



**28<sup>th</sup>**

# **VINITALY DESIGN AWARD**

**Verona, 13 April 2024**

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# REGULATIONS 28<sup>TH</sup> VINITALY DESIGN AWARD

Verona, 13 April 2024

## ARTICLE 1

Veronafiere S.p.A. (hereinafter referred to as "Veronafiere") will hold in verona the 28<sup>th</sup> Vinitaly Design International Packaging Competition. As of this year, the event is renamed "VINITALY DESIGN AWARD": the aim is to highlight the best design for wine, spirits, liqueurs, beers and extra virgin olive oil, as well as to reward and stimulate efforts by companies and designers to achieve continuous improvements in terms of image. The competition will open for entries on Monday 26 February 2024 and the closing date for registrations is 24 March 2024.

The registration fee for each project is € 150,00 + VAT. The registration fee for a place for the Gala Event + the personalized Trophy is € 250,00 + VAT. Places for the Gala Event are limited and priority will be given to companies directly involved in the results of the award. Nevertheless, it will be possible to book all remaining places while available. Winners of awards will be able to purchase multiple personalized trophies separately for a fee of € 150,00 + VAT. The registration fee for the Gala Event alone is € 150,00 + VAT.

## ARTICLE 2

Veronafiere will appoint a Scientific Committee that will chair the Organizing & Management Committee.

The Organizing & Management Committee will supervise the realisation of the 28<sup>th</sup> Vinitaly Design Award. Its decisions are final.

## ARTICLE 3

The 28<sup>th</sup> Vinitaly Design Award is open to projects presented by companies producing wines, spirits, beers and extra virgin olive oils as well as by designers and advertising agencies from any country. Designers and advertising agencies themselves can also register projects. The registration must always mention the producer and the creator of the design (designer or advertising agency or, if the project was created internally by the producer, the name of the producer must be mentioned again). Producers means whoever bottles and markets the product contained in the packaging and who are consequently indicated as such on the label. Project means all the elements involved in the product packaging: bottle, closure, capsule, label, back label, collar, pendant, seals and secondary packaging. Only these details will be evaluated by the Jury. Only projects that are already or will be on sale on the market can be entered for the 28<sup>th</sup> Vinitaly Design Award, with the exception of the Limited Edition category where promotional projects not intended for sale may also be registered. Moreover, the Competition is not open to projects presented by individual or associated producers, designers or advertising agencies who have been sentenced in court proceedings in the past for fraud or adulteration. Companies owing sums of money to Veronafiere S.p.A. for non-payment of invoices concerning previous Exhibitions and/or events will not be enrolled in the new edition of the Competition until the outstanding sums in question are settled. If such companies make a payment for the new edition of the Competition, it will be retained by Veronafiere as balance/payment for the outstanding debt. Participants expressly waive the faculty of different attribution of payments as per Article 1193, item 1, paragraph 1 of the Italian Civil Code.

## ARTICLE 4

The projects entered for the 28<sup>th</sup> Vinality Design Award will be divided into the following categories:

### C01 WHITE WINES

Packaging for white wines regardless of vintage and denomination

### C02 RED WINES

Packaging for red wines regardless of vintage and denomination

### C03 ROSÉ WINES

Packaging for rosé wines regardless of vintage and denomination

### C04 SPARKLING WINES

Packaging of Classic, Charmat or ancestral method sparkling wines regardless of vintage and denomination

### C05 FINE WINES

Packaging of highly-prized still or sparkling wines regardless of vintage and denomination

### C06 AROMATIZED WINE-BASED COCKTAILS

Beverages flavoured with wine-based ingredients

### C07 LIQUEUR WINES

Packaging of liqueur wines (e.g. Vermouth, Marsala, Vin Santo, Recioto, Passito, Port and Sherry)

### C08 SERIES

Line of products with the same family feeling, comprising at least two products (e.g. red and white wines, red wine, rosé wines and olive oil, etc.)

### C09 LIMITED EDITION

Packaging of still wines, sparkling wines, spirits, beers or olive oils with low or numbered production, or limited to promotional events that may even not be intended for sale

### C10 PRIVATE LABELS

Packaging of still wines, sparkling wines, spirits, beers or olive oils for third-party branded products

### C11 SECONDARY PACKAGING

Secondary packaging such as cases, caskets, cartons, wooden boxes, tin boxes etc.

### C12 CLEAR SPIRITS

Packaging for clear alcoholic beverages such as Gin, Vodka, Grappa, Tequila, Sambuca, and Clear Liqueurs etc.

### C13 DARK SPIRITS

Packaging for dark alcoholic beverages such as Bitters, Whisky, Rum, Digestifs, Dark Liqueurs, etc.

### C14 EXTRA VIRGIN OLIVE OIL

Packaging for Extra Virgin Olive Oils regardless of the type of container

### C15 BEERS

Packaging for Beers

Packaging of products that cannot be classified in one of the categories indicated above are not eligible for the Competition.

It is understood that the products presented must comply with the rules and regulations in force on labeling and other packaging elements, on pain of non-admission to the Competition.

## ARTICLE 5

Participants may enter as many projects as they wish for every category as per Art. 4 above. Participants will not be entitled to refunds of entry fees nor to the return of packaging entered but not accepted for the competition. This rule also applies to participants sending samples that are judged to be incompatible with the categories envisaged in the Competition as governed by Art. 4 above.

To ensure the best evaluation by the jury, participants are invited to provide in the application form a maximum of 5 significant images, matching the quality suggested on the Vinality website ([vinality.com](http://vinality.com)), a description of the project without mentioning the creative designer or agency, on pain of non-admission to the Competition, and a stimulating video (optional).

## ARTICLE 6

In order to be admitted to the Competition, participants must send by courier and/or mail by 29 March 2024 to the following address: KN Expo & Event Logistics c/o Lunardi Trasporti – Strada Festara 54 - 37012 Bussolengo (VR) – Italy – email: [verona.fiere@kuehne-nagel.com](mailto:verona.fiere@kuehne-nagel.com) the following:

- A. registration in one of the category of the Competition performed online in the Exhibitors Reserved Area / Business Portal. For online registration of projects: [www.vinitaly.com/en/awards/vinitaly-design-award/](http://www.vinitaly.com/en/awards/vinitaly-design-award/)
- B. copy of the registration with certification of payment for the projects entered. Packaging entered by companies which have not paid the registration fee will not be admitted to the Competition.
- C. two samples of each type in perfect condition, full or empty.

The deadline for receiving entries is 29 March 2024. Samples that fail to meet the deadlines indicated will not be taken into consideration.

Kindly send the documentation inside the carton together with the samples. The packaging articles entered in the Competition will not be returned to the companies but remain in the possession of Veronafiore for promotional purposes. Award winners may be asked to provide additional bottles, again for promotional purposes.

## ARTICLE 7

The Organisers decline any and all responsibility for possible late arrival of samples compared to deadline, total or partial loss of samples during transport, alterations of samples caused by temperature fluctuations, breakages or other problems incurred during transport. Shipping costs, customs clearance, and subsequent transport to destination are the complete responsibility of companies entering the competition. These costs must be paid directly to the shipping agent. Companies that do not comply with these dispositions will not be admitted to the Competition. Non-conforming samples will be automatically excluded from the Competition. This will not entitle Companies to a refund of fees already paid; inasmuch, shipments are made at the entire expense and risk of participating companies. Samples shipped carriage paid will be rejected. Rejected samples will not be returned.

## ARTICLE 8

From receipt to presentation to the Jury of packaging, Veronafiore ensures scrupulous and appropriate storage of samples to ensure the best possible integrity of finished packaging at all levels. The Scientific Committee, formally appointed by Veronafiore, will assure all formalities and procedures, supervise the work of the Jury and prepare the final report with the competition results.

## ARTICLE 9

The Scientific Committee is appointed by Veronafiore. The Jury is also appointed by Veronafiore and comprises persons with specific expertise: designers, art directors, artists, journalists and sector experts. The Jury will comprise a total of 20 members (5 from the Scientific Committee and 15 selected jurors) to assess the projects entered for the competition. The Jury's decisions are final. To ensure appropriate confidentiality for companies taking part, only the list of prize-winning projects will be published and not the list of companies taking part, nor will the scores assigned to individual samples be announced. The Jury has the faculty not to award one or more prizes or to award one or more ex-aequo prizes, in accordance with the provisions of Art. 10 and 11.

## ARTICLE 10

Four Trophies will be awarded in each category: Vinality Design BLACK, Vinality Design GOLD, Vinality Design SILVER and Vinality Design BRONZE.

A project may be entered in multiple categories and receive related prizes if so decided by the Jury. The Competition rewards the design; if the project is a joint work or the in-house effort of a company, the participant should indicate on the registration form the designer or the agency or simply the company in the absence of other figures. Multiple trophies may be requested (which can be purchased separately). During the awards ceremony, referred to in the following Art. 12, up to a maximum of 5 people will be allowed to go on stage but only one trophy will always be consigned.

## ARTICLE 11

The Jury may award special prizes by applying the following assessment criteria:

- "Best in Show" rewards the best project presented for the current edition regardless of the category;
- "Agency of the Year" rewards the agency or designer or company that has accumulated the most awards. The score is calculated as the sum of awards won, plus the value of the trophies (Bronze = 1 point, Silver = 2 points, Gold = 3 points, Black = 4 points);
- "Best Coordinated Image" rewards the best coordinated project, i.e. projects included in a product line in the same category or mixed categories;
- "Best People's Choice" rewards the project earning the most votes from Internet visitors;
- "Best Innovation" rewards the most technically innovative project;
- "Best Retail Chain Label" rewards the best project specifically for large-scale organized distribution;
- "Best Closures" rewards the best bottle closure regardless of the category;
- "Best Use of Paper" rewards the best application of paper in packaging, as labels, secondary packaging or packaging accessories;
- "Best Use of Colour" rewards the best use of colour.

The Jury may award the following Special prizes:

S01	BEST IN SHOW
S02	AGENCY OF THE YEAR
S03	BEST PEOPLE CHOICE
S04	BEST INNOVATION
S05	BEST RETAIL CHAIN LABEL
S06	BEST CLOSURES
S07	BEST USE OF PAPER
S08	BEST COORDINATED IMAGE
S09	BEST USE OF COLOUR
S10	BEST EXCELLENCE IN EMBELLISHMENT

## ARTICLE 12

The prize-giving ceremony for winning projects is scheduled during a special Gala Event organized by Veronafiore which will take place on 13 April 2024 c/o the Ristori Theatre in Verona or other location identified by the organizers. The complete list of projects and companies winning awards will be published on the event page of the Vinality website and through press releases for Italian and international journalists. The award-winning projects will also be included throughout 2024 in special promotional initiatives organised by Veronafiore. In particular, Veronafiore reserves the right, in order to promote the Competition and award-winning projects, to present them to specialized operators, restaurateurs, journalists and buyers in the course of specific initiatives in Italy and abroad. Awards which are not collected during the prize-giving ceremony will be sent to award-winning participants by Veronafiore, which declines any and all responsibility for any loss or non-delivery.

## **ARTICLE 13**

The personal data of the company entering the Competition and of the subjects related to the company will be processed by Veronafiere as Data Controller in compliance with current legislation on the protection of personal data and in compliance with the information pursuant to and for the purposes of the Artt.13 and 14 of European Regulation n. 2016/679 ("GDPR"), which the company undertakes to view and make available to all subjects whose personal data are transmitted to Veronafiere, in relation to participation in the Competition.

## **ARTICLE 14**

Any complaints must be submitted in writing to the following address

Veronafiere S.p.A., Viale del Lavoro 8 - 37135 Verona, Italy.

The Court of Verona shall have exclusive jurisdiction for any dispute concerning the performance or interpretation of these regulations.



**VERONAFIERE S.p.A. Viale del Lavoro 8 - 37135 Verona, Italy**

**For more info: [designaward@vinitaly.it](mailto:designaward@vinitaly.it)**