



**29<sup>th</sup>**

# **VINITALY DESIGN AWARD**

**Verona 5 April 2025**

**OFFICIAL REGULATIONS**



## ARTICLE 1

Veronafiere S.p.A. (hereafter also "Veronafiere") is organising the 29<sup>th</sup> VINITALY DESIGN AWARD (hereafter also "Competition") in Verona with the aim of valorising and highlighting Made in Italy through design applied of wine, spirits, liqueurs, beers and extra virgin olive oil and thereby rewarding and stimulating the efforts of companies and designers towards continuous improvement of the image of their products. The Competition will open for entries on 13 January 2025. The deadline for registrations is **23 February 2025**.

The Jury will evaluate the projects submitted online by 3 March 2025; the final voting for the top 8 projects selected in each category will take place at Veronafiere on 21 March 2025.

The registration fee for each project is €120 +VAT for Early Bird registrations (by 31 January 2025), €150 +VAT for registrations from 1 February 2025 to 23 February 2025 (Regular) and €100 + VAT for registrations by Exhibitors already signed up for Vinitaly 2025. The fee for taking part in the Gala Event on 5 April 2025 is €150 +VAT; the purchase fee for the personalized trophy is €150 +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 can purchase multiple personalised trophies separately, at a cost of €150 +VAT.

## ARTICLE 2

Veronafiere will appoint a Scientific Committee that will chair the Organising Management Committee.

The Organising Management Committee will be responsible for supervising the holding of the 29th Vinitaly Design Award. Its decisions are final.

## ARTICLE 3

### 3.1) Participants

With the aim of ensuring better protection for Made in Italy design, the 29<sup>th</sup> Vinitaly Design Award is open to projects by Italian producer companies, as well as Italian creative agencies, With reference to the categories indicated in Article 4 below, projects presented by non-Italian creative agencies may also enter the Competition provided that the projects in question involve Italian producer companies; projects involving foreign producer companies created by Italian designers will also be admitted.

Only projects that are already or will soon be on sale on the market can be entered for the 29th Vinitaly Design Award, with the exception of the "Limited Edition" category where promotional projects not intended for sale may also be registered.

Projects already submitted in previous editions of the Competition will not be admitted.

Moreover, the Competition is not open to projects presented by individual or associated producers, designers or creative 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 Trade Fairs 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.

Registration must always name the manufacturer and the creator of the design – designer, creative agency - as well as contributors to the design concept and its full ownership or, if the project was created in-house by the producer company, the name of said company must be mentioned again.

### 3.2) Producer companies and projects

"Producers" means whoever bottles and markets the product contained in the packaging and who are consequently indicated as such on the label.

"Projects" refers to all aspects that contribute to product packaging: bottle, closure, capsule, label, back label, collar, pendant, seals and secondary packaging. Only these details will be evaluated by the Jury.



## ARTICLE 4

Projects entered for the 29<sup>th</sup> Vinitaly 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-priced still or sparkling wines regardless of vintage and denomination

### C06 TIMELESS WINES

Classic style packaging

### C07 RETAIL LABEL WINES

Packaging designed for sale through large-scale retail channels

### C08 RESTYLING WINES

Packaging reviewed with minor changes (before/after). Before/after photos must be sent

### C09 ILLUSTRATED WINES

Packaging essentially with an illustration

### C10 CONCEPT

Packaging projects for all categories. Various stages of development are allowed: concept prototype, products almost or completely ready for market

### C11 AROMATIZED WINES, COCKTAIL BASE, SOFT DRINKS, NO ALCOOL

Beverages flavoured with wine-based ingredients, dealcoholized or partially dealcoholized wines

### C12 LIQUEUR WINES

Packaging of fortified wines (e.g. Vermouth, Marsala, Vin Santo, Recioto, Passito, Porto, Sherry)

### C13 SERIES

Line of products with the same family feeling, comprising at least 2 products (e.g. red and white wine, rosé wine and olive oil, ...)

### C14 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

### C15 PRIVATE LABEL

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

### C16 CLEAR SPIRITS

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

### C17 DARK SPIRITS

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

### C18 SECONDARY PACK

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

### C19 EXTRA VIRGIN OLIVE OILS

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

### C20 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 products entered must comply with current standards and regulations for labelling and other packaging elements, under penalty of non-acceptance or exclusion from the Competition.

## ARTICLE 5

Participants may enter as many projects as they wish for every category as per Article 4 above.

Participants will not be entitled to refunds of entry fees nor 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 Article 4 above.

To ensure the best assessments by the Jury, after registration participants are invited to upload through the Vinality website (vinality.com) a maximum of 5 significant images at the resolution and size indicated on the site, together with a description of the project (maximum 150 words) without mentioning the designer or agency involved, under penalty of non-admission to the Competition, as well as an exciting video (optional).

## ARTICLE 6

In order to be admitted to the Competition, participants - selected by preliminary assessment of the projects and contacted by the organiser - must send by courier and/or mail by 17 March 2025 to the following address: KN Expo & Event Logistics, c/o Lunardi Trasporti - Strada Festara 54 - 37012 Bussolengo (VR) - Italy - email: [mverona.fiere@kuehne-nagel.com](mailto:mverona.fiere@kuehne-nagel.com), items as follows:

- A. Registration for the category must be made online through the Exhibitor Reserved Areas in the Business Portal. For online project registration: [www.vinality.com/premi/vinality-design-award/](http://www.vinality.com/premi/vinality-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 and/or empty.

Samples received after the 17 March 2025 deadline will not be considered.

Documentation must arrive inside the carton together with the samples. Every participant must indicate the unique ID code issued on the portal for the project presented and selected on the label affixed to the shipping package. The packaging articles entered in the Competition by registered companies will not be returned but remain at the disposition of Veronafiore for promotional purposes. Veronafiore reserves the right to request additional samples from the winners, always 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 against payment on delivery will be rejected. Rejected samples will not be returned.

## ARTICLE 8

Veronafiore will store samples from receipt through to presentation to the Jury in a scrupulous and appropriate manner to ensure the highest levels of integrity of the packaging. 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 30 members (5 from the

Scientific Committee and 25 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 prizes ex-aequo, in accordance with the provisions of Articles 10 and 11.

## ARTICLE 10

Four Trophies will be awarded in each category:

T01	Vinality Design BLACK
T02	Vinality Design GOLD
T03	Vinality Design SILVER
T04	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 designer; 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 agency or simply the company in the absence of other figures. Multiple trophies may be requested and can be purchased separately.

During the awards ceremony, as per Article 12 below, up to a maximum of 5 people may go on stage but only one trophy will be awarded.

## ARTICLE 11

The Jury, at its sole discretion, may award the following special prizes:

S01	BEST IN SHOW
S02	AGENCY OF THE YEAR
S03	BEST COORDINATED IMAGE
S04	BEST RETAIL LABEL
S05	BEST ILLUSTRATION
S06	BEST INNOVATION
S07	BEST USE OF CLOSURES by CREALIS
S08	BEST USE OF GLASS by ESTAL
S09	BEST USE OF EMBELLISHMENT by LUXORO
S10	BEST USE OF PAPER by FEDRIGONI
S11	BEST USE OF COLOUR

The special prizes will be awarded taking especially into account the following evaluation criteria:

- S01 "Best in Show" rewards the best project presented for the current edition regardless of the category;
- S02 "Agency of the Year" rewards the agency or designer or company that has won the most awards. The score is calculated by adding up the prizes won, plus the total value of the individual trophies received (Bronze = 1 point, Silver = 2 points, Gold = 3 points, Black = 4 points);
- S03 "Best Coordinated Image" rewards the best coordinated project, i.e. projects included in a product line in the same category or mixed categories;
- S04 "Best Retail Chain Label" rewards the best project specifically for large-scale organized distribution;
- S05 "Best Illustration" awards the best project essentially with an illustration. The illustration must be original;
- S06 "Best Innovation" rewards the most technically innovative project;
- S07 "Best Use of Closures by Crealis" rewards the best bottle closure, regardless of the category;
- S08 "Best Use of Glass by Estal" awards the project with the best bottle, regardless of the category;
- S09 "Best Use of Embellishment by Luxoro" awards the label with the best embellishment, whatever the category;
- S10 "Best Use of Paper by Fedrigoni" rewards the best use of paper, whether for labels, secondary packaging or packaging accessories;
- S11 "Best Use of Colour" rewards the best use of colour.

## ARTICLE 12

The prize-giving ceremony for winning projects is scheduled during a special Gala Event organized by Veronafiere which will take place on 5 April 2025 c/o the Ristori Theatre in Verona or another venue chosen by the organisers. The complete list of projects and companies winning awards will be published on the event page of the Vinitaly website and through press releases for Italian and international journalists. The winning projects will also be included throughout 2025 in special promotional initiatives organised by Veronafiere. In particular, Veronafiere reserves the right, in order to promote the Competition and award-winning projects, to present the latter to specialist operators, restaurateurs, journalists and buyers in the course of specific initiatives in Italy and abroad. Awards which are not collected during Vinitaly itself will be sent to award-winning participants by Veronafiere, which declines any and all responsibility for any loss or non-delivery.

## ARTICLE 13

Personal data pertaining to the company taking part and subjects related to them will be processed by Veronafiere as Data Controller in compliance with current legislation concerning the protection of personal data and in compliance with the information pursuant to and to the effects of Articles 13 and 14 of Regulation (EU) no. 2016/679, which companies taking part undertake to read and make available to all subjects whose personal data are notified to Veronafiere in relation to entering 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.

For any dispute relating to the interpretation and execution of this contract, the Courts of Verona shall have exclusive jurisdiction.



**VERONAFIERE S.p.A. Viale del Lavoro 8 - 37135 Verona, Italy**  
**For more info: [designaward@vinitaly.it](mailto:designaward@vinitaly.it)**

