



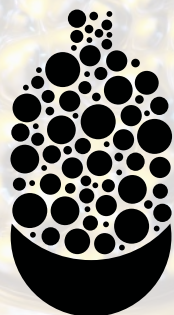
GLASSBERRIES

DESIGN AWARDS

2022

inspired by

BA



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About Glassberries Design Awards

The Glassberries Design Awards is an annual contest of packaging design. The concept of the contest was inspired in the glass life cycle and is based on its four pillars: Solid Identity, Creativity, Innovation and Sustainable Development. The Glassberries Design Awards represent BA's clear bet on innovation and product development based on four principles: development, time to market, industrial design and continuous improvement in the customer service. It features a permanent concern regarding ecological efficiency and social responsibility by supporting education, local communities and displaying an active policy towards minimizing environmental impact.

Apart from the strengthening of the ties between the industry and the academia – increasingly more important in a time when the awareness about the need for sharing knowledge is very clear – this is also an opportunity to get BA closer to its partners.

These partnerships result as strategic positioning for the brands, not only as a means of relating to its public, but also by creating a research group that may anticipate their future brand image.

Our ambition is that the Glassberries may become a reference for all European students and young designers.

Theme

The challenge for the Glassberries design award 2022 is to develop and enhance the traditional wine packaging through digitalization to make every single bottle unique.

2022 Edition

For the 10th edition of Glassberries Design Awards, the participants were from



University of Beira Interior
Lusiada University - Lisbon
University of Aveiro
ESAD - Matosinhos



EINA Barcelona



The Academy of Fine Arts in Krakow
Academy of Fine Arts in Warsaw
University of Fine Arts in Poznań



Transilvania University of Brasov



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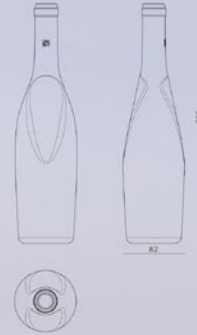
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L'arôme

The idea of the project was to get to know the farthest corners of the world with the help of smell and a bit of technology. The designed pendant contains a fragrant substance that overflows with aromas from the wine's place of origin. To complete the sensory experience, scan the datamatrix code and see everything you just smelled. The app creates a smell map of the world that allows you to experience the culture of a region - starting with local delicacies and ending with a tour through the most interesting sites. L'arôme was created with a variety of Sauvignon Blanc wines from Bordeaux, famous for its Gothic architecture, as the inspiration for the bottle's form.



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University of Fine Arts in Poznan
Poland



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Angelika Brzóska & Paweł Odrowąż-Sypniewski
Academy of Fine Arts in Warsaw
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Beatriz Valente
University of Beira Interior
Portugal



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Meta Mramor & Marija Staničič
University of Ljubljana
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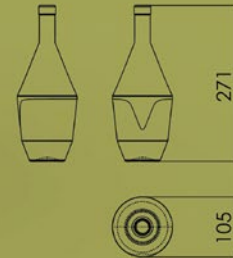
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ALTO DA PLANÍCIA RED WINE

The Alto da Planície bottle is an Alentejo product whose main inspiration is the entire surrounding world of the Alentejo lands. Its design combines in a subtle and harmonious way, which resulted in the final product that has a very strong emotional charge of the Alentejo culture, providing a unique experience. Its shape resembles the wine barrels as well as the straw baskets that characterize the Alentejo. This is versatile, as it can be used with or without its straw cover, while still being evident. To complement the design of the handle, which was developed on the back of the basket and bottle, it allows it to be transportable.

Regarding the datamatrix, Alto da Planície offers its consumers unique experiences about the so beautiful Alentejo. The customer scans the code, which will take him to a page where a coordinate appears, then presses it and any type of experience, from tourist to leisure, can appear. This will make each consumer have a different experience of this region.



Inspired by



Ana Nogueira & Inês Pinto
ESAD Matosinhos
Portugal



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IN PUNCTO

For wine ageing enthusiasts, the In Puncto bordeaux bottle says farewell to the fear of opening a wine bottle at the wrong time.

A clean vertical cut through the bottle provides elegance and emphasises the maturing that every ageing wine goes through accompanied by the red gradient which represents the different shades the wine acquires as it grows older.

Scanning the datamatrix, located on the neck of the bottle leads to an app that will indicate the ideal time to open the bottle, personalized to each person, allowing the experience to reach its full potential of taste.

130 mm

Ø 82 mm

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PERSONAL TASTE
CONDITIONS FOR STORAGE
YEAR OF PRODUCTION
TYPE OF GRAPE

10 YEARS

INSPIRED BY BA

Teresa Van-Zeller & Maria Neves
University of Aveiro
 Portugal



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MAISSON D'PION provides plenty of entertainment for everyone at table. The packaging turn into a board game and the pins are the respective glasses. Simply encode the datamatrix located on the neck to answer the questions in the game. You move forward on a square for each question you get right.



Océane Conceição
University of Beira Interior
Portugal



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CONNECT.
SPARKLING WINE

The connect sparkling wine bottle allows you to have fun with the ones you love the most. A small formal feature allows the bottle to be handled easily when in consumption. Its identity and form reflects the datamatrix experience in order to connect people.

200
83

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Connect thought the datamatrix

Get your friends together

Play drinking games and enjoy the wine.

DATAMATRIX
In a time when connections seem lost, a bottle allows you to have fun with whoever you want. Inside the label is the datamatrix that, through an application of drinking games and challenges, makes your experience unique. Its time to drink and have fun, its time to connect.

Inspired by

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Diogo Lampreia
University of Beira Interior
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Diogo Silva
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Bruno Rosa & Rui Simão Sousa Silva
University of Aveiro
Portugal

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Designed to get you closer.

WINE POST is a coordinated system that enables you to send your loved ones a dedicated bottle with private message. Access to message with wishes in any digital form will be provided after scanning datamatrix code. Thanks to that every bottle is personalized and unique. The idea for the shape of the bottle arose from the old method of leaving notes on rolled parchment. It is suppose to combine modern form of communication and classic relay. The spiral indicates the direction to datamatrix code and thus closes the circle.

Inspired by

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Aleksandra Augustyniak & Martyna Sarnowska
University of Fine Arts in Poznan
Poland



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Data Matrix

A new way of reality that QR can't afford

Our project consists of capturing a kind of metaverse in relation to the Datamatrix and its structure. What is? How will it work? Today nobody knows how this technology can be implemented in our day to day.

Our proposal on how to develop the user experience with this new technology would be through an online community that allows users to interact and discover in more depth what it is about and interact with each other to expose solutions or concerns of future buyers and users of the DataMatrix technology.

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Ángela Baeza & Gerard Olivella González
EINA University School of Design and Art of Barcelona
Spain

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Aleksandra Wróbel
Academy of Fine Arts in Krakow
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Kreios

For the bottle's design we wanted something that showed the refinement of Champagne, together with modern shapes. That's why we created a design more organic with irregular shapes, but at the same time delicate. We wanted to bring a more sensorial experience to the consumer, so we brought emphasis to the bottle. We chose its color combination to refer to the luxury and refinement that consumers seek when buying Champagne.



With the Datamatrix, we intend to provide consumers with information about Champagne, such as the creation process, its year and the differential of this drink, which will also allow consumers to quickly and easily access the brand's social networks. We wanted also to create marketing for the brand with the Datamatrix, where there would be an incentive from the brand for the consumer to share a moment using the product, as a different way of opening the champagne, or just taking a selfie with the drink, thus generating a great brand visibility.

inspired by

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Rita Peixoto de Almeida & Maria Paula Ferreira

ESAD Matosinhos

Portugal

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Antoni Wrzosek
 University of Ljubljana
 Slovenia



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KOINONÍA

Wine is not just a beverage. Wine is the sigillum for shared experiences.

KOINONÍA (from the Greek word for friendship / fellowship) brings the concept of a shared experience even further.

THE BOTTLE

The crystal clear glass of the bottle displays the golden nuances of the wine, as the most beautiful aspects of a friendship only come through if there is transparency and communication. The shape of the bottle is simple and sturdy, as any long-term friendship should be.



THE EXPERIENCE

Thanks to the unique datamatrix code, exposed in the small opening on the label of the bottle, users can access an exclusive social-media platform where they can see each-other's experiences with KOINONÍA and spark new friendships, creating new memories together. Users can see the previous owner of their product, as the glass bottle can be returned to the factory and reused as the vessel for a brand new wine experience for new customers.



Scan the code



Register



Connect!



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Alexandru Florin Barbu
Transilvania University of Brasov
Romania

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Bartosz Jura
University of Fine Arts in Poznan
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Reading the Data Matrix code on the bottle neck redirects the consumer to our "share" app. There, he can find not only general issues about the product, information over the specific wine he is drinking, but also meet the team responsible for it. Making evaluation inputs about the all consumer experience enables also the wine producer to manage information and performance of its product in a real time assessment.

Inspired by



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inspired by





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Carolina Ferreira & Leonor Ribeiro
University of Aveiro
Portugal



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HARMONIZE

Presenting itself at the service of the palate, this bottle assumes contours that subtly evoke the presence of a Chef. Does so in a logic of harmonization that goes from its shape - based on the harmony between a bordeaux bottle and a Chef's hat - to its concept - based on the harmony between a wine and a dish.

With this in mind, the datamatrix engraved on the glass serves as a shortcut to an app equivalent to a cookbook, where the recipes are yet to be unlocked. Along with the written procedure, there are exclusive step-by-step videos carried out by a selection of reputed Chefs. Therefore, wines are collected in order to collect recipes that harmonize with them. Although represented with white wine, this approach is applicable to any wine.



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University of Aveiro
Portugal



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Inspired by

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Cezary Zakrzewski & Daniel Sikorski
Academy of Fine Arts in Warsaw
Poland



The Som bottle changes as it rotates like a sculpture - all views are different from each other. The bottle was inspired by the wines of the Somloi region and archaic handmade bottles. The organic shape of the bottle refers to the unique character of Hungarian regional wines.

Datamartix hidden under the wrapper takes the consumer to the Pocket winery app and adds the scanned wine to the collection. In the app, the user can rate wines and get detailed information about them. The app has an algorithm that recommends wines to the user based on their preferences.

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University of Aveiro
Portugal



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g GARDEN

Project Garden is themed around the subject of outside gatherings, surrounded by friends and nature.

For the datamatrix it was decided to mix together the theme of the gathering and exploring the area around it. To do so once the user scans the code that is on the bottle they will be given various options of places to visit, these places have a partnership with the wine company where they give a small gift as gratitude for purchasing the bottle as well as visiting the location. These locations will be centered around the exploration side of the experience which will include beaches and parks around the area.

Garden is a green wine bottle designed to bring a sense of freedom and companionship. The shape of our bottle is based on green houses around parks taking in attention the details of the windows around it with very elegant yet relaxed shapes making the perfect fit for the Project Garden. The top part of the bottle has an extra use as a decanter to prevent spilling in gatherings.

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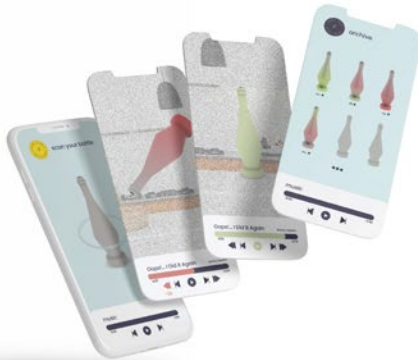
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Keep it cool.
Pour slowly.
Serve cold.



Funky aromatic fermentation in a bottle and cloudy texture definitely can not be packed in something ordinary. "Keep it cool" is a pet nat bottle designed to catch the sediment while pouring the wine.



Data Matrix + Lidar scanner



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Inspired by



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University of Ljubljana
Slovenia



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Ewa Mikołajczyk & Magdalena Barańska
Academy of Fine Arts in Warsaw
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Are you ready?

"RARE " aim to attract new targets, namely younger generations usually less consumers of wine. This is achievable by quality and aimed communication, not by traditional consumption standards.
Thus the overall shape and image pretend to be an irreverent approach to the traditional wine bottle.

Datamatrix code allows consumers to access a digital page with various multimedia content about the wine in front of him: how it was produced, the country/region of origin, type of meals that matches best, institutional information such as the history of the brand or producer, the awards it has won, among others.

Inspired by
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University Lusíada Lisbon
Portugal



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Flávia Calado
University Lusíada Lisbon
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Francisca Correia & Rosa Bateira
University of Aveiro
Portugal



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MEMENTO SPARKLING WINE

Sparkling wine bottle with an irregular shape that allows each person to use it in their own way. Memento derives from "memento mori" which means remember you are alive and enjoy every moment. The goal of the datamatrix code is to record the most important moments and remember them later.



Inspired by



Francisco Pereira
University of Beira Interior
Portugal

inspired by





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Gabriel Costa
University of Beira Interior
Portugal



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GUDI RED WINE RESERVE

The Gudi Wine Reserve is a bottle of red wine designed with a premium experience for the consumer in mind. At a formal level the Gudi Wine Reserve presents references of a luxury segment, from the general shape to the packaging, there is a symbiosis between what is a strong position of the red wine represented by the shoulders and a greater fluidity in its base in order to represent what is the consumption experience, a smooth, striking and sophisticated red wine. The bottle presents a harmonious and elegant design identified with the darker colors and the bronze and gold tones in its logo and packaging. The diamond texture used on the sleeve and packaging is another element that refers to this premium segment. The bottle also represents a perfect harmony between the strong, constitution of red wine, the fluidity and pleasure in the drinking experience.



The data matrix personalization of the Gudi Wine Reserve is based on a digital application/social networks restricted to consumers of the brand, in which by using the code the user has access to the Gudi social network, which he can share opinions, consumption, contents, moments, photographic records, and where he accumulates "credits" that can give him access to a limited-edition Gudi bottle (specificity of personalization), in essence a reinforcement of what is his position, taste and status.

Inspired by

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Gustavo Silva & Diogo Rocha
ESAD Matosinhos
Portugal

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SUPERNOVA

Supernova is a new interpretation of the design on conventional wine bottles.

The design consists of a simple and elegant cone that ends in a slanted cut at the top. The bottle can be dismantled into three separate parts. Firstly, there is the body of the bottle, the funnel-like cap and then the cork to close the bottle.

The elongation of the bottle's cap acts as a wine pourer that enables a smooth flow of the wine into the glass.

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SCAN THE DATAMATRIX

DISCOVER HOW THE BOTTLE GOT TO YOU

AND FIND OUT HOW MANY MORE USES BEFORE RECYCLING

Han Buck & Paula Pastrana
EINA University School of Design and Art of Barcelona
Spain



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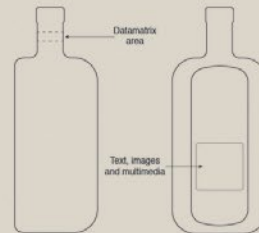
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experiencing

The intended experience is based upon the ability to access, via augmented reality, several contents like text, images and multimedia displayed on the label "dedicated canvas" of the bottle.

The cylindrical bulk and roundness of the bottle give it a static energy, perfect for counterbalancing the squared shape of the "canvas".

The vertical section gives personality to the overall visual character, making possible for the label to act as a support screen for the experience.



Iago Costa
University Lusíada Lisbon
Portugal

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Academy of Fine Arts in Krakow
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Isa Ferraz & João Miguel dos Santos Loureiro
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Highest quality red wine bottle. Shape inspired by circular movement of a wine glass used to oxygenate the beverage. As a result bottle gains additional features of an indentation such as improvement of a grip during pouring the liquid, as well as recognition of the bottle from a distance in store thanks to the size of an element.

After scanning the datamatrix with phone camera, user is being transferred to an app, in which we are able to find two approaches. First one is an instruction for beginners with certain steps, which done in order, show how to properly taste the wine, along with correct aromas perceptible in scanned object. Everything separated into individual stages of tasting.

The second direction takes us to a Quiz made for more advanced wine-tasters as well as beginners, wanting to check their progress, control the accuracy of recognising the aromas and taste-structures of wine.

Jan Michalik
Academy of Fine Arts in Krakow
Poland



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Los Tableros

is a type of wine emerging from the Canary Islands. The grapes are grown in an orchard or in a way to protect them from the harsh environment of Lanzarote. The winery is covered whole by holes in a ground with a small walk on a side of each one to protect the grapes from the sand that gets thrown in their way by the wind.

Data Matrix

by scanning the code found under the seal, the consumer is brought to a website where every person that buys the wine can share their tasting experience, the food they paired with it, alongside with the possibility to show their location. This way people can see how this product travels around the world and the variety of ways that people from different countries enjoy it.

Jan Sobyra
Academy of Fine Arts in Krakow
Poland

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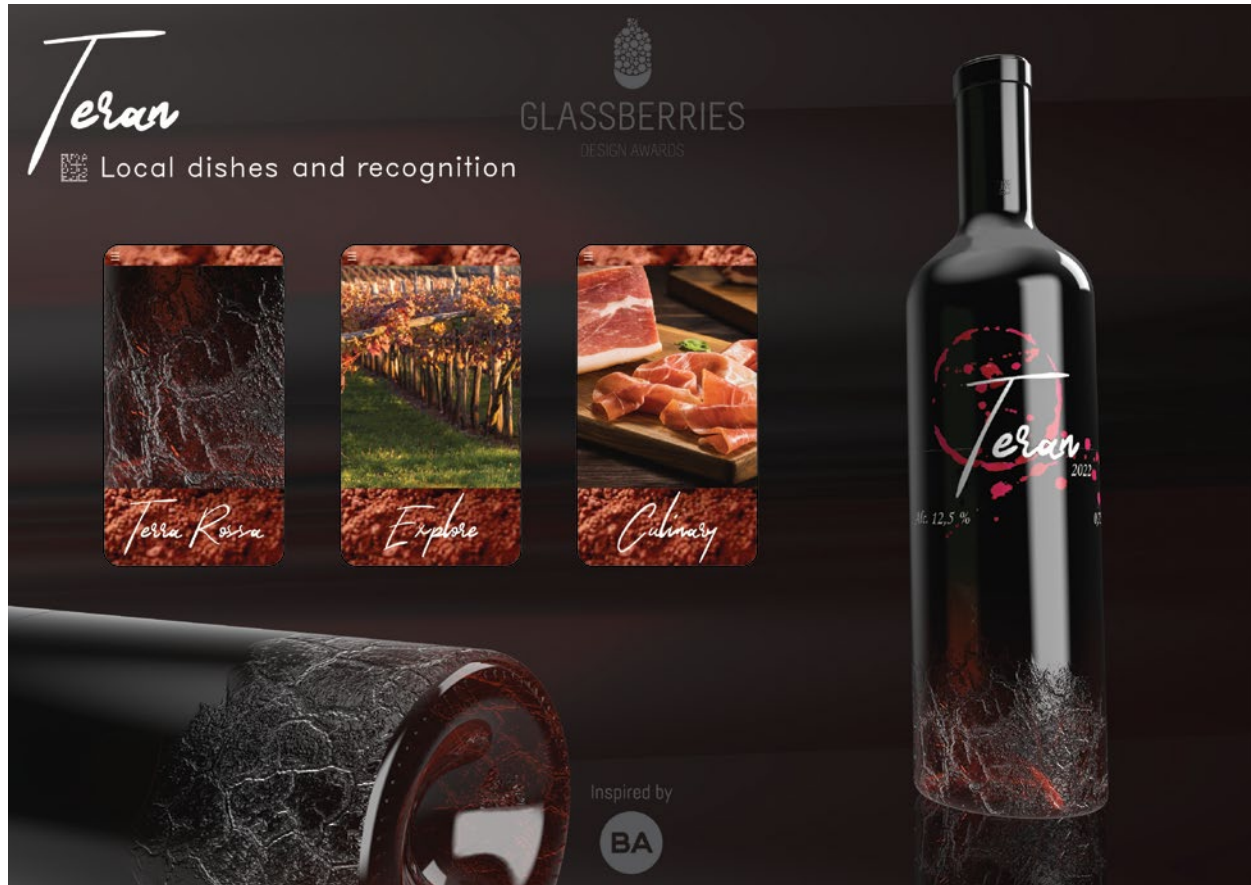


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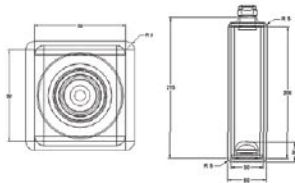
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RETORNA

The bottle rises from the futuristic concept of the mandatory return of glass bottles. It is a bottle that, with its simple design, refers to an idea of return so that both the company and the user can benefit from this process. It has this quadrangular prism shape to be transported more easily and in greater quantity due to space saving. It even has a cavity at its bottom for easier stacking through transport boxes.

It is not about fashion, but about functionality and a much easier transportation with this Design.



DATAMATRIX

When using the datamatrix, it presents information about the bottle return, the closest points to make the return and also its advantages. The bottle is deposited at the point of delivery on a machine that will read the datamatrix and assign a point to the associated account.

Each person will collect points until they make a number that can get rewards. For example: 20 points=20% discount.

Inspired by

BA

João Gouveia
University of Beira Interior
Portugal



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Julijana Milharčič Hladnik & Jan Sana
University of Ljubljana
Slovenia



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DataMatrix



NaPole

pet nat

The Pet Nat (pétillant-naturel) wine called „NaPole“ takes its name from the polish fields and mountains. It is also a colloquial sentence which loosely translated means "we will go outside". The technical assumption was a bottle with a characteristic recess referring to the path. The way on the bottle leads straight to the skidder under which the DataMatrix is hidden.

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FIRST GAME

SECOND GAME

The DataMatrix code transferring the consumer to a series of 4 mini-games for 1 or 2 players related to the production of wine and the fermentation process. Pop the bubbles, hit the bottles with the cap or discover other mini-games. Score points and have fun with your friends!

Karolina Sadłoń & Julita Dąbrowska
Academy of Fine Arts in Warsaw
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Lara Lopes & Luana Silva
University of Aveiro
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The shape of this bottle arises from the concept of inclusive design, with the aim of giving blind consumers the same opportunity of choice and ease of getting to know the wine they intend to buy. It maintains the shape of the archetype in order to be recognized as a "wine bottle" through touch. It also has a Braille writing system and reliefs so that the consumer can easily obtain the location of the data matrix. However, in order for there to be a relationship between the brand and the bottle, the neck of the bottle is longer and has more accentuated shoulders that meet the rigidity and grandeur of a slab of shale, thus maintaining a relationship with the region. The datamatrix allows the consumer, whether visual or non-visual, to have the same knowledge experience. This gives access to the site/application where you can choose to interact by voice or writing. The application is divided into two groups, the first of which is to give the essential information about the wine. The second group 2 aims to awaken sensations to the consumer, essentially through elements of the space itself, where the wine is born and thus to have a sensorial relationship between taste and hearing.

Lourenço Ribeiro
University of Beira Interior
 Portugal



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Maciej Jakubowski & Jacek Boroniec
Academy of Fine Arts in Warsaw
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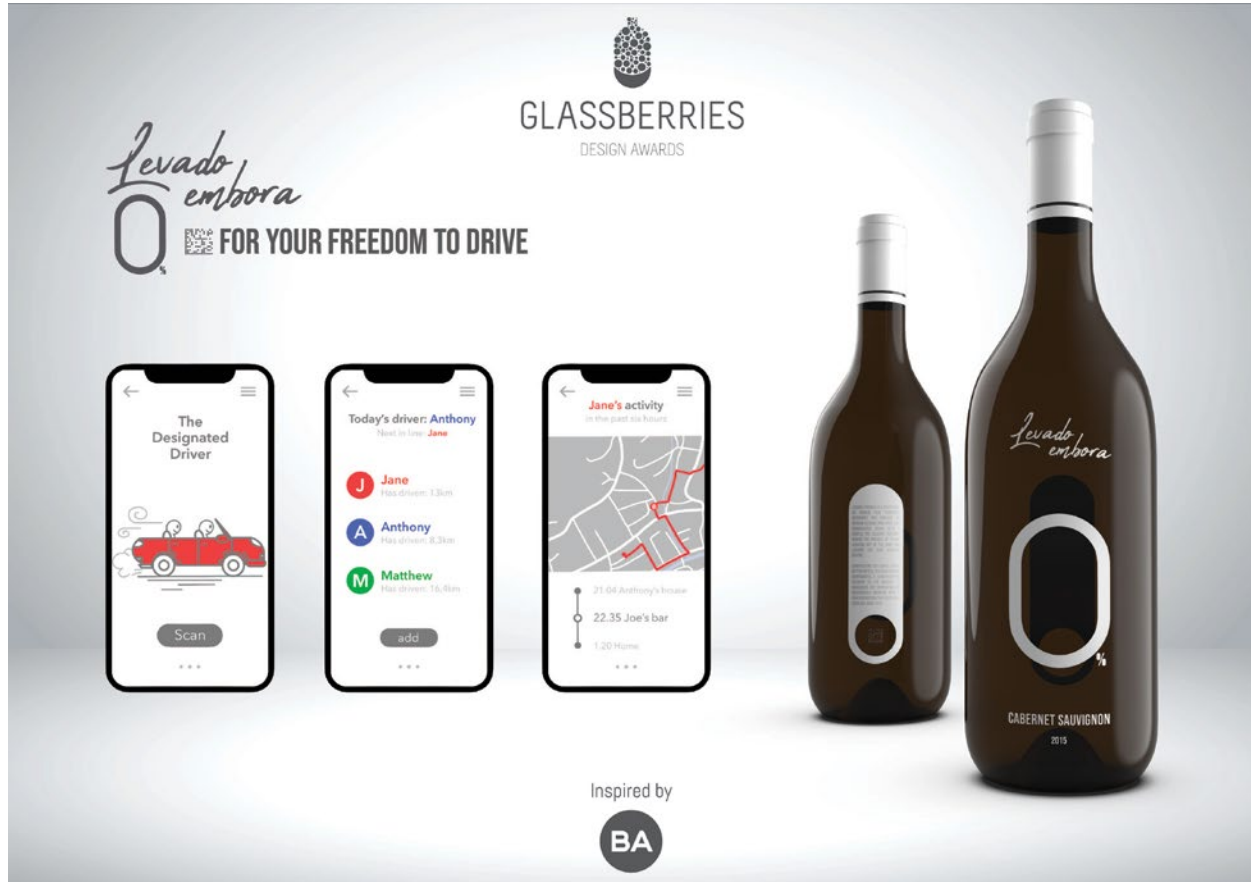


Magdalena Wojcik & Zofia Saługa
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Maks Huško
University of Ljubljana
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The project aims to combine drinking wine with fun. We associate the shape of the labyrinth on the bottle with a mystery. By opening the bottle, we reveal the datamatrix code with which we can log into the application where we discover the mystery in the form of a game. Each datamatrix code is the next chapter of our game. To solve it, we need 3 datamatrix codes. We randomize each code when scanning. They do not appear in the order, which is the difficulty of the game. At the same time, we can share notes with friends and see who of us is a better detective and can solve the problem faster



We collect our stories in the application. We can share them with friends, share our notes or solve them together.

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Marcelina Wierzbicka
University of Fine Arts in Poznan
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Maria Sabata
Academy of Fine Arts in Krakow
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BACO RED WINE

Baco.

A distinctive bottle with an organic touch remind a Greek column, that provides the sensation of uniqueness. To enhance this one and only experience the Data Matrix code engraved on the bottle neck the consumer is invited to a trip through the ages, where wine as we know it today was taking shape and considered divine. A guided tour through the all process of wine making in contemporary Greece, gives the consumer a touch of Baco's brand quality. Looking beyond the transparency of glass, a all-new world of experiences.











Inspired by



Maria Inês Leiria
University Lusíada Lisbon
Portugal



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Mariana Regalo & Rui Jorge Moreira da Silva
ESAD Matosinhos
Portugal

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Marta Azevedo & Sofia Mendes
University of Aveiro
Portugal



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If destiny is written in the stars, we will never know...but our past certainly is.

The experience accessed through the Data Matrix takes you to a star simulator that allows you to reproduce the night sky of any date or moment you can imagine commemorating a birthdate, anniversary, or simple important moment in life, of the user.

Based on this visual experience, the shape of the bottle is intended to evoke Galileo's telescope. The brand "Sky G" is our imagining on Skyglass, a play on words from the English spy-glass telescope.

*"Look at the stars!
look, look up at the skies!"*
Serard Manley Hopkins

Inspired by

Marta Santos
University Lusíada Lisbon
Portugal

inspired by

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Neroli

The perfect combination of classy and joyful.

The round base and a classic, long neck of the bottle interact with the playful carving to create the unique design, reminiscent gentle hills of Spanish orange orchards.

Neroli combines champagne-like refinement with sweetness and fun. It's the best way to bring blithe to your life.

Orange Sparkling Wine Brut Naturel

Neroli

11% vol 2022

GLASSBERRIES
DESIGN AWARDS

With its unique code imprinted on the bottle, one can find themselves on an extraordinary journey through the shades of orange - which is the basis of the concept.

After scanning the code hidden underneath the wrapper, a mobile website appears on the phone, which takes the user on a virtual journey around the world in which they discover places hiding the most interesting shades of orange.

Let Neroli take you on a journey around the world of orange!

Europe

- Andalusia, Spain
Costa del Azahar
37°22'58" N
5°58'23" W

Santa Fe, Argentina
Palencia Orchards
31°37'39" S
67°42'00" W

- South America

Inspired by
BA

Marta Sowińska & Marta Kamińska
Academy of Fine Arts in Warsaw
Poland



GLASSBERRIES

DESIGN AWARDS

GLASSBERRIES
DESIGN AWARDS

Pensamentos is the Portuguese word for *thoughts*, reflecting the customer's interaction with the bottle once he notices the pattern on its surface.

Starting from the concept of the Rorschach test, the Data Matrix scan will lead to a poll with four options regarding the signification of the pattern. The result will reveal the perfect type of wine for the person who took the test.

Volume:
1155 cm³

Glass Color:
Transparent

So, what it looks like to you? Do you see birds, a pair of wings, leaves or Betta fish?
The result will remain a mystery for now.

Inspired by

BA

Daniela-Andreea Miron
Transilvania University of Brasov
Romania

inspired by

BA



GLASSBERRIES

DESIGN AWARDS



Miroslaw Biliński
Academy of Fine Arts in Krakow
Poland



GLASSBERRIES

DESIGN AWARDS

(D)IVINE

Divine is a wine brand that believes in the respect of the land and pretends to preserve the cultural heritage of the vines. The shape of the bottle tries to portrait the harvest of the grapes and that's why that we can see in the middle of the bottle's body a cut out with their shape.

Along side with the wine, Divine wants to provide a complementary experience to their clients, that can bring them closer to their cities. Consequently Divine developed an app that gives prizes to costumers that complete tasks, encouraging them to get to know their city better and to try local restaurants.

Inspired by

Matilde Andrada
University Lusíada Lisbon
Portugal

inspired by

BA



GLASSBERRIES

DESIGN AWARDS



A red wine inspired by traditional wines from the Chilean region. I designed it with the elegance and look of a shirt in mind in a conducive wine drinking environment. The bottle is flattened for ease of use and precise pouring.

The NARISO DE CHILE wine would include a datamatrix code on the neck that, when scanned, would take you to the wine brand's website where you could read about its origins and creation.

Inspired by

BA

Maria Oprych
Academy of Fine Arts in Krakow
Poland



GLASSBERRIES

DESIGN AWARDS



GLASSBERRIES

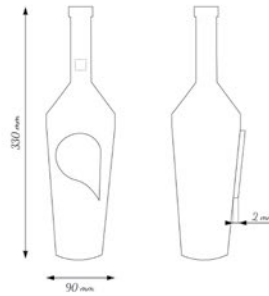
DESIGN AWARDS

Love Potion

Everyone deserves to be loved.

Although somewhat reminiscent of previous wine bottle designs, the Love Potion transmits its message through symbolism.

The half heart shaped extrusion points to the fact that there is someone for everyone. Using the new Datamatrix Encoding method a database can be created, in which by accessing the app, the users will be paired with other ones based on preferences and similar tastes.



Inspired by

BA

Leon Hagi
Transilvania University of Brasov
Romania



GLASSBERRIES

DESIGN AWARDS



Pedro Travassos
University of Beira Interior
 Portugal



GLASSBERRIES

DESIGN AWARDS

PASTO

Vinho Verde is an exclusive typology of wine, produced only in the Vinho Verde region, so it also deserves a unique bottle. From its bolder and rural side, where the organic shape of the glass refers to the terrain of the region and its uncommon characteristics, to its more subtle side with softer and more elastic lines that helps to create a more sympathetic and acceptable shape, this bottle presents an exceptional flow and harmonious design.

In the same way that wine invites consumers to explore and know more about the region in which it is made, the PASTO bottle will act as the door to travel through and learn about the process of making the wine. By using the data matrix code, the consumers will have the possibility to have a unique immersive experience about the whole process of the wine making contained inside each bottle. When pointing the phone to the surrounding area, different objects related to process of wine making will start to appear, it will be possible to interact with them and know more about each phase. The user will even be able to see the different variants of grapes that are contained in the bottle and see other wines that the brand produces with the same or other grapes. With this data matrix code, the consumer will be able to know more about what he is consuming and other available products, allowing the brand to be presented with full transparency and clarity in an immersive way to its public.

90

350

PASTO
VINHO VERDE BRANCO

PASTO
VINHO VERDE BRANCO

PASTO
VINHO VERDE BRANCO

Inspired by

BA

Miguel Pinto & Marco Barbosa

ESAD Matosinhos

Portugal



GLASSBERRIES

DESIGN AWARDS



Piotr Pryk
Academy of Fine Arts in Krakow
Poland

inspired by

BA



GLASSBERRIES

DESIGN AWARDS

se.ele

Seele is a modern reinterpretation of the Riesling bottle. It combines the elegance of wines of the past with sleek contemporary design to create a timeless object.

GLASSBERRIES
DESIGN AWARDS

After unwrapping the capsule and scanning the DataMatrix, the user will see a painting generated by AI based on 4 variables specific only to each bottle – aroma profile, ripeness category, the day of bottling, and the moment of DataMatrix engraving. As a result, each bottle has its own, unique painting that describes its soul – "seele" in German.

Inspired by

BA

I aroma profile

II ripeness category

- KABINETT
- SPÄTLESE
- AUSLESE
- BEERENAUSLESE
- TROCKENBEERENAUSLESE
- ESWEIN

III day of bottling

IV moment of DataMatrix engraving

Piotr Sołdaj & Zuzanna Szymłowska
Academy of Fine Arts in Warsaw
 Poland



GLASSBERRIES

DESIGN AWARDS

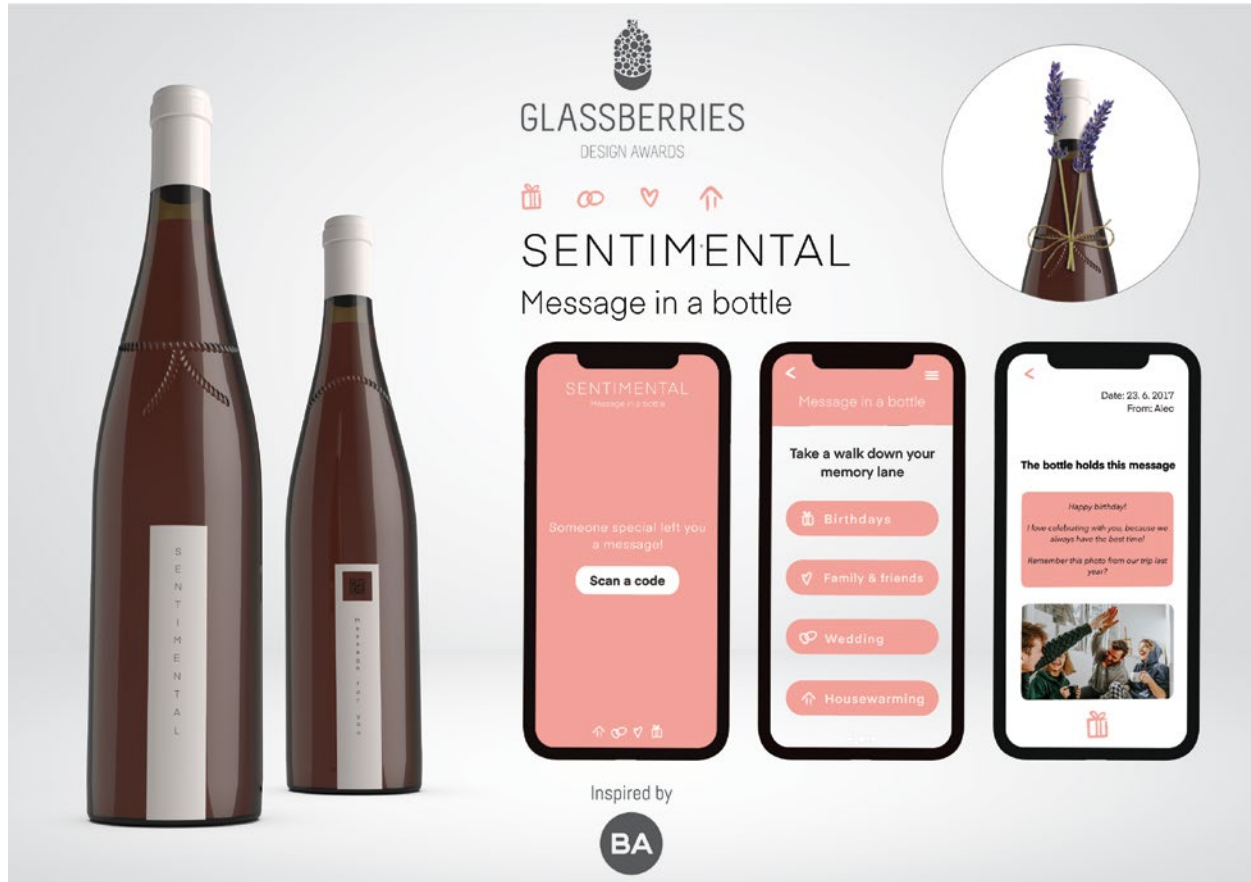


Ana Raquel Alves & Catarina Solheiro
University of Aveiro
Portugal



GLASSBERRIES

DESIGN AWARDS



Vita Rau & Živa Vaukan
University of Ljubljana
Slovenia



GLASSBERRIES

DESIGN AWARDS



GLASSBERRIES

DESIGN AWARDS

HORIZON

Horizon, is a red wine brand that conceived a bottle having in mind hot air balloons. Horizon wants to provide to their costumers the opportunity to win a trip in a hot air balloon that will fly over the vines that are the essence of Horizon's wine.

The vertical undulations give a strong and sophisticated appearance creating a dynamic between the bottle and the consumer.



Inspired by

BA

Rita Bastos
University Lusíada Lisbon
Portugal

inspired by

BA



GLASSBERRIES

DESIGN AWARDS



Rita Lopes & Adrià Torres Negrodo
ESAD Matosinhos
Portugal



GLASSBERRIES

DESIGN AWARDS



Rita Alves & Sofia Rosas
ESAD Matosinhos
Portugal



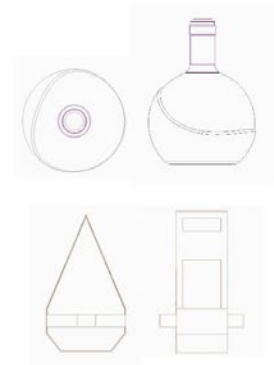
GLASSBERRIES

DESIGN AWARDS



GLASSBERRIES

DESIGN AWARDS



Potio name derived from the Latin meaning potion, because with this bottle you can create your own potions/cocktails. Fun alone or with others, you choose. Collect recipe recipes and get one for free!



Inspired by

BA

Beatriz Sardoeira
University of Beira Interior
Portugal



GLASSBERRIES

DESIGN AWARDS



Simão Torres & Gonçalo Castro
ESAD Matosinhos
Portugal



GLASSBERRIES

DESIGN AWARDS



Agata Madejska & Paulina Hapak
University of Fine Arts in Poznan
 Poland



GLASSBERRIES

DESIGN AWARDS



Joanna Zgoda
University of Fine Arts in Poznan
Poland

inspired by

BA



GLASSBERRIES

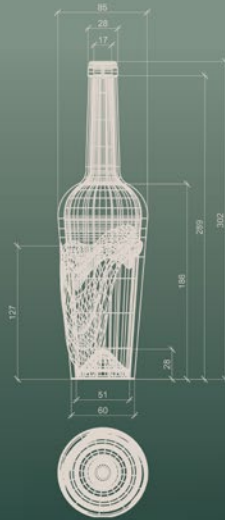
DESIGN AWARDS

GRANDBEAU - CHARDONNAY

Wine is an unique type of alcohol, made to be savoured, to be consumed slowly, to fully taste its bouquet of flavours, and this makes it an sophisticated beverage.

When we combine subtle crispness of white dry wine, with delicate flavours of sea food, the outcome is truly poetic.

My goal was to convey this feelings of lightness, through lines inspired by those found in flesh of fish, as well as a movement of waves in the shore, which slowly disappear into sand...



GLASSBERRIES

DESIGN AWARDS



inspired by



DATAMATRIX

By scanning datamatrix located on the neck of the bottle, near to the cork, customer will be able to access an article containing one of the three topics- food, recycling and legacy of given wine.

Each bottle will have a different code, assigned to a different link. Some will contain recipes with white wine, or suggestions of compositions of wine and food, while other will suggest some creative ways of giving new life to glass bottle, informations about recycling and some will focus on the legacy of this particular whine, its home country, where it grows and what makes it special.

That way every customer will have an individual experience.



Magdalena Bartkowiak
University of Fine Arts in Poznan
Poland



GLASSBERRIES

DESIGN AWARDS



Wiktoria Rydellek & Aleksandra Bakiera
University of Fine Arts in Poznan
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GLASSBERRIES

DESIGN AWARDS



Vera Gomes
University of Beira Interior
Portugal



GLASSBERRIES

DESIGN AWARDS



Vittorio Chersoni
University Lusíada Lisbon
Portugal

inspired by

BA



GLASSBERRIES

DESIGN AWARDS



arche vani

The bottle design was inspired by traditional Georgian orange wine. Its shape is determined by subtle yet characteristic undercuts, which, depending on the position, change the appearance of the bottle: en face it shows a graceful, narrowing silhouette, while turned it presents a completely simple, minimalist body, in which concave shapes refract the light, creating an unusual form.

Each of us faces problems: what's for dinner today? What to do with a free afternoon? Scan the data matrix code located under the wrapper, answer a few simple questions such as your diet, number of companions, taste preferences and enjoy your personalized idea for an unforgettable moment. The questions will lead you to recipe or restaurant and social game ideas.

GLASSBERRIES

DESIGN AWARDS

data matrix

Weronika Sidor & Monika Żaczkiewicz
Academy of Fine Arts in Warsaw
Poland



GLASSBERRIES

DESIGN AWARDS



Zuzana Budzaková
University of Ljubljana
Slovenia

inspired by

BA



GLASSBERRIES

DESIGN AWARDS



BA GLASS

More than 100 years dedicated to the production of glass containers, for the food and beverage industries, BA Glass is based on continuous innovation and internal entrepreneurship. The company has perfected a business model inspired by the group's values HeART – Humbleness, Ambition, Rigour and Transparency, with emotion.

With 12 plants in 7 different countries, BA produces 23 560 000 glass containers every day and aims to achieve the vision to Wrap Dreams Beyond Packaging, by HeART, offering added value to the market, by being a partner to its customers, providing unique experiences to the consumer and challenging its people with a collective ambition which promotes each person's individual development.

<http://baglass.com/>

GUSTAVO ROSEIRA

Designer and entrepreneur, Gustavo Roseira is the founder and creative director of Nauvegar, an award winning independent studio.

Graduated in Graphic Design, and then a major in 3D, he worked in Lisbon, at a key agency, gaining experience with international world-class brands.

Some years later, Gustavo felt the relationship with those clients was a bit soulless and decided to make a change in his life. He went on a quest to transform everyday work into something more meaningful and fulfilling: connecting with human beings instead of big corporations, focusing deeply in each story and aiming to communicate the passion of the persons he works with in a unique way.

Born and raised in the Douro Valley, Portugal, with a family's heritage in Porto wine for six generations, the wine connection happened naturally.

With all this in mind, he went back to his origins, Covas do Douro, where he founded Nauvegar in 2017, a wine focused creative studio, with expertise in branding, labels, packaging and video. Nowadays, Nauvegar has an experienced team working across both print and digital media.

They collaborate with amazing vigneron, wineries, wine festivals, restaurateurs and food growers.

On top of it all, over the last 10 years Gustavo has been co-organizing simplesmente... Vinho, an alternative wine festival, that brings together wine artisans, chefs, music and arts in the beautiful riverside of Porto.

2022 will see the 2nd edition of simplesmente... Vinho in Madrid, after two previous editions in Barcelona.

<https://nauvegar.com/>





GLASSBERRIES

DESIGN AWARDS

SYMINGTON

Symington Family Estates is a leading Port and Portuguese wine producer headquartered in Porto, Portugal. The majority of Symington's vineyards are located in the Douro Valley, in the north of Portugal, consisting of 26 estates covering an area of 2462 hectares with 1114 hectares of vineyard.

An independent business with 140 years of history, the first Symington began working as a Port producer in Porto in 1882, today, ten members of the 4th and 5th generation work across the four Port houses (Graham's, Cockburn's, Dow's and Warre's) and portfolio of Douro wine brands (Quinta do Vesuvio, Quinta do Ataíde, Altano and Prats & Symington, producers of Chryseia and Post Scriptum).

In 2019 Symington launched the first wines from Quinta da Fonte Souto, a stunning estate in the Portalegre sub-region of the Alto Alentejo. All the vineyards are sustainably managed under a minimum intervention certification and 130 ha are organically farmed, the largest area of organic vineyard in northern Portugal. Symington invests significantly in viticulture R&D to adapt to climate change and works on an ambitious sustainability plan, with a series of goals under the banner of Mission 2025.

In 2019 they became a certified B Corporation – the first wine company in Portugal to take this step – joining a global community of businesses audited for the highest standards of social and environmental responsibility, committed to using business as a force for good.

In 2020 Symington joined the International Wineries for Climate Action, an association of wine companies leading the decarbonisation of the wine sector, in line with the urgent CO2 reduction guidelines established by global scientists and the UN.

Symington's mission is "to produce exceptional wines that celebrate and preserve the uniqueness of Portugal and contribute to a positive future for the regions where we work."

<https://www.symington.com/>



FÉLIX SOLÍS

Felix Solis Avantis is a leader in the international wine sector – with a presence in more than 120 countries. Owned by the third generation Solís brothers, the family strive to bring together tradition and innovation. The headquarters in Valdepeñas has evolved to become one of the largest wine-producing facilities with state-of-the-art technology in the world. Opened in 1975, the site is one of the largest family-owned companies in terms of grape reception, with a daily harvest capacity of 7.5 million kilos and a winemaking facility for 175 million kilos of grapes. For the purposes of traditional ageing, the site has a large cave of American oak barrels, necessary for the production of crianzas, reservas, and gran reservas. The winery has successfully launched a number of brands including Vina Albali and Los Molinos; very well known by consumers in native Spain.



inspired by

BA



GLASSBERRIES

DESIGN AWARDS

Felix Solis winery in La Puebla de Almoradiel is located in La Mancha, with a large tradition in grape growing and wine making. Its modern facilities are perfect for the production of young wines made from both indigenous and international grape varieties.

The La Mancha winery had its first harvest in 2011 and its wines, Caliza and Vina San Juan, have already received awards in some of the most prestigious international wine competitions.

The presence in six key wine regions in Spain enables Felix Solis to offer the widest range of varieties in the Spanish industry. This, plus a deep dedication by the winery and constant research, provides internationally praised wines. Felix Solis mission is to offer quality and competitive pricing and outstanding service to our global customers. The range of wines are channelled and segmented in order to respond to market demands as efficiently as possible.

<https://felixsolisavantis.com/en/>

Felix Solis
avantis

JOSÉ MARIA DE FONSECA

A family business with almost two centuries of history, and one that has known how to stay up-to-date without ever sitting back on its laurels. José Maria da Fonseca has been making wines since 1834, resulting from the shared passion of a family that has known how to preserve and project the memory and the prestige of its founder.

Well aware of the responsibility of being the oldest producer of table wine and Setúbal Moscatel in Portugal, José Maria da Fonseca follows a philosophy of permanent development, constantly investing in research and production, combining the latest techniques with traditional know-how. An example of this is the José de Sousa Rosado Fernandes Winery, at Reguengos de Monsaraz, Alentejo, where the Roman tradition of clay pot fermentation is maintained alongside the latest technology.

Continuing to invest in benchmark products at international level, always produced to the highest standard, José Maria da Fonseca has contributed decisively to the promotion and prestige of Portuguese wines. The nearly 650 hectares of vineyards and a winery equipped with the latest technology, which competes with the best in the world, produce wines that combine the experience gathered throughout its history with the most advanced winemaking techniques.

José Maria da Fonseca's portfolio includes more than 30 top-quality brands sold in over 70 countries.

This seventh-generation family company has been able to preserve a precious heritage without forgetting to stay up-to-date and meet the standards of quality that consumers have come to expect of it, while continuing to surprise with every new step.

<https://www.jmf.pt/>



JOSÉ MARIA
DA FONSECA
♦ VI ♦





GLASSBERRIES

DESIGN AWARDS

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