



**VIN© +  
DESIGN**

## VINO+DESIGN

It's a project by Scuola del Design del Politecnico di Milano  
edited by Annalisa Dominoni with Benedetto Quaquaro

Wine-tradition links Italy and France.

Wine is culture, history, ritual.

It's an identity marker which born following tradition, it's language, it's ceremony.

By remembering and linking to the roots its strongness is shown as expression of a "terroir" made by history, climate, people, houses and local products.

The aim of the project is to support Italian and French wine culture, with deep-rooted territory, involving Italian and French Schools of Design, selected for their local wine tradition.

Schools exchange wine companies and students work in a very close contact with people from companies, with their history and local special skills, in order to research and develop a "design product service continuum" finalized to the creation of products and events.

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## DESIGN SCHOOLS

### FACOLTÀ DEL DESIGN, POLITECNICO DI MILANO

Via Durando, 10  
20158 Milano  
Tel +39 02 2399 2277  
E-mail [dicos@polimi.it](mailto:dicos@polimi.it)  
[www.design.polimi.it](http://www.design.polimi.it)

**Professor**  
Annalisa Dominoni

**Students**  
Alessia Basili  
Anna Belotti  
Ilaria Bernareggi  
Gianluca Bianchi  
Eva Brucato  
Giorgia Capuzzo  
Lorenzo Casciaro  
Corinna Covini  
Enrico Dalla Vecchia  
May Shur  
Nancy Zhou

### UNIVERSITÀ DI ARCHITETTURA DI GENOVA

Stradone S. Agostino, 37  
16123 Genova  
Tel +39 010 209 5878  
E-mail [segrdip@arch.unige.it](mailto:segrdip@arch.unige.it)  
[www.dsa.unige.it](http://www.dsa.unige.it)

**Professors**  
Benedetto Quaquaro  
Nicolò Casiddu

**Students**  
Alessia Covato  
Sara Pastorino  
Sara Peloso

### ESAD - ECOLE SUPÉRIEURE D'ART ET DE DESIGN

12 Rue de Libergier  
51100 Reims  
Tel +33 3 26 89 42 70  
E-mail [contact@esad-reims.fr](mailto:contact@esad-reims.fr)  
[www.esad-reims.fr](http://www.esad-reims.fr)

**Professor**  
Marc Brétilot

**Students**  
Audrey Barbereau  
Clément Bernard  
Elodie Elsenberger  
Chloé Eulry  
Florian Gauteur  
Lorène Politzer  
Vincent Rahir  
Jordane Saunal  
Baptiste Sevin

### ESADSE, - ECOLE SUPÉRIEURE D'ART ET DESIGN DE SAINT-ETIENNE

3 Rue Javelin Pagnon  
42000 Saint-Étienne  
Tel +33 4 77 47 88 00  
E-mail [infos@esadse.fr](mailto:infos@esadse.fr)  
[www.esadse.fr](http://www.esadse.fr)

**Professor**  
Emmanuelle Becquemin

**Students**  
Jason Destrait  
Seikyung Son  
Marie Vernier Lopin



## WINE COMPANIES

### GUIDO BERLUCCHI

Piazza Duranti, 4  
25040 Borgonato (BS)  
Tel +39 030 98 43 81  
e-mail [info@berlucchi.it](mailto:info@berlucchi.it)  
[www.berlucchi.it](http://www.berlucchi.it)

### MAGDA PEDRINI

Via Pratolungo, 162  
15066 Gavi (AL)  
Tel +39 0143 66 79 29  
e-mail [info@magdapedrini.it](mailto:info@magdapedrini.it)  
[www.magdapedrini.it](http://www.magdapedrini.it)

### SIGNÉ VIGNERONS

Le Ribouillon,  
69430 Quincié-en-Beaujolais  
Tel +33 437 55 50 33  
e-mail [contact@signe-vignerons.coop](mailto:contact@signe-vignerons.coop)  
[www.signe-vignerons.coop](http://www.signe-vignerons.coop)

### VEUVE CLICQUOT

12, Rue du Temple  
51100 Reims  
Tel +33 326 89 54 40  
e-mail [visitscenter@veuve-clicquot.fr](mailto:visitscenter@veuve-clicquot.fr)  
[www.veuve-clicquot.com](http://www.veuve-clicquot.com)



Pack-Nic is a packaging that carries four flûtes glasses and a bottle of Veuve Clicquot Ponsardin's champagne "Yellow Label".

The simple shape comes from the geometry behind the company's logo, the hexagon, and this straight and neat shape contrasts with the round curves of the two handles.

The external simplicity is maintained on the inside and its structure, consisting of three identical modules developing from the main solid.

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## PACK-NIC

I. BERNAREGGI  
E. BRUCATO  
G. CAPUZZO  
C. COVINI





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PACK-NIC

I. BERNAREGGI  
E. BRUCATO  
G. CAPUZZO  
C. COVINI





Plant me is based on the idea of carrying the bottle of champagne in a comfortable and practical way, along with having a simple packaging production based on cradle-to-cradle design. The main feature is that it is waste free. The material is called “plantable packaging”, which is 100% recyclable made with flower seeds. Instead of tossing away the packaging, it can be planted.

The shape resembles that of a clutch bag and the clasp exists of two tabs. Inside the packaging there is a pot made of bio-plastic to plant the packaging. Included in the packaging is a vessel designed for bio-plastics to plant the whole pack with ease.

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PLANT ME

A. BASILI  
L. CASCIARO  
N. ZHOU





This packaging develops itself vertically to remember the magnificence of contemporary megalopolis's skyscrapers. It is made of an ecologic paper obtained from fruit industrial waste, according to a sustainability choice. In order to open the packaging and uncover the bottle, you only need to rip out the tab. Moreover, the handle is hidden on the top to maintain the pure geometry.

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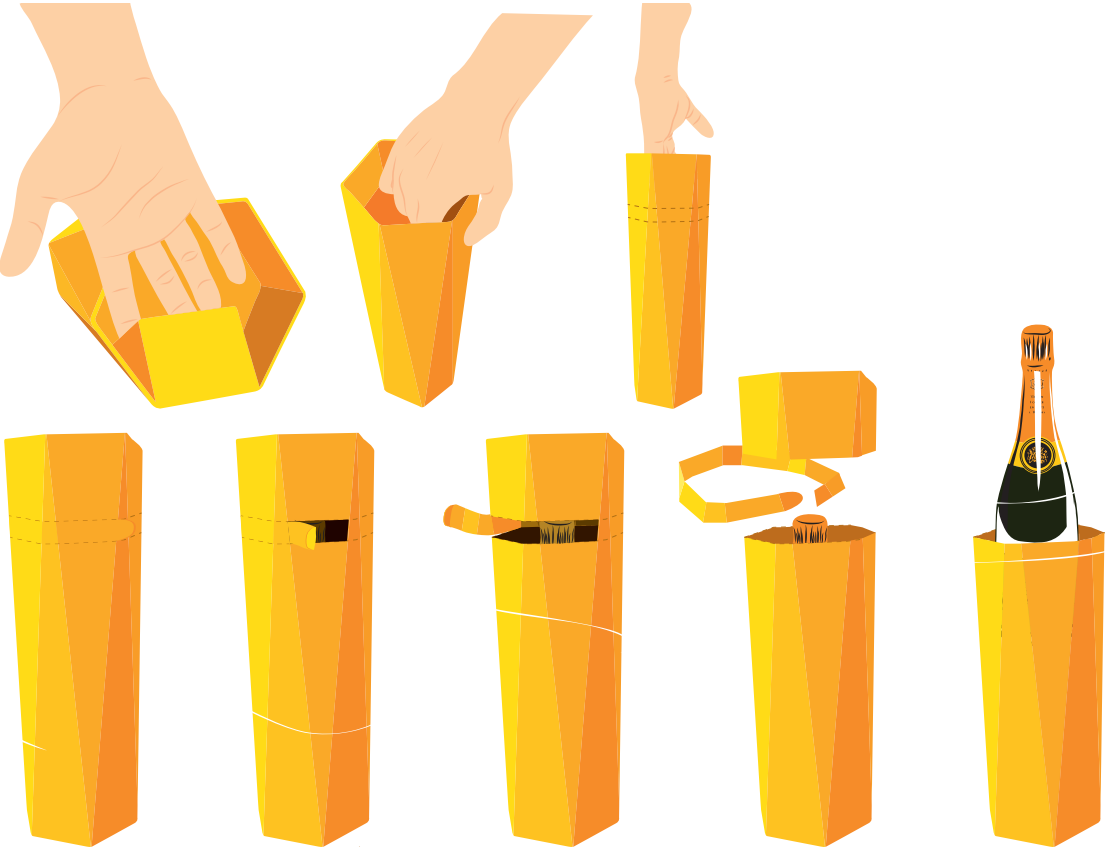


STRAP IT

A. BELOTTI  
G. BIANCHI  
E. DALLA VECCHIA  
M. SHUR





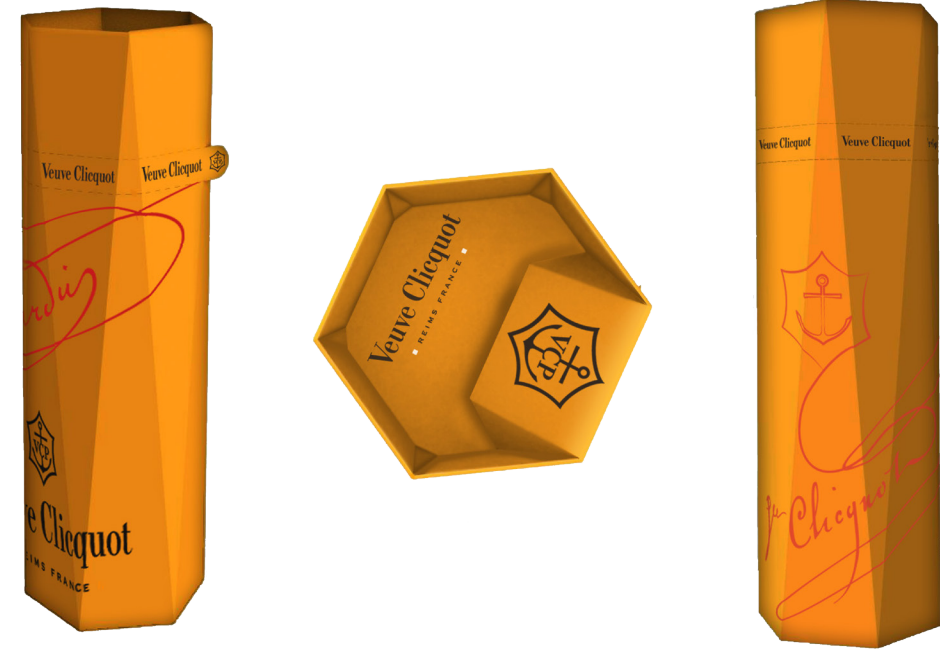


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STRAP IT

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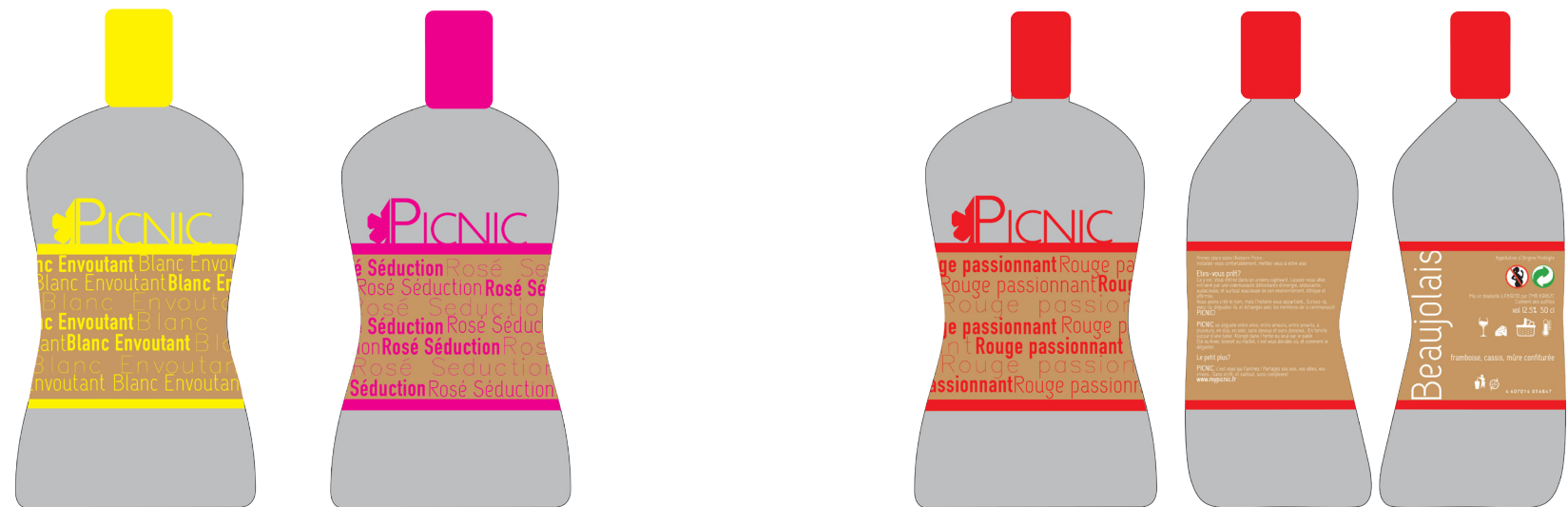
Picnic is a product service system addressed to the younger generation with the intent to bring them closer to wine consumption outside the home and on the move.

A portable bottle in aluminium can be recharged through a service of dispensers arranged on the Beaujolais territory and transported with a light packaging, which may contain 4 bottles together.

The project looks also at the social network with the aim to create a virtual community of fans.







This food experiment is drawn around the association of the flavours of the different ranges of wine from the producer Berlucchi and the creation of “Grissino” (a traditional Italian product from the region of Torino, similar to a dry little bread stick, generally tasted at meals or for the aperitif, replacing traditional bread). This union of savours is shown through a formal typology in the creation of the Grissino. It come hold on the edge of the glass, filled with wine creating a graphic composition to the whole tasting.



Wine tasting is an experience that solicits all the senses. This aspect is not obvious for an amateur.

We have proposed a sensory experiment to initiate the public to the tasting and understanding of the wine.

This concept proposes a pre-gustative experience to lift the veil about all the sensorial aspects, generally unnoticed: the introduction to wine tasting will happen like a sensorial ritual, stimulating the senses one by one (auditory, olfactory, visual, then gustatory) in order to decompose all the aspects of the tasting.



# LE NOZZE CLANDESTINE

E. ELSENBERGER  
A. BARBEREAU  
L. POLITZER  
J. SAUNAL





We created an identity card of the different Berlucchi wines. The starting point is a route through Franciacorta territory in order to guide and inform about the different wines. With each set, a ring will hold on the top of the glass, giving information such as the kind of wine and food that could accompany it. With this tasting, we can have an idea of the place where the wine is produced.



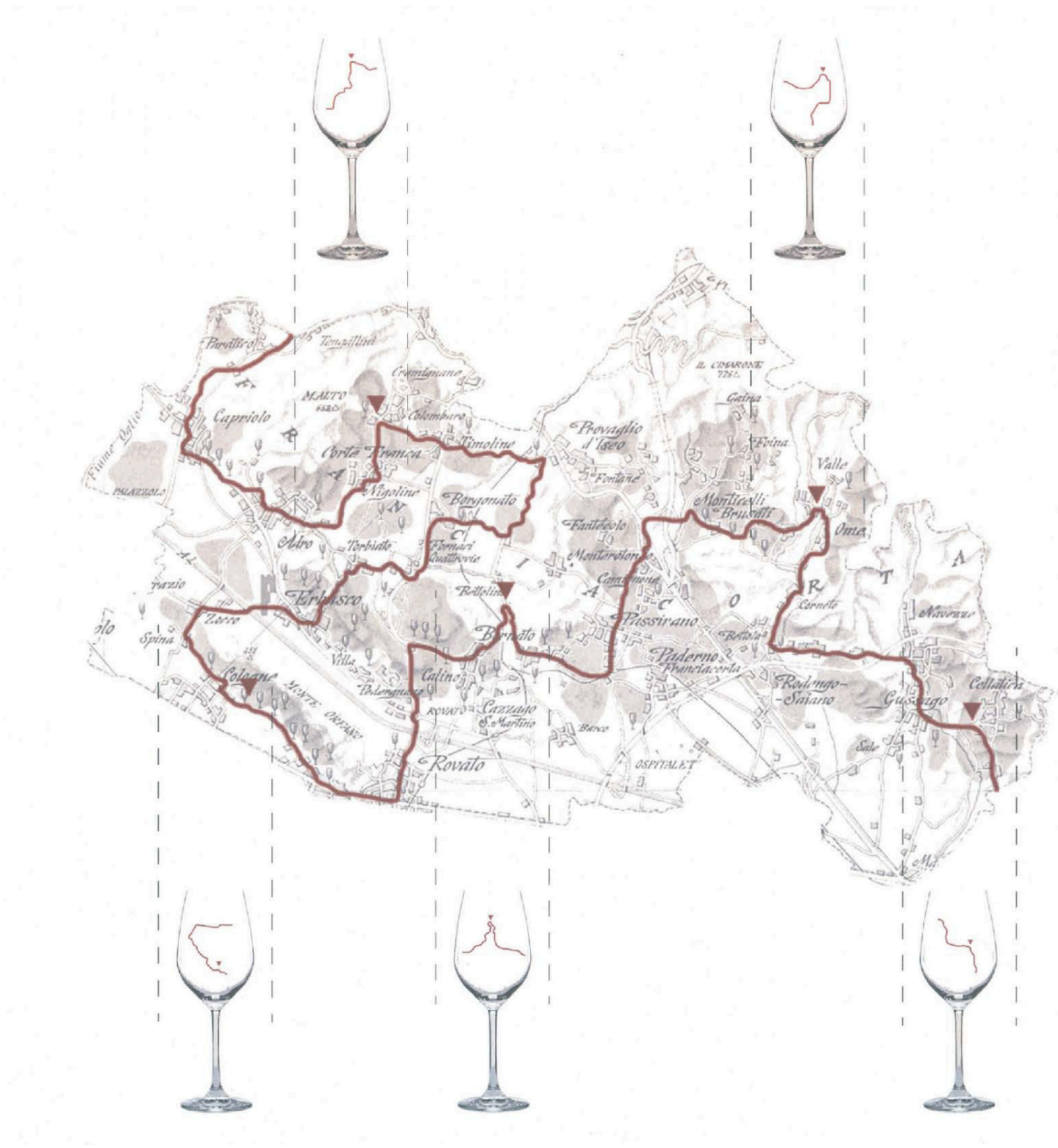
MAPPING

TASTING

F. GAUTEUR

V. RAHIR

C. EULRY



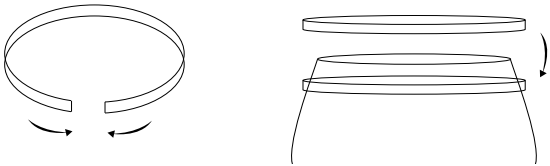


Brut, doux, sec, semi-sec :     •   ••   •••   ••••

Age :     entre 1 et 8 ans   |||||



PALAZZO LANA	doux	••   ••   •••	3 ans		🍷 🍊 🍋 🍌 🍇
CELLARIUS	doux	••   ••   •••	6 ans		🍷 🍌 🍇 🍌 🍇
BERLUCCHI '61	semi-sec	••   ••   •••	2 ans		🍷 🍊 🍌 🍇 🍇
PALAZZO LANA	doux	••   ••   •••	8 ans		🍷 🍌 🍇 🍌 🍇
CUVEE IMPERIALE	brut	•   ••   •••	1 ans		🍷 🍌 🍇 🍌 🍇
BIANCO IMPERIALE	doux	••   ••   •••	3 ans		🍷 🍊 🍌 🍇 🍇
CUVEE IMPERIALE	sec	•   ••   •••	7 ans		🍷 🍌 🍇 🍌 🍇





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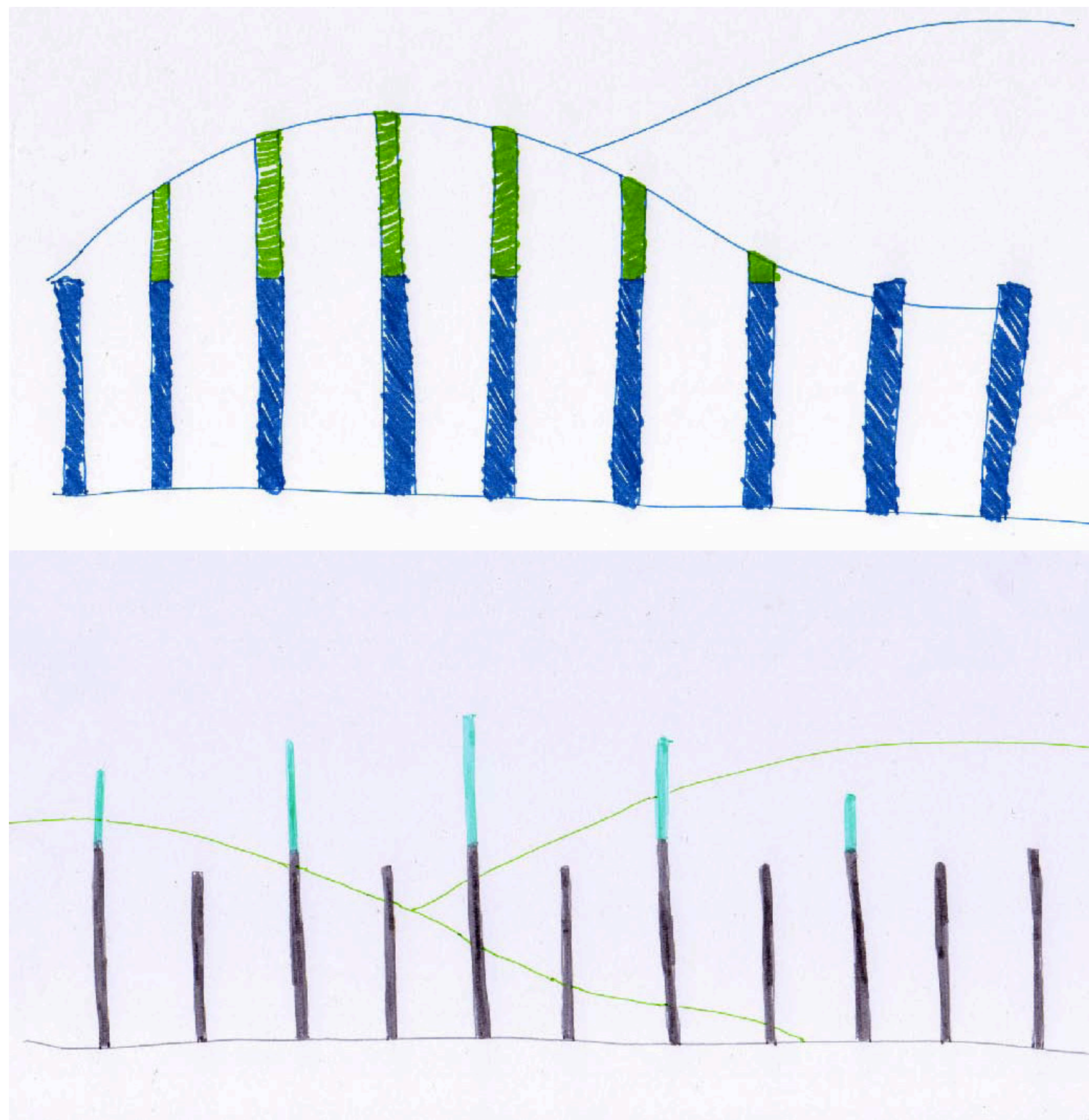
The culture of the vines is closely tied to stakes which allow them to stay in the right place and at the same time characterize the landscape with their presence. The concept proposes to live the horizon of the vineyards from different point of view by marking stakes able to break the rhythm of the landscape with height and colour.

The idea is to perceive the movement by walking among the vineyards.

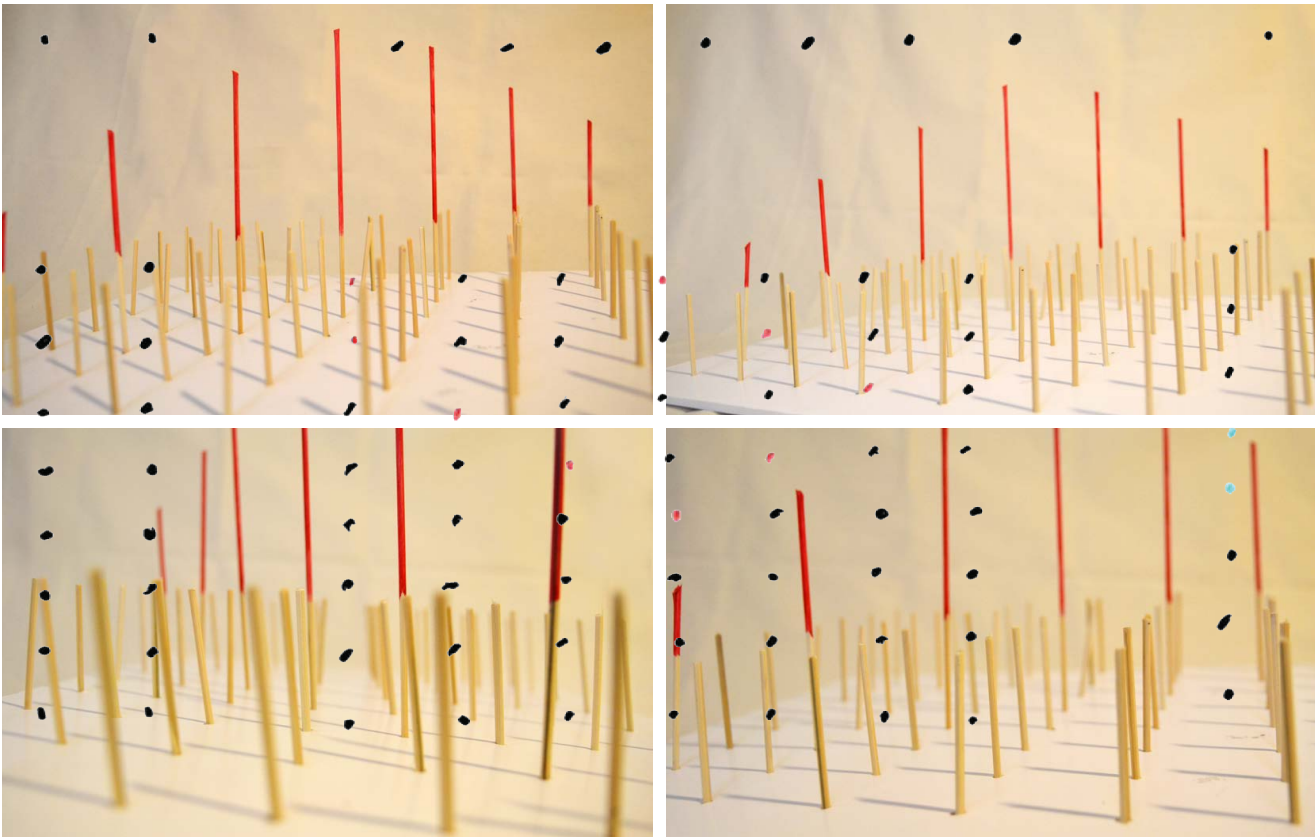
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AUTRES  
HORIZONS

S. SON







Ancestral knowledge, history and wine form are inseparable. Physical, historical and passing time, are all three of factors that define the viniculture: time reveals, enriched and influence taste, colour, and scent of wine. Through a sensitive analysis of Gavi territory, the idea of the project is a contemplative object to emphasize the time, so important in the process of creating the wine. The strength of the time on wine allows it to reveal gustatory pleasures, image and fragrances.

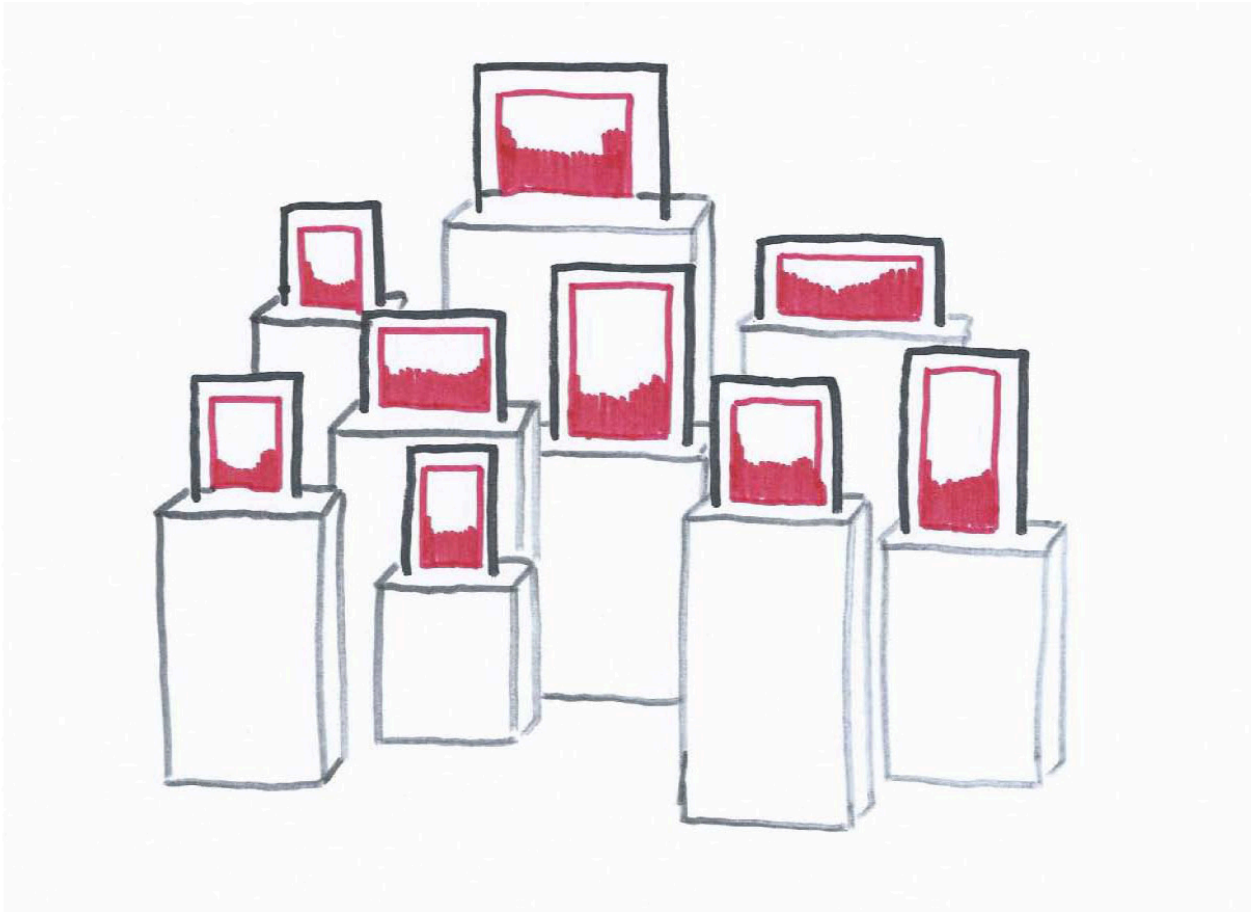
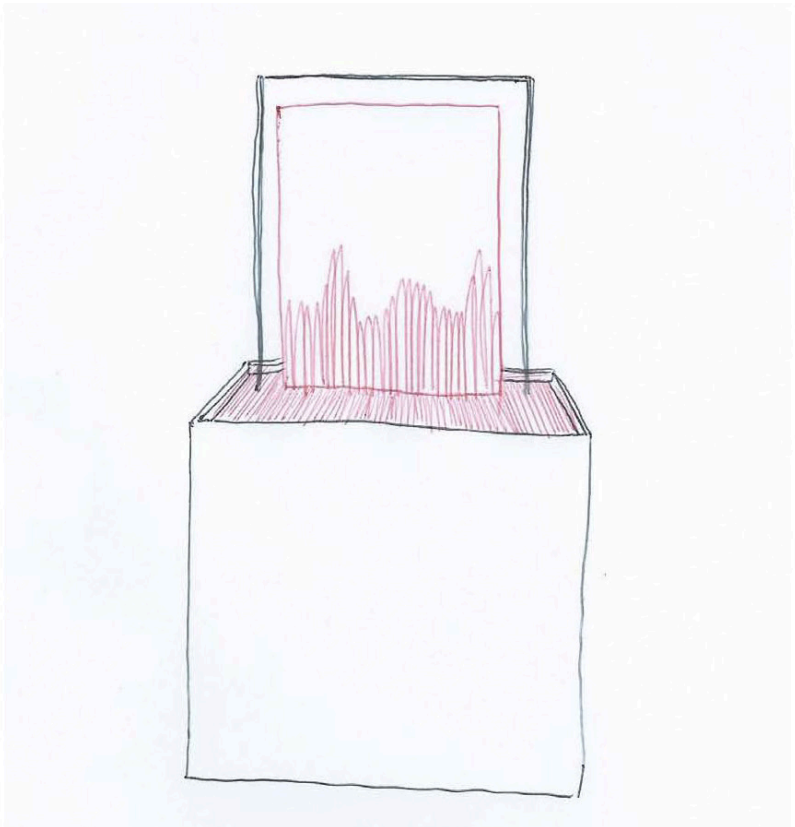
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TEMPORALITE

J. DESTRAIT







This proposal concerns wine tasting tools, which are hybrid ob-jects between traditional forms related to wine, glassware and chemistry.

This latter, concerning the process of transformation and conser-vation of winemaking, is very present in the wine tradition, yet it is not visible and even very often ignored.

The idea is to offer a unique and personal experience when tasting wine Magda Pedrini.

This is not to want to replace the traditional tools, but to make a single object's family for the winery in order to strengthen its identity.

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