

**Press Release**

Paris, June 30, 2025

## 6 bold and responsible projects awarded at the 16th edition of the Verallia Design Awards

On June 27, six student projects were awarded during the 16th edition of the Verallia Design Awards, themed: "Funky and Committed Glass: Bold Design in the Service of Sustainability."

Mentored by Sylvie Amar, a prominent figure in gastronomic design, this edition highlighted Verallia's 100% electric glass furnace at the Cognac site, dedicated to the production of food and beverage packaging.

Another major innovation this year was the introduction of a Decoration Prize, created to recognize the role of decoration in shaping the identity of glass.

### A committed competition blending innovation, creativity, and sustainability

"This edition celebrates creative boldness and responsibility. With Verallia's first 100% electric furnace, we're offering young talents a unique opportunity to reinvent glass by combining aesthetics, commitment, and innovation. It encourages originality, challenges packaging norms, and positions glass as a material of the future—perfectly aligned with our purpose: reimagining glass to build a sustainable future," **says Maud Dubois, Marketing Director of Verallia France.**

Led by mentor Sylvie Amar, a key figure in gastronomic design, this edition honored projects across several emblematic categories (glass, rosé wine, white and amber spirits) and introduced a new Decoration Prize, highlighting the role of decoration in packaging identity.

"The students successfully combined environmental awareness, strong storytelling, and industrial feasibility," notes the designer, who sees the Verallia Design Awards as "a true case study in industrial design."

Thanks to comprehensive educational support—including webinars, site visits, and the involvement of the sponsor—participants were able to blend creative expression with industrial constraints. For some, the projects are already close to being realized. Indeed, this learning framework allows certain concepts to move beyond the idea stage and approach actual commercialization.



## Presentation of the 2025 winners :

### Decoration Prize: Rosé Liberté – Candice Remond – Immaconcept in Bordeaux



Created for Pink October, *Rosé Liberté* is a limited edition non-alcoholic rosé with a funky and committed design. Its label, inspired by the 1970s, celebrates body diversity and freedom of expression through a graphic mosaic. The pink ribbon completes this bottle, which carries a powerful message of awareness and support.

"Passionate about how design can convey powerful messages, I'm particularly interested in topics related to women that are still underexplored. That's the spirit in which I created *Rosé Liberté*, a non-alcoholic rosé bottle with a bright and committed graphic identity, conceived as an optimistic tribute to those affected by breast cancer."

### Rosé Wine Prize: Bris d'éclat – Salomé Truquet – Lycée Joséphine Baker in Toulouse



*Bris d'éclat* is a sensory bottle that blends energy and simplicity. Its upper part, covered in facets reminiscent of shattered glass, embodies a funky spirit. The more classic base reflects the authenticity of rosé wine. The curve separating the two evokes a sound or liquid wave, symbolizing the duality between fragility and brilliance.

"I was inspired by glass recycling to illustrate commitment, imagining an explosion of energy in the upper part of the bottle, like a disco ball. Touch also plays a key role: I wanted a sensory experience that engages both sight and touch."

### White Spirits Prize: Vibration – Camille Deniel – École de Design Nantes Atlantique



Inspired by funk music, *Vibration* plays with light, movement, and transparency. Its slim, eco-friendly silhouette minimizes material use, while its design—meant to last—extends its life as a vase or gin glass. More than just a container, it embodies freedom and energy through a visual and tactile experience.

"The Verallia competition allowed me to test my creativity against industrial constraints. The 'Funky' theme pushed me to explore other forms of energy, and it was music, dance, and movement that guided my inspiration."



#### **Amber Spirits Prize: Stripes – Maxime Gasnier – Université de Technologie de Compiègne**



*Stripes* draws inspiration from the 1970s with dynamic geometric patterns and warm gradients that enhance the product's curves. Its compact shape improves grip and stability. As a result, the environmental impact per bottle—when considering transport on a European pallet—could be reduced by nearly 15%.

"The theme choice was obvious with the inauguration of Verallia's electric furnace in Cognac. I imagined a 70 cl cognac bottle connected to that region. I was inspired by the 1970s, rich in color and energy. This project was a rewarding experience, allowing me to apply my skills to a real-world case for a leading company."

#### **Mentor's Pick : RéverreB – Audrey Hector-Weil – LISAA School in Strasbourg**



*RéverreB*, inspired by the word "reverberation," reflects the energy of funk with sculpted wave-shaped grooves around its base. As the bottle is rotated, these patterns interact with light to create an immersive visual effect, making it a unique container for white spirits that celebrates the festive spirit of funk.

"Participating in the Verallia Design Awards was a real challenge. The theme pushed me to explore, refine, and persevere—with around twenty sketches and fifteen models. This experience taught me to believe in my ideas, even in moments of doubt, and to dare to share them in order to move forward."

#### **Employees' Pick : Twist 'n' shout - Julie Edmond – ENSCI-Les Ateliers in Paris**



*Twist'n'Shout*, inspired by a famous song, celebrates joy and letting go. Its twisted shape plays with light to create the illusion of movement. Designed to elevate rosé wine, this bottle embodies a festive spirit and invites celebration.

"With *Twist'n'Shout*, I wanted to create a twisted bottle that celebrates rosé wine and captures light, turning the object into a festive symbol. The Verallia competition taught me how to integrate industrial constraints and defend my project with precision, combining storytelling, functionality, and aesthetics."



With 500 participants from 100 schools, a total of 329 projects were submitted this year—clear proof of the growing enthusiasm for this competition, which has become a benchmark in the world of glass design.

Organized by Verallia France, the Verallia Design Awards have, since 2009, served as a springboard for students and recent graduates in design, packaging, interior architecture, and fine arts. The competition highlights the creative potential of glass—a demanding, sustainable, and meaningful material.

To learn more about the 2025 edition of the competition: [Packaging Design Competition - Verallia Design Awards](#)

### About Verallia

At Verallia, our purpose is to reimagine glass to build a sustainable future. We aim to redefine how glass is produced, reused, and recycled, making it the most sustainable packaging material in the world. We work hand in hand with our customers, suppliers, and other partners across our value chain to develop new, healthy, and sustainable solutions for all.

With nearly 11,000 employees and 35 glass plants in 12 countries, we are the European leader and the world's third-largest producer of glass packaging for beverages and food. We provide innovative, customized, and environmentally friendly solutions to more than 10,000 companies worldwide. Verallia produces over 16 billion glass bottles and jars and generated €3.5 billion in revenue in 2024.

Verallia's CSR strategy has been recognized with the Ecovadis Platinum Medal, placing the Group in the top 1% of companies assessed by Ecovadis. Our CO<sub>2</sub> emissions reduction target of -46% for scopes 1 and 2 between 2019 and 2030 has been validated by the Science Based Targets Initiative (SBTi) and aligns with the Paris Agreement's goal of limiting global warming to 1.5°C.

Verallia is listed on compartment A of the Euronext Paris regulated market (Ticker: VRLA - ISIN: FR0013447729) and is included in the following indices: CAC SBT 1.5°, STOXX600, SBF 120, CAC Mid 60, CAC Mid & Small, and CAC All-Tradable.

In France, Verallia continues the tradition of glassmaking through its 7 plants located in Lagnieu, Cognac, Chalon-sur-Saône, Oiry, St-Romain-Le-Puy, Vauxrot, and Albi. Deeply rooted in the needs of the wine and agri-food sectors, Verallia France is a leading local player, with over 2,000 employees across the country.

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