charrié.**

From the **60 short-listed projects**, the jury made up of professionals from the food industry, journalists and designers awarded **4 Prizes**: 3 “Bottles” awards (Still and sparkling wines - Spirits - Beers, water, and non-alcoholic beverages) and 1 “Jars” (Food) award corresponding to the different glass maker’s markets. There were also **2 “Favourites” Awards**: one chosen by the mentor and another by Verallia employees.

The competition has been held since 2009 by Verallia, the European leader and the world’s the third-largest producer of glass packaging for food and beverage products. Every year, the event is a source of inspiration for participants and the glass maker alike. Verallia’s goal is to remain at the creative forefront of its market.

An inspiring theme and a competition that drives professional growth

The theme *Being in the moment through glass* was taken from Verallia's high-end international brand, Selective Line Trends. It gave a sense of direction to participants, leading to some beautiful creations.

Sixty-five percent of those enrolled were trained in the glass-making process via plant visits and online conferences. **Participating in the Verallia Design Awards means discovering glassware through practical product development.**

“We are delighted with this 14th edition of the Verallia Design Awards and the creativity shown by the participants. **As well as driving professional growth, the competition illustrates our desire to push back the creative boundaries of glass. We want to keep exploring how glassware can offer a unique experience** through specific designs that are in line with market trends. It is also an opportunity to share our passion for this material and to present it under quasi-industrial conditions.”

Marie-Astrid Gossé, Marketing Director for Verallia France.

The competition is a real springboard for these young designers. As was the case with winning projects from previous editions, some creations could go on to become a commercial success.

[→The 14th edition in pictures](#)

2023 winners

“Bottles” Prize: Still and sparkling wines

The Vine



Eloi Menaud and Manon Piette – EDNA & Ecole Polytech, Nantes (44)

How do you combine a wine bottle and a vine plant? By using biomimicry, where nature and the object become one, each inspired by the other. Here, the vine is seen as a return to its origins: the birthplace of wine. A set of ripples made of hollows and protrusions was created to retain the noble, graceful image of the wine and to give form and motion to the vine. The label's logo and typography complement the bottle's minimalist shape.

“We wanted to make the vine plant the central motif, which allowed us to approach the wine from a different angle. We wanted to restore the value to the vine, which is too often overlooked. The vine and its bark are extremely interesting materials to work with. Its artistic appeal lies in the unusual bark with its contrasting, raw and dreamy texture, as well as the randomly protruding branches, which give it a rare complexity. Biomimicry was a concept that allowed us to incorporate the vine's bark into the bottle. The vine and the bottle now function as a single object. The fusion was supposed to be abstract. The aim was not to make a simple "trompe-l'oeil". We wanted to evoke the vine rather than simply display it, and all as part of a modern design.”

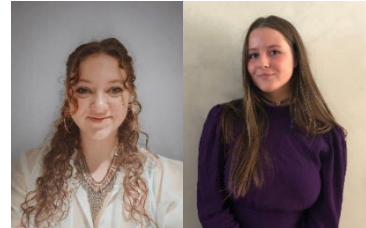


“Bottles” Prize: Spirits

Ocean

Clarisse Bayle and Lauriane Dupré – EDNA, Nantes (44) & EFAP, Bordeaux (33)

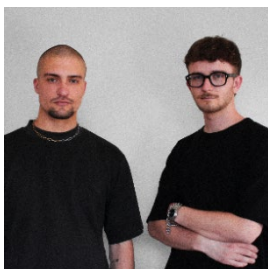
The trend of “slow living” and searching for well-being is a growing cultural and societal change. It is manifested in a desire to live more consciously, to do things at a slower pace, and to enjoy life’s little pleasures. This movement is also expressed in the quest for a feeling of physical and mental well-being that helps reduce stress and anxiety. And what’s more soothing than standing in front of the sea and letting your thoughts roam free? This is the underlying concept to this vodka bottle.



“Consumers who aspire to this lifestyle are looking for products made from organic, natural and additive-free ingredients. They are seeking a healthier, more authentic taste experience. As lovers of the Atlantic coastline, we conceived a high-end seaweed vodka with packaging inspired by nature. The bottle’s design features the ocean swell in relief, evoking the vastness of the sea, the feeling of completeness, and a sense of freedom. From the shape of the glass to the beach depicted on the label, this 50 cl bottle combines graphic and textured elements that create a unique, recognisable visual identity.”

“Bottles” Prize: Beers, water and non-alcoholic beverages

"T"



Julien Kudic – École Boulle and Clément Servignat – École de Condé, Paris (75)

How do you turn a tea break into a captivating experience that brings an ephemeral feeling of calm? By promoting this natural, universal drink with so many virtues. Julien Kudic and Clément Servignat bring us a bottle that offers both sensory experience and hidden functionality.

“The bottle has a soothing quality that works on several levels, whether visually, through touch, or in its use. The "T" design is inspired by the geometric motifs of Zen gardens and the sensory dimension of sand. The interplay of patterns and textures are surprising to touch, as we rediscover the sand that constitutes the glass. It is also ergonomic to hold. What’s more, the T bottle’s serrated motif has a hidden function: users at the beach can take the side of the bottle and draw their own patterns in the sand, obtaining the same sense of calm that we find in Japanese gardens. The bottle’s soft, curved shape draws its inspiration and its added dynamism from the asymmetry of



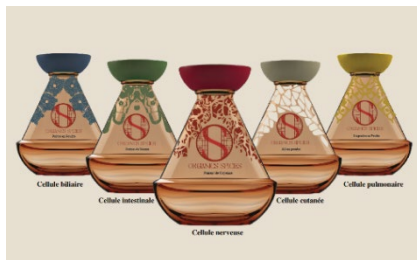
these landscapes. The Buis wood stopper, in the shape of a T, and more generally the bottle, echo the shape of the rakes seen in these small Japanese gardens.

“Jars” Prize: Food

Organics spicies

Jeanne Menier, ESEPAC, Saint-Germain-Laprade (43)

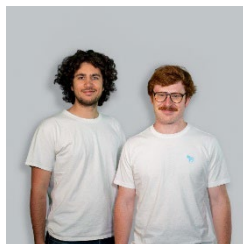
The transition from living in the moment to reconnecting with your inner self takes just one step. Organics Spicies uses traditional Chinese medicine and its Taoist origins to enhance the qualities of glass. This doctrine involves balancing five pillars: wood, fire, earth, metal and water. These bridges to an inner equilibrium are each attached to parts of the human body, and more specifically the organs.



“The five pillars are linked to five different flavours: sour, bitter, sweet, spicy and salty. Food is a way to take care of our bodies. So, I chose to make a range of five jars containing five different spices: ginger, pepper, sesame, garlic, and cayenne pepper. Each food is linked to care for a specific organ. My project is inspired by the human body and ideas relating to self-care.

Mentor's Favourite: Pierre Charrié

Trinkañ

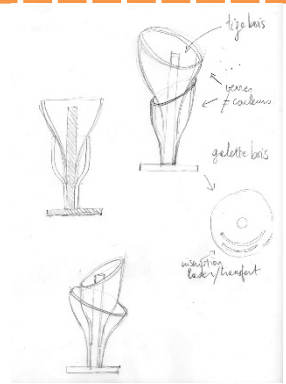


Tom Azria and Numa Rousseau – CY School of Design, Cergy (95)

How do you give people a new opportunity to drink cider? How can we make the drink stand out from the endless cases of supermarket beer as summer approaches? Trinkañ is tailored to the behaviour of young people who generally consume drinks outside their home and in 33 cl format. The proposal inspires people to have fun together and to share.

“Our concept reframes the codes of craft beer to attract a young and urban audience: a simple, organic form, and pastel colours. The ergonomics provide a better grip. The label is inspired by the shape of a droplet, and we’ve used white sandblasted glass to move away from the image of a green champagne bottle. We have reinforced the brand identity with text on the indented underside. For those enjoying an aperitif at the beach, this can create a pattern in the sand. Finally, the name *Trinkañ* and the label’s graphic design are a reference to the terroir in Brittany. We believe that *Trinkañ* is a format that can give cider a wider appeal than its current status as something to drink in the *crêperie*.”





The 2023 Trophy

Each year, the Mentor or patron presents the winners with the trophy. A unique item, it reflects both the spirit of the competition and that of its mentor.

For this 14th edition, Pierre Charrié, a designer renowned for his work on the sensory dimension of everyday objects, created this exclusive trophy from Verallia bottles. *“The principle was to use existing bottles with different shapes, sizes and colours,”* explains Pierre Charrié.

It was manufactured by the company Q de bouteille.

“I was delighted to be the mentor of this edition. More than a passing trend, it is really a question of showing that glass must regain its rightful place in our everyday lives. I am charmed to have designed this year’s trophy, which was produced by Q de bouteille. Finally, I hope I have been able to convey the significance of the sensory dimension of everyday objects to these students and young graduates – a creative concept that embodies my work and my art.”



Pierre Charrié, designer & mentor of the 2023 edition.

[➔Click here to watch the video and find out more!](#)

Verallia Employees' Favourite *Enchantment*

The competition is an event that the Verallia employees follow closely. For each edition, they are asked beforehand to rate the 60 short-listed projects to come up with the finalists. **This year, for the first time, they were able to elect their own "Favourite" and name their winner.**

Christiane de Montigny – Institut Sainte-Geneviève, Paris (75)

Once again, the vine gets all the plaudits: it is the origin of wine. The concept? When this vine leaf landed on the bottle, it left its mark. Over time, the leaf transformed the bottle, enchanted it, and spread its veins inside. Each time the bottle is emptied, these inner veins appear, completing its form. "Enchantment" is a bottle of white wine that bears witness to the passage of time.



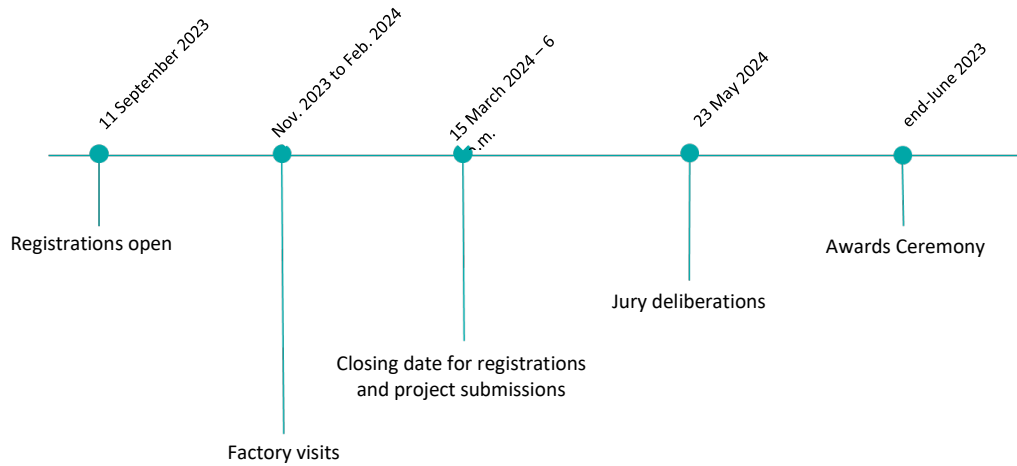
"The shape and motif of enchantment tell a story by forging a link between the act of winding down (the veins) and biomimicry. I wanted to create a surprise effect by the appearance of the veins inside the bottle as we drink the wine. To see them as a chance to reconsider both the passage of time and the present moment. The magic of the internal engravings is

revealed as the bottle empties: a spectacle that highlights the perspective of the glass. The imprint of a leaf adds a tactile dimension to the glass that indirectly reconnects the user with nature."

Looking ahead to 2024... an anniversary year!

After this magnificent 2023 edition, Verallia will open a new chapter of the Verallia Design Awards in September with a 15th anniversary edition! Registrations will open on 11 September 2023, with a brand-new website and a theme that will once again be drawn from Selective Line market trends.

Events for the 2024 edition:



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About Verallia

At Verallia, our purpose is to re-imagine glass for a sustainable future. We want to redefine how glass is produced, reused and recycled, to make it the world's most sustainable packaging material. We join forces with our customers, suppliers and other partners along our value chain to develop new, healthy and sustainable solutions for all.

With approximately 10,000 employees and 34 glass factories in 12 countries, we are the European leader and the world's third largest producer of glass packaging for food and beverages and offer innovative, customised and environmentally friendly solutions to more than 10,000 companies worldwide.

Verallia produces more than 17 billion glass bottles and jars and posted €3.4 billion in turnover in 2022. Verallia is listed in compartment A of the regulated market of Euronext Paris (Ticker: VRLA – ISIN: FR0013447729) and is included in the following indices: STOXX600, SBF 120, CAC Mid 60, CAC Mid & Small and CAC All-Tradable.