

Collection

05

by Curiosity



ALLIANCE ETIQUETTES

Curiosity is back

Rise

/Capsule/

13 creations
A collaboration
between Curiosity
and artists

THE POTTER WAS HERE
WE ARE ALL DOING DESIGN NOVELLO SPIRIT PAK
OXANNE PREMIUM D. PEACEMAKERS OIL
THE BURGER - ANIMALS III BENEDEUSIN PHOTOS FOR
VHTA & DESIGN PACKS
ALONE IS NOT REAL *
MAKE-UP (UP) BEER / UP /
BARBARA X MASSIMILIANO : JENES JAMES GREEN
CASE OF CARO BY K. THE POTTER WAS HERE
NOVELLO SPIRIT PAK WE ARE ALL DOING DESIGN
PEACEMAKERS OIL X OXANNE PREMIUM D
BENEDEUSIN PHOTOS FOR THE BURGER - ANIMALS III
JAX KOX FAL - REVOLUTION VHTA & DESIGN PACKS



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13 creations
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Collection #05.

This year, Curiosity has blazed another trail by teaming up with artists to bring you its new “**Capsule**” collection, packed with promise in creativity and practice.

13 unique creations from a collaboration between designers and artists.

Designers took up the challenge of artistic direction while artists based their work on a brief. We drew inspiration from a wide array of art forms, including painting, photography, sculpture, mosaic, engraving, aquarelle and AI.

Our design projects gave the artists a common bond and their drive to work with us conjured an amazing collaboration.

Welcome to the new world of Curiosity product design!

/Who's who/

13 creations
6 designers

Curiosity is back !

Karine Bor
François de Lavalette
Agnès Deslandes
Massimiliano Gosparini
Barbara Passon
Paul Vergez

10 artists

< James Green ? > Volhta ?
< Jaco Putker ? < Roxane Duraffourg ?
< Tutank ? < Settimio Benedusi ?
< Ute Burger ? < AL.One ?
< Elisabetta Novello ? > Magali Cazo ?

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With NellyRodi

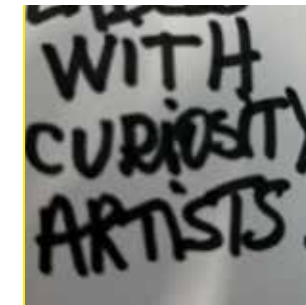
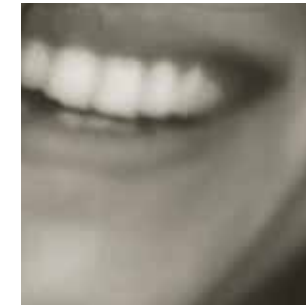
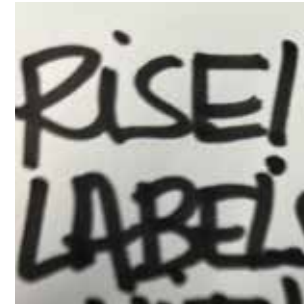
La Collection 05 /CAPSULE/

In collaboration with NellyRodi, a consulting agency attuned to consumer trends helping us shape the future of creative industries.

You don't just tackle new trends by chance. The movements we see in art from one year to the next ripple out in resonance with geopolitical, climate and economic events.

NellyRodi's holistic vision embraces all of these issues to define tomorrow's consumer concerns.

In a turbulent global environment, we continue to believe in change as a catalyst for growth: RISE is an ambitious NellyRodi theme for 2025 and a real source of inspiration for our collection. It is also about uplifting others, and this collaboration between artists and designers takes us to new heights.



/Capsule/
Our everyday: rain, things breaking down, "I need to clean my room", a passion for design, outstanding pieces, and artists who always deliver!

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Why RISE?

It's all about that vantage point: looking up for perspective and clarity.

It's about rising above for a different outlook; raising the bar on intelligence and excellence; seeking the detachment and distance we sometimes need to shake things up.

Rise!

A healthy change of scenery and a breath of fresh air, reflected in four watchwords for consumer behaviour: **RECONCILIATION**: bridging divides and restoring ties.

RECREATION: using entertainment and games for an alternate take.

REVOLUTION: stimulating and sparking peaceful change.

RECONSTRUCTION: wiping the slate clean and building the future on the lessons of the past.

TOO MUCH IS NEVER ENOUGH!

/ TROP, CE N'EST JAMAIS ASSEZ !

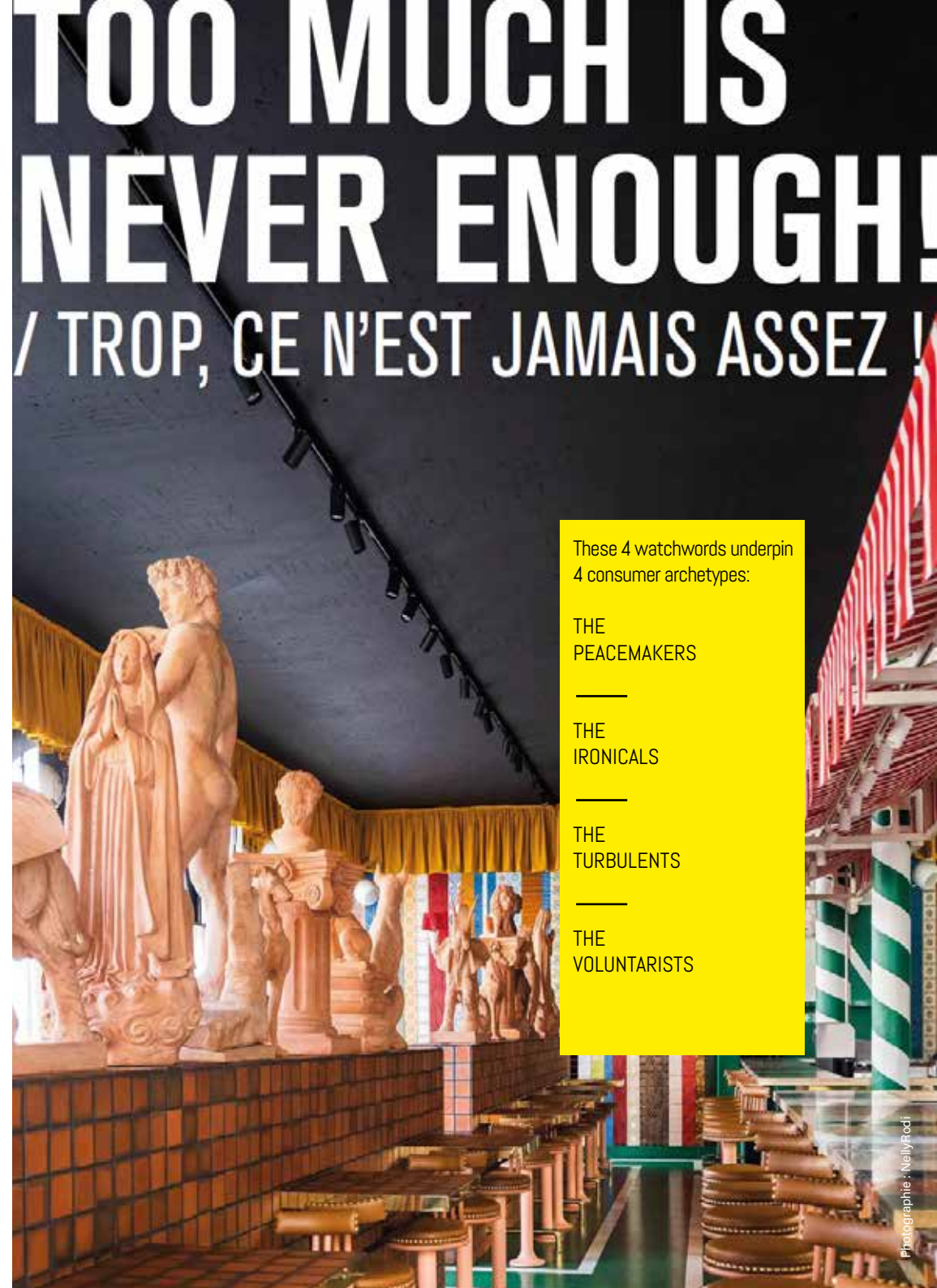
These 4 watchwords underpin 4 consumer archetypes:

THE PEACEMAKERS

THE IRONICALS

THE TURBULENTS

THE VOLUNTARISTS



The Peacemakers

Reconciliation.
Tradition & emotion.

1



DRIVERS:
VALUE EMOTION
ENCOURAGE FUSION
FLIRT WITH "ESOTERIC HEALTH"
INTEGRATE BY SELECTION

The Ironicals

Recreation.
Emotion & expression.

2



DRIVERS:
A LITTLE CAUSTIC TOUCH
LEAVE IT TO CHANCE
PROMOTE "COOL SEX"
MAKE DEATH A NEW BEGINNING

The Turbulents

Revolution.
Expression & reason.

3



DRIVERS:
INTERACT COLLECTIVELY
COMMIT WITH PANACHE
DEMOCRATIZE SHARING
TOO MUCH IS NEVER ENOUGH!

The Voluntarists I Volenterosi

Reconstruction.
Reason & tradition.

4



DRIVERS:
BACK TO OUR ROOTS
REGENERATE IT ALL
TRANSCEND BOUNDARIES
DEVELOP FORWARD-THINKING
ECOLOGY



Let's go!

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The Peacemakers

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KASHU MATCHA TEA

AGNÈS DESLANDES & JACO PUTKER, Artist Printmaker

Kashu matcha is a powdered shade-grown green tea traditionally used in Japanese tea ceremonies. Round and smooth in the mouth, it reveals wonderful vegetal notes. This pleasing profile is reflected in the packaging, elegantly adorned with three labels.

Dutch artist Jaco Putker's printmaking transports us into the world of Japanese tradition and the art of the tea ceremony, with a design that subtly enhances the print through the use of transparent green foil and a gold counterpart to bring out the brand. The round, shiny logotype stands out against the matte backdrop.

+

PRINTED BY: LABEL IMPRIME

Technical specifications:

Digital printing on recycled paper, double hot foil stamping and silkscreen varnish.



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The Peacemakers

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THE ARTFUL CHAMPAGNE

AGNES DESLANDES & JAMES GREEN Painter

The Artful Champagne has a surprise in store, with a tear-away label revealing a painting by James Green. James finds it more powerful to capture the essence of a person rather than to render an exact image. It was this impression of gestural vitality and rich painterly effect that inspired us to team up with Blanc de Noirs champagne, contrasting the understatement of the first label with the vividness of the second. A creative way to capture the essence of champagne!

At first blush, the tear-away label suggests a simple, refined design, yet closer inspection reveals printing techniques (embossing, foil and screen) that delve deep into a world of luxury—bringing a touch of the unexpected to unveil a unique packaging experience.



PRINTED BY: TONUTTI & ETINCIA

Technical specifications:

Three-material offset printing (CMYK), Pantone 803, dry embossing and hot foil stamping.

Tin: Screen printing and embossing. Recycled and reusable tin.



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SOLSTICE ALCOHOL-FREE VERJUS
PAUL VERGEZ & ROXANE DURAFFOURG,
Painter

The **Solstices aperitif** celebrates ancient craftsmanship with a fresh twist. Made from verjus (aka verjuice, extracted from handpicked grapes), flowers and spices, it offers an innovative interpretation for contemporary French gastronomy and mixology.

Artist Roxane Duraffourg's work initially explored illuminated medieval manuscripts but here brings a **touch of modern flair** with geometric figures that add an undertone of intrigue.

The Solstices story spans a wrap-around label made from three eco-designed pieces of paper and three foils: two in shades of blue and one holographic.

The side tab is another standout feature sure to catch the eye.



PRINTED BY: IMPRIMERIE LAULAN
& ALLIANCE ETIQUETTES DOUÉ-EN-ANJOU

Technical specifications:

Three-piece digital printing on recycled paper
with three hot foil stamps.



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DRYADE WHITE ABSINTHE

François de Lavalette & TUTANK, Illustrator

Dryade white absinthe draws inspiration from the nymphs, those shy and elusive guardians of the forest who rarely reveal their presence.

The label captures the essence of a secret garden, evoking anticipation of a Dryad's appearance at the forest's edge. **Tutank's enchanting graphic style** was the perfect fit for this project.

The label uses the play of foreground and background to create a vantage point from which we might glimpse a Dryad in the distance, sparking curiosity and drawing us into a mystical world of hidden secrets.

+

PRINTED BY: ALLIANCE ETIQUETTES DOUÉ-EN-ANJOU

Technical specifications:

(Enhanced) digital printing on recycled paper and micron-reduced transparent paper, reverse printing, two materials and hot foil stamping.





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The Ironicals



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The Ironicals

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CITIZEN CAN BEER

AGNÈS DESLANDES & AL.ONE, Digital and AI Artist

Citizen can, celebrates the birth of American Pale Ales in the eighties, embracing the Californian dream with vibrant colours crafted through fluorescent and CMYK printing on matte paper. **Digital and AI artist AL.ONE infuses his photos with the nostalgia of decades past**, evoking a sense of freedom and the desire to dream.

The name captures the urban vibe and heat, contrasting with the silver foil conveying a hint of coolness: a cold beer in a hot city. Citizen Can is a playful nod to a shimmering mirage that drives people to the edge then back to the simple things in life.

The label offers a contemporary take on climate change in cities, all wrapped up in infinitely recyclable aluminium.



PRINTED BY: IRISGRAPHIC

Technical specifications:

Flexo printing on matte coated paper, CMYK and fluorescent Pantone, silver cold foil stamping.



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The Ironicals

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SKIN MAKE-UP BASE
AGNÈS DESLANDES & AL.ONE, Digital and AI Artist

Skin make-up (mirror of the soul). The booklet format can provide ample information on one label while conveying a complete brand universe on another.

This allows a fresh, strategic introduction to the brand before delving deeper into the product experience

The silver paper interacts with the second layer to create the effect of a mirror, that timeless symbol of make-up and beauty.

The illustration by artist AL.One taps into the traditional world of fashion while adding a more modern make-up feel. The three-part label on the lid highlights the brand's values.

The booklet label is a perfect way to deck out packaging in style!



PRINTED BY: 5 SEPT ETIQUETTE & BERNÉTIC

Technical specifications:

Label: Flexo printing on micron-reduced PP paper, two materials, peelable. Round booklet label: Flexo printing on micron-reduced PP paper, three-leaf format.



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The Ironicals

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(SIC) WINE

AGNÈS DESLANDES & AL.ONE, Digital and AI Artist

(Sic) Wine. The term "sic" is used after a copied or quoted word to indicate that it is written exactly as stated, including any errors. **AL.One** mimics those deliberate defects by covering his photographic work with cracked and scratched plexiglass.

Here, we recreate that layered effect using a combination of paper and transparent paper printed with scratches. Another transparent addition extends the label and highlights the brand using raised varnish to simulate engraving on the bottle.

These layering techniques and optical effects open up a world of imagination and ensure differentiation.

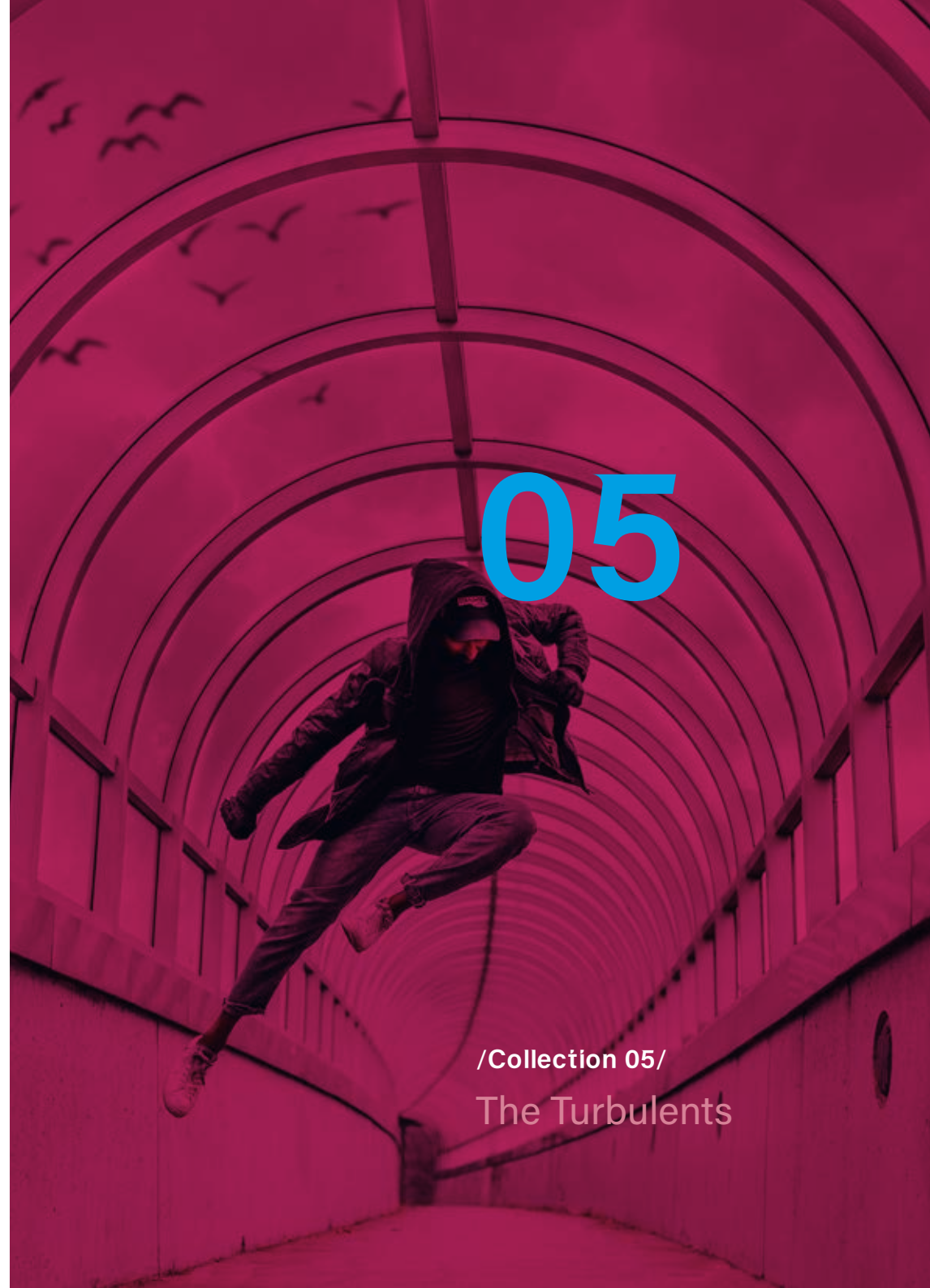


PRINTED BY: NS ETIQUETTES

Technical specifications:

Digital printing, three materials, micron-reduced PP paper, recycled paper, microstructured pearlescent hot foil stamping, raised screen varnish.





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The Turbulents

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The Turbulents

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CARESSES PERFUME
KARINE BOR & MAGALI CAZO, Painter

Feminine, bold and poetic were the watchwords for our perfume packaging **collaboration with Magali Cazo**. In contrast to the often impersonal nature of such packaging, our work focused on creating a genuine storytelling experience woven from the memory of past caresses and the olfactory imprint left by the fragrance. The complex wrap-around label alternates between opacity and transparency, using the see-through effect to evoke a sense of hazy memory.

The black hands are a striking feature of the artwork: a leitmotiv used to enhance the packaging, notably as a tin detail on the bottle, symbolizing the master craftsmanship enshrined in the delicate finishing.

+

PRINTED BY: IMPRIMERIE D3,
ALLIANCE ETIQUETTES DOUÉ-EN-ANJOU & ETINCIA

Technical specifications:

Digital printing, two materials, micron-reduced paper, recycled paper, reverse printing, hot foil stamping and embossed foil stamping. Matte black tin.



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The Turbulents

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CARE COSMETICS

KARINE BOR & MAGALI CAZO, Painter

Caresses perfume has a sister cream that channels the same spirit.

Care day cream is all softness and curves, embraced by the brand's iconic hands, which appear in black foil on the label and are embossed on the accompanying packaging. Also inspired by Magali Cazo's artwork, the bottle and its box alternate between a dreamlike feel and the use of symbols to potent effect.

A three-leaf booklet label provides key product information on the lid, with high-end paper on the cover ensuring a departure from traditional designs. Here, the luxury is also in the detail.

+

PRINTED BY: IMPRIMERIE D3, BERNÉTIC,
SFEA & LABEL IMPRIME

Technical specifications:

Box: Digital printing on both sides, embossing, soft-touch lamination.

Label: Recycled paper, screen printing, hot foil stamping

Three-leaf booklet label: Flexo and digital printing, two materials, reusable paper, lamination, peelable.



RECYCLE
Facetock and
glassine are recycled
and/or biobased



REUSE
The wash-off
adhesive allows
materials to be reused



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The Turbulents

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AMARE EXTRA VIRGIN OLIVE OIL
BARBARA PASSON & SETTIMIO BENEDEUSI,
Photographer

Singularity stems from rarity. **Italian artist and photographer Settimio Benedusi** was the perfect person to capture the essence of origin and rarity here. His stunning image, looking out over the sea from olive trees, was the inspiration for this packaging, made even more exclusive by an exceptionally rare platinum-palladium printing technique.

The understated label is printed on a transparent material made from ocean-sourced plastic.

The packaging exudes functional precision, delicately disrupted by the tin oil droplets trickling from the neck. Embedded within the two-layered label is a smart-phone-readable **NFC tag**, enabling a seamless mix of security and connectivity: **a perfect blend of style and purpose, the essence of Amare oil.**

+ PRINTED BY: TONUTTI & ETIN CIA

Technical specifications:

Digital printing, two materials, micron-reduced paper, recycled paper, NFC device, enabling communication and combatting counterfeiting. Embossed recycled tin.





/Collection 05/

The Voluntarists

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/Rise/ The Voluntarists

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ATLAS CHOCOLATE BAR
FRANÇOIS DE LA VALETTE & VOLHTA,
Digital Illustrator

Chocolate bar packaging has traditionally been printed directly onto the paper. But gourmets are always on the lookout for rare finds, and adding a label to the packaging brings a mark of distinction and stamp of quality.

Atlas is a modern twist on Art Deco style, crafted in collaboration with Volhta to create a digital illustration that captures the intricate art of chocolate making: a tribute to the synergy between nature and human craftsmanship in transforming cocoa beans. Enhanced with gold foil, the packaging seamlessly embodies the luxury of a premium product.



PRINTED BY: IMPRIMERIE LAULAN

Technical specifications:

Digital and screen printing, hot foil stamping
on recycled hemp paper.



RECYCLE
Facelstock and
glassine are recycled
and/or biobased



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GIN 24
MASSIMILIANO GOSPARINI
& ELISABETTA NOVELLO, Visual Artist

GIN 24 celebrates the natural origin of the product and plays with light. It draws inspiration from **"Archivio", a piece by Italian artist Elisabetta Novello**, exploring the natural fragments of the spaces she studies. The design features a transparent wrap-around label, trapping organic remnants of leaves and dust within the label itself, much like a microscope slide.

Dust, screen printing and gold leaf symbolize the passage of time, interrupting the flow of light. The nostalgic label contrasts with the bold 24 (XXIV) logo on the bottle's tin neck.

The packaging plays with light, heralding the arrival of new growth and new life, represented by the 24 logo, a nod to a new beginning in the year 2024!



PRINTED BY: TONUTTI & ETINCIA

Technical specifications:

Digital printing, double-sided, on transparent paper made from ocean-sourced plastic waste. Textured varnish.

Tin: Screen printing and embossing.



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The Voluntarists

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NOCTURNE WINE
PAUL VERGEZ & UTE BURGER,
Sculptor and Smelter

Gironde-based sculptor **Ute Burger** gave Curiosity an opportunity to cast that cherished animal theme in a new light. Inspired by the raku technique and the image of an owl, this piece translates the artistry of raku into the world of print.

The result is a masterful blend of raw textures, combining black with a crackled, glazed white and microstructured foil to mimic raku's signature style.

The interplay of black and white lends **Nocturne** a **magical realism** while capturing the distinctive style of the artist's sculpted animals. As night falls, colours fade, leaving behind only shapes and contrasts - all accentuated by the unique custom cut of the label.



PRINTED BY: IMPRIMERIE D3

Technical specifications:
digital printing, tintoretto black paper,
premium white and transparent gilding.



To the artists who helped us create this collection:

<James Green

jamesgreenartist.co.uk

<Volhta

volhta.com

<Jaco Putker

jacoputker.com

<Roxanne Duraffourg

roxaneduraffourg.com

<Tutank

tutankart.com

<Settimio Benedusi

benedusi.it

<Ute Burger

uteburger.wixsite.com/uteburger

<Al.One

<Elisabetta Novello

mariaelisabettanovello.it

<Magali Cazo

www.illustrissimo.fr

THANK

The Curiosity team:

Karine Bor

François de Lavalette

Massimiliano Gosparini

Barbara Passon

Paul Vergez

Agnès Deslandes: Creative Director

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Oropress

Vinolok

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www.miguelramos.fr

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The 3 Rs:



curiosity

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