

COMPETITIONS
FOR
DESIGNERS

DOMINI VENETI

WINE MYTHOLOGY LABEL

DOMINI VENETI

14 NOV 2016 > 15 FEB 2017

CASH PRIZE 10.000 €
+ REALIZATION

JURY

David Carson

DAVID CARSON DESIGN | New York

Jonathan Quinton, Rob Gonzalez

SAWDUST STUDIO | London

Alessandra Scandella

Milan

Flaviano Celaschi

ALMA MATER STUDIORUM | Bologna

Matteo Oreste Ingaramo

POLIDESIGN | Milan

Amelia Valletta

NABA | Milan

Enrico Fornaroli

ABABO | Bologna

Daniele Accordini

DOMINI VENETI | Verona

Lorenzo Ruggeri

GAMBERO ROSSO | Rome

Artribune
GAMBERO ROSSO

DA
Domini Academy

NABA
NABA
NABA
NABA

ACCADÉMIA
BELLARTI
BOLOGNA

UNIVERSITÀ
DI VERONA

POLI.DESIGN
CONSORZIO
DEL TALENTO
DI MILANO

Grafical UPM RAFLATAC

COMPANY

DOMINI VENETI

CANTINA VALPOLICELLA NEGRAR

FIELD

GRAPHIC DESIGN

GOAL

REALIZATION OF A WINE BOTTLE LABEL

TARGET

DESIGNERS / ARTISTS / STUDENTS



INTRODUCTION

CODE (competitions for designers) is a platform for the promotion of design competitions. Its purpose is to foster the culture of design and creativity, by turning the constant demand for innovation from many stakeholders into contests that give designers the opportunity to show their talent. Such a virtuous circle can safeguard the value of design projects and offer answers that perfectly meet the creative needs of companies. So CODE aims at becoming a prestigious meeting point for talented designers and teams of experts, where the importance of creative work and the potential of design in today's society can be stressed.



BRIEF

Producing wine is a complex experience. It means carrying on an ancient tradition, which goes far beyond entrepreneurial spirit, and embracing centuries-old practices as well as innovation, charm and discovery.

So, when the “Cantina Valpolicella Negrar” winery – a leading and historic Italian wine-producing company – decided to associate its products with a well-known figure, it is not by chance that Ulysses was chosen. He is the traveller par excellence and embodies a strong bond with the land, the spirit of enterprise, intelligence and far-sightedness – values which have distinguished this winery for decades. Drawing inspiration from Ulysses, the “Cantina Valpolicella Negrar” winery is launching the “Wine Mythology Label” project. Planning to dedicate a limited edition of its finest wine – Amarone – to Homer’s hero, it is asking creative designers to develop a label that has what it takes to become an icon, a collection item, the object of desire for thousands of wine lovers from all over the world.

The “Wine Mythology Label” is more than just a packaging. It is a complex experience and embodies the secret soul of this wine, which designers will have to reveal and translate into a visual message – able to evoke the

feelings, the nuances and the emotions of the product.

A label is first and foremost an act of courtship, a way of depicting the versatile identity of the wine and of the company producing it; great creativity and imagination are the key to its success. That is why the “Cantina Valpolicella Negrar” winery wants to open up to the world of creativity, asking designers and graphic designers to give shape to the identity of one of its finest wines, creating a label that represents the product and its eighty-year-old history, in order to offer the most demanding customers a unique and enchanting experience.

The “Wine Mythology Label” project gives creative minds the opportunity to forge the image of one of the most prestigious and successful products worldwide: Amarone. The label they create will be used for an exclusive collection for the most passionate wine lovers and connoisseurs.



PROGRAM

Wine is a complex experience, which requires the utmost care and attention to detail. Nothing is left to chance – from the characteristics and the location of vineyards to the blend of grape varieties, from the production to the tasting and food matching, from the labelling to the packaging. The “Cantina Valpolicella Negrar” winery produces exquisite wines and the “Wine Mythology Label” is the perfect way to match the packaging to the high quality of its product. The aim of this contest is to express the uniqueness of the wine through an appealing and sophisticated label which both reflects the image of the company and attracts the client’s attention, bewitching him. It will have to present the wine as a product of excellence, as a result of the combination of history, science and tradition. Through its label, the wine should strike the senses with its elegant yet bold character, evoke the landscape of Valpolicella and values such as hard work, dedication and genuine passion, which have characterized the winery throughout its history. In order to meet these requirements and be consistent with the product and the company’s mission and image, the labels will have to encompass the following aspects:

- Identity of the company. The “Cantina Valpolicella Negrar” winery was founded in 1933 in the heart of the Valpolicella Classico region, a few kilometres away from Verona. The cooperative works with 230 grapes suppliers from over 700 vineyards hectares. The founders of the company were far-sighted and ambitious and have always managed to make the most of traditional winemaking, successfully exporting the brand and the finest wines of Valpolicella all over the world. Identity and tradition as well as ongoing research, creativity and experimentation – these are the core values that led the company to choose Ulysses as its icon in 2013. Designers, too, will have to draw inspiration from the myth of Ulysses to create a label which can express the desire to push one’s personal limits and, at the

same time, the sense of belonging which characterize both the winery and Homer’s hero. Ulysses embodies the process of discovery, the spirit of enterprise and the passion for the unknown, as well as the long journey back home of the nostalgic hero. Past and future, tradition and innovation will have to be merged into one label, which evokes the daily challenges taken up by winemakers in the attempt to preserve and innovate tradition in their products and export their brand all over the world.

- Identity of the product. Amarone is one of the most popular wines worldwide. It is a dry, full-bodied, red raisin wine with a velvety taste, which is traditionally served with braised meat and game. It perfectly pairs with typical local dishes and it is also an excellent meditation wine, which charms the taster with its vibrant bouquet. It is a treasure that was ‘discovered’ in the dim light of the “Cantina Valpolicella Negrar” cellars, where, in the 30s, some barrels of Recioto wine were accidentally forgotten and left to ferment





longer than usual. The winemakers of the “Cantina Valpolicella Negrar”, thanks to their creativity and expertise, turned this fortunate mistake into a success. They were able to see the extraordinary potential of this unprecedented dry raisin wine, which today makes up for over 10% of the local production of the region and has been awarded the quality assurance label DOCG. The “Wine Mythology Label” project will have to shape the image of one of the most extraordinary products of the Italian winemaking tradition and to visually convey its elegance and excellence as well as the character of this full-bodied wine.

– **Technical features.** In order to fulfil its intended purpose, the label will have to meet the following requirements:

a. Theme. The aim of this contest is to create a label evoking – explicitly or metaphorically – the figure of Ulysses himself or an episode from his myth;

b. Size. It can be a two-piece (front and back) or a one-piece, full wrap label. In both cases the height of the label should range between 80 mm (minimum height) and 105 mm (maximum height). Full wrap labels should not exceed 255 mm in width;

c. Front label. The front label should feature the “Domini Veneti” logo, which cannot be rotated or distorted. The colours of the logo may be chan-

ged to match the colour scheme of the design. The front label must have a minimum width of 60 mm;

d. Back label. An area of 60 mm x 70 mm of the back label should be left blank to add, at a later time, the mandatory technical features – in compliance with the regulations concerning wine labelling;

e. Shape. The label can have internal cut-outs and transparent parts, as long as this does not prevent printing;

f. Decorations. It is possible, yet not mandatory, to add decorative items to the bottle, such as seals, tags and bottleneck, as long as they are consistent with the main design of the label;

g. Printing. The label will be printed on a number of bottles ranging between 1000 and 5000, which will be showcased as a “limited-edition” collection – Amarone Classico della Valpolicella DOCG – Top Line Domini Veneti – at the Vinitaly trade fair in 2017.

CALENDAR

14/11/2016

“early bird” registration – start

18/12/2016 (h 11.59 p.m. GMT)

“early bird” registration – end

19/12/2016

“standard” registration – start

15/01/2017 (h 11.59 p.m. GMT)

“standard” registration – end

16/01/2017

“late” registration – start

12/02/2017 (h 11.59 p.m. GMT)

“late” registration – end

15/02/2017 (h. 11.59 p.m. GMT)

material submission deadline

20/02/2017

jury summoning

20/03/2017

results announcement

Fulfilling an “early bird”, “standard” or “late” registration does not affect submission deadline. Submission deadline is uniquely set on the 15/02/2017.

PRIZES

1° PRIZE

5.000 € + REALIZATION

2° PRIZE

2.000 €

3° PRIZE

1.000 €

HONORABLE MENTIONS “GOLD”

500 €

10 HONORABLE MENTIONS

30 FINALISTS

SUBSCRIPTION

The whole procedure is computerized:

- open: www.competitionsfordesigners.com;
- enter registration area;
- fill required fields;
- at the end of the procedure the first member of the team will be notified with a validation mail containing the team ID number (“teamID” is randomly and automatically assigned); if no mail arrives check “spam”;
- a username, a password and a link will be received; open the link to confirm the preregistration;
- once confirmed the pre-registration, enter personal area and fulfill fee payment; the reason of currency payment operation will be: “design_WML_teamID” (i.e. if teamID is 123, reason of currency payment operation will be “design_WML_123”);
- once fulfilled pre-registration and fee payment, uploading will be enabled;
- open personal area, insert username and password; upload the material; the first member of the team will be notified with a validation mail; if no mail arrives check “spam”.

It's highly recommended to be early on deadlines with subscriptions and payments.

FAQ

During the whole contest, until 15/02/2017 - submission deadline – competitors can address any kind of question by writing to the e-mail address on the website code@competitionsfordesigners.com. The staff of the promoter will individually answer the competitors by e-mail and will weekly publish updates in the “FAQ” section of the competition website. Answers will be published in English and updated on facebook and twitter. Surely, the staff of the promoter will be providing technical support in case of technical and functional problems during the upload procedure.

MATERIAL

n. 1 A2 layout (594 mm x 420 mm) in .pdf format, maximum size 10 mb, horizontal or vertical layout, to be uploaded on the personal login area. Such layout must contain:

- a. The graphic project of the label (in the case of both two-piece and full wrap labels) at a scale of 1:1;
- b. The front view of the labelled bottle (it is not mandatory to simulate the distortion due to its cylindrical shape) at a scale of 1:1;
- c. The rear view of the labelled bottle (it is not mandatory to simulate the distortion due to its cylindrical shape) at a scale of 1:1;
- d. Optional explanation of the concept and enlargement of useful details of the label in appropriate number and at a proper scale to provide further information on the graphic project.

File name: A2_<TeamID>_WML.pdf (es. if “TeamID” is 123 , file must be named A2_123_WML.pdf)

Text shall be synthetic and written in English. Layouts cannot contain any

name or reference to designers. Layouts cannot have nor group’s “TeamID” on it. Such code is meant to appear on the filename only, since jury will not be capable of seeing it during voting procedure.

RULES

1. Competitors must respect calendar dates and procedures, registrations and fees.
2. Competitors must respect all the instructions regarding the required project work.
3. Competitors can be students, graduated, freelancers; it is not compulsory to be experts in architectural disciplines or to be affiliated to architectural associations;
4. Competitors can join the competition in teams.
5. Every team must at least include one competitor aged between 18 and 35.
6. Teams can be composed by any number of team members.
7. Team’s members can belong to different countries, cities and universities.
8. One registration fee only allows to upload one project.
9. It is possible to upload more than one project paying more than one registration fee. Such fees depend on the calendar of the competition.
10. Prizes include bank commissions and taxes.
11. Prizes are established regardless of the number of attendants that a team is made up of.
12. The suitability of the projects will be assessed by a technical staff nominated by Cantina Valpolicella Negrar and the promoter.
13. Jury’s verdict cannot be questioned.
14. It is forbidden to competitors to contact a juror about the competition.
15. It is forbidden to competitors to spread their own proposal material before the winner of the competition is chosen.
16. It is forbidden to competitors to join the competition in case they have or had business collaboration or blood-relations with jurors.
17. By violating the rules of the competition, the competitor and his/her team will be

disqualified from the competition without any chance of getting a refund.

18. The authorship of each project is equally attributed to each member of the team.

19. Joining the competition implies accepting rules and terms and conditions of the competition.

INELIGIBILITY

- a. Layouts showing texts bodies not written in English will be banned.
- b. Layouts showing names or referrals to their own team / their identity will be banned.
TeamID can appear on the file name only, since jurors will not be allowed to see it.
- c. Files named not by following the prescriptions of the chapter “MATERIAL” will be banned.
- d. Material which is considered incomplete, partial or non congruent to the criteria set in the chapter “MATERIAL” will be banned.
- e. Material which is submitted not by following calendar, deadlines and correct uploading procedures will be banned.
- f. Teams missing one under 35 member at least will be disqualified.
- g. Team members trying to ask a juror about the competition will disqualify their own team.
- h. Team members who have or had business collaboration or blood-relations with jurors will be disqualified.
- i. Team members who publicizes their own proposal material before the conclusion of the competition will be disqualified.

NOTES

- a. The winning project will be permanently acquired by Cantina Valpolicella Negrar. It will be granted a perpetual, exclusive, worldwide, permanent, unlimited and irrevocable license to use, implement, adapt, modify, publish in every media channel, display, reproduce, distribute (for marketing and advertising purposes), make editorial revisions to, create derivative works from and subcontract the project or parts of it to third parties in any form, media or technology, without any limitations as to time and place.
- b. A specific company called Cantina Valpolicella Negrar will take care of the production of the label.
- c. The winning designers are required to support Cantina Valpolicella Negrar and possible suppliers in the production of the label providing, if necessary, further documents and more detailed information in order to improve the realisation of the product.
- d. The project can be edited by Cantina Valpolicella Negrar – upon consultation with the designers – in order to enhance its graphic output and print quality.
- e. The promoter and Cantina Valpolicella Negrar have the rights to publish and exhibit all the uploaded projects.
- f. Projects must be new and original and the result of the intellectual activity of the candidates who cannot present works that does not comply with these aspects. For this reason, the promoter and Cantina Valpolicella Negrar will not be responsible in case the uploaded projects are not the result of the candidate's or teams' creativity or if the candidate or teams are not the owner of the right of exploitation including the right to take part in a competition like this one.
- g. The available and necessary material for the competition is available in the download section of the competition site www.competitionsfordesigners.com regardless of registration in the competition; it is allowed to use additional material collected by each member.
- h. The promoter has the right to change dates or other details in order to improve or fix aspects of the competition, a notice will be given within a reasonable time through all the promoter's media channels.
- i. The promoter is not responsible for any malfunctioning or technical difficulties related to material upload. Candidates are invited to complete registration and uploading procedures before the deadlines; please report technical difficulties via e-mail.
- j. The processing of the personal data of the candidates is carried out by automated and manual means by Cantina Valpolicella Negrar and the promoter, strictly for the purposes of the contest and under Legislative Decree No. 196/03 and subsequent amendments. Cantina Valpolicella Negrar and the promoter will act as independent holders of such data. Providing personal data is optional; failure to provide them will however prevent access to the competition.
- k. This competition is not an event in accordance with Article 6 of the Italian D.P.R. 430/2001.
- l. Candidates will be held accountable for the personal data they provide and the promoter does not assume any responsibility for wrong data provided. The promoter, according to privacy policies, has the right to verify candidates' data by requesting a copy of an identity document regarding the data of the registration.
- m. The promoter and Cantina Valpolicella Negrar are not responsible for false data provision by candidates.
- n. By entering the competition, the candidates accept the competition's terms and conditions.
- o. Italian law regulates this regulation. Controversy arising shall be of exclusive competence of the Court of Bologna.

JURY



David Carson

DAVID CARSON DESIGN
New York

David Carson is one of the most famous and influential graphic designer in the world. Apple Computers listed him among the "top 30 innovators in 30 years of Apple", describing him as a pioneer in his field, and the Smithsonian Institute defined him as one of the greatest figures in American art history. His first book "End of Print", published in 1995, is a collection of his creations and, to this day, remains a milestone in the field of graphic design.



Flaviano Celaschi

ALMA MATER STUDIORUM
Bologna

He is Professor of Industrial Design at the University of Bologna; Co-founder and director of the Department of Design at Milan Polytechnic and the research group POLI.design. He had been Professor and pro-Dean at Polytechnic of Turin between 2004 and 2008. He has been Lecturer and reseracher researcher in Brazil , Mexico , Republic of China , Argentina , India , United States . In 2008 he has founded the Latin American Network of Design Process - an organization that brings together more than 50 professors and researchers from European and American universities . He deals with design-driven innovation and creative process innovation .

**Jonathan Quainton
e Rob Gonzalez**

SAWDUST STUDIO
London



Sawdust Studio, based in London, arises from the creative collaboration between Jonathan Quainton and Rob Gonzalez. The company is specialized in typography, strategic brand design, logo and iconography development and its clients include Nike, Wired, The New York Times, It's Nice That, Coca-Cola, AKQA, Esquire, Creative Review, Audi, Fast Company, Bleep, IBM, Honda and ESPN. Their creations are real wonders of innovation and beauty. They have been mentioned in several books and magazines and they have published world-famous works. They have been awarded numerous certificates of excellence and they were also shortlisted among the candidates for the Design Museum's annual Designs of the Year - 2015. They have displayed their works at the High Museum of Art, Atlanta, Georgia.



Matteo Oreste Ingaramo

POLIDESIGN
Milan

Architect and designer, Matteo is Associate Professor of Industrial Design at the Milan Polytechnic; he is Director of POLI.design - group whose aim is to endorse education and promote design in institutions and corporates. He graduated from the Turin Polytechnic in 1997; his master thesis is listed among the outstanding thesis of the Turin Polytechnic. He has a Master in Strategic Design and a PhD in Design at Milan Polytechnic - where he has been teaching since 2005. Since 2003 he has been lecturer in Industrial Design at Turin Polytechnic and many other national and international institutions. He has been coordinator of the Master Programme in Design and Engineering at Milan Polytechnic since its inception. He is co-director of the Master in Industrial Design Engineering and Innovation and the Master in Industrial Design for Milan Polytechnic faculty of Architecture. He coordinated several research projects at the Research Unit for product design innovation of the Department of Design and worked with international companies. He was the Italian representative of Sino European Design Management Network.

Alessandra Scandella

Milan



Alessandra Scandella lives and works in Milan. She's the co-founder of Studio Container, a company specialised in illustration, graphic and web design, social media, 3D and animation. She is a watercolour artist, working mainly in the fashion and design industries. Her illustrations were exhibited at the Milan Triennale. She collaborated with Amnesty International and produced the illustrations for the Lavazza Calendar (2015), featuring pictures by Steve McCurry. She works both in Italy and abroad and her clients include Tod's, Bulgari, Triennale di Milano, Corriere della Sera, Il Sole 24ORE, Lavazza, L'Espresso, Bompiani, L'Officiel, San Pellegrino, FRI/Fashion Research Italy, Tre Marie, Machas (London), Indicube (Hong Kong) and 55Croussette (Cannes).



Amelia Valletta

NABA
Milan

She graduated in architecture and specialised in Industrial and Strategic Design (MIP) at the Politecnico di Milano School of Management (SoM). She is an expert in Advanced Design Process and has been collaborating for fifteen years, both in Italy and abroad, with design-driven companies and with the leading research institutes in the field of design. She is a member of the thematic committee ADI INDEX "Research for companies" and Academic Project Leader senior at the Domus Academy, Laureate Design Universities. Amelia works as a freelance journalist for Italian and international design magazines (such as Repubblica, Corriere della Sera, Sole 24Ore, Case da Abitare, Compomobili, AU).



Enrico Fornaroli

ABABO
Bologna

Enrico was born in 1961 and graduated at DAMS (art specialism), Department of Letters and Philosophy of the University of Bologna with a thesis about the history of children's literature. He was joint curator of the children's book series "I Delfini" for Bompiani editor. From 1994 to 2013 he cooperates with the publishing house Panini Comics as publisher and journalist. He taught "Pedagogy and Education of Art" at the Schools of Fine Arts of Urbino, Carrara, Sassari, Naples and Bologna. In 2013 he joined the technical committee of the contest "Concours européen d'illustration" of the event Salon du Livre et de la presse jeunesse en Seine-Saint-Denis and was curator of several exhibitions for the festivals Treviso Comics, Padova Fumetto, Napoli Comicon and the International Festival of Comics in Lucca. He is currently Director of the School of Fine Arts of Bologna and author of several publications about comics and illustrations.

Lorenzo Ruggeri

GAMBERO ROSSO
Rome



Journalist at the "Città del Gusto" in Rome. He has been working at Gambero Rosso since 2010. He is the editor of the monthly online magazine "Wine Travel Food" and the special collaborator of the "Guida Vini d'Italia" and of all the other publications of the Gambero Rosso Group: "Guida Ristoranti", "Guida Pasticcerie", "Guida Bar", "Guida Olio". He also works as a television writer for Gambero Rosso Channel and is the director of the "Top Italian Restaurants" project, the first digital guide to the best Italian restaurants abroad.



Daniele Accordini

DOMINI VENETI
Verona



He obtained the Diploma of Oenologist at the Scuola Enologica G.B. Carletti in Cogliano Veneto (TV) in 1982 and, for almost thirty years, he has been working at the "Cantina Valpolicella Negrar" winery, previously as an oenologist, then as the technical director and, since 2010, as the general manager of the winery. In 2008 and 2009 he was appointed vice President of the "Tutela Vini Valpolicella" Consortium and President of the Valpolicella Wine Committee of the Chamber of Commerce of Verona. He has been a member of the Council of the National Oenologist Association "Assoenologi" since 2010. He is also a member of the Commodity Exchange Committee of the Chamber of Commerce of Verona. He is the author of essays, articles and scientific studies, published in books and specialist magazines.





DOMINI VENETI

DOMINI VENETI, VALPOLICELLA CLASSICA

Since 1933 Cantina Valpolicella Negrar has been telling the adventure of a winery that shaped the history of wine in the Valpolicella region.

We believe in the value of expertise and experience, as well as in the power of creativity. More than 80 years dedicated to the culture of wine both to strengthen the bonds with our roots, land and tradition and to go beyond borders by investing in research, innovation and internationalization. Therefore, we chose Ulysses as symbol of our attitude, simultaneously oriented to past and future, with a particular emphasis on the strong relation with our origins and the audacious striving towards new horizons. A careful analysis of the area to rediscover local grape varieties. From an enhancement of old, traditional techniques like withering to research and advanced technological innovation. From the secrets of wine ageing in big oak barrels, to the best food combinations with a red wine unique throughout the world. An amazing trip across the winemaking cycle to discover a world-renowned product of excellence: the Amarone. For further information, please visit: www.dominiveneti.it



DOMINI VENETI



ACCADEMIA
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BOLOGNA



Artribune



Grafical UPM RAFLATAC

Sawdust



Alessandra Scandella