



LIGHT UP
THE NIGHT
TEAM MEDVEBARNA

The main concept for this gift package design is about light, thus the tagline: Light up the night.

We wanted to elevate the way people receive the Don Julio 1942. Our direction was not only designing it with various printing methods but also making sure that those surface finishes contribute to the *feel* aspect of the *look and feel* of a product.

While hot foil stamping adds an intricate, luxurious touch to the packaging, UV varnish and embossing can not only be seen but also come with physically different surfaces and thus contribute to the sensory aspect. To top it all off, once the customer removes the outer cover from the box, they see the joint edge of the two halves of the box light up. We achieved it by designing said edge to be made of a backlit, textured plexiglass frame.



The outer cover serves two purposes: it creates a sense of anticipation by hiding the box underneath and awakening the customer's curiosity. It also makes sure that the two halves of the box - albeit designed to close tight and secure - don't even accidentally come apart.

The design seen on the cover was inspired by the repetitive pattern of the agave fruit. The surface finish is done by hot stamping the dots in gold foil and embossing the diamond/rhombus pattern to give it more detail and enhance the light-shadow relationship we played with throughout the design process.

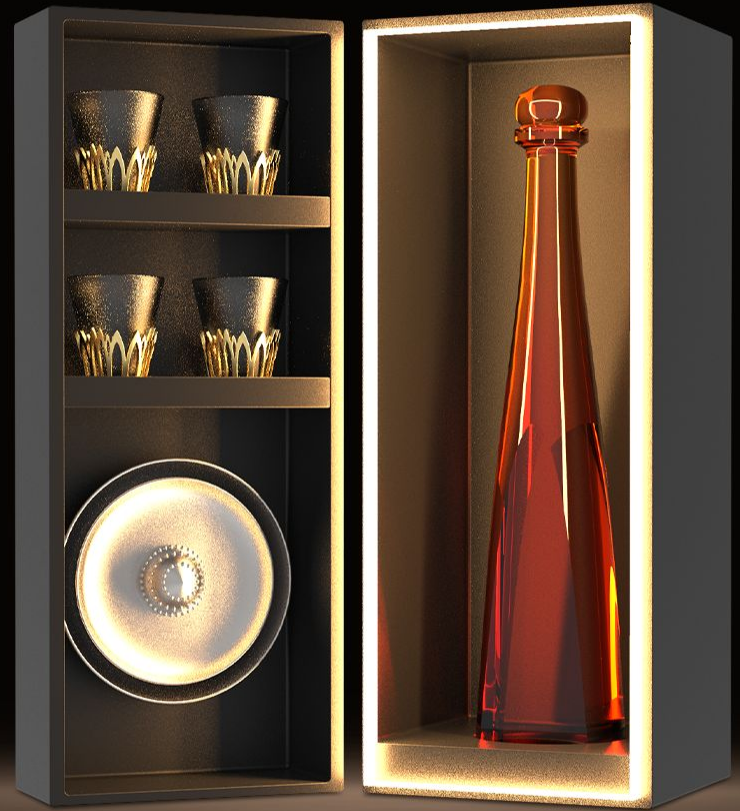
(We considered UV spot varnish on the cover as well, but varnish seldom does well with scored edges.)



Removing the outer cover triggers a sensor in the box underneath and it turns on the edge lighting.



After opening the box, the light being heavily dispersed by the plexiglass also illuminates the bottle and the rest of the contents of the box.

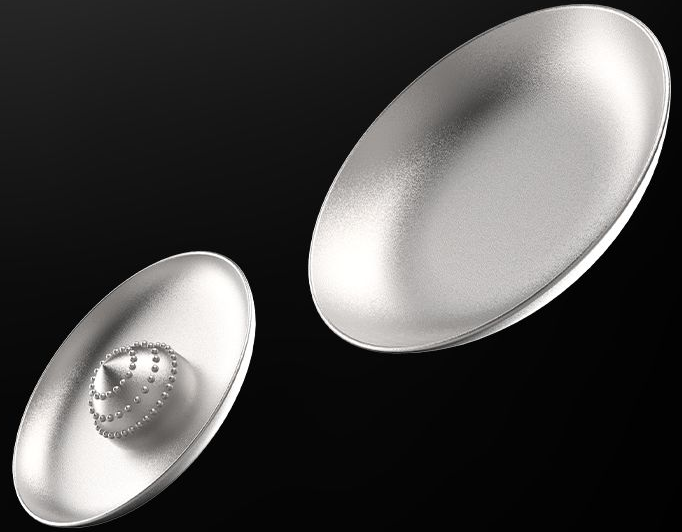


The gift package comes with a four piece set of shot glasses, a lemon juicer and a round salt tray that are - in this design universe - created by Zaha Hadid Design. The iconic studio established by the late and great Zaha Hadid herself in 2006 is known for extravagant product design collaborations with various brands such as Swarovski, Fendi, Adidas, Louis Vuitton and many others.



The salt tray and the lemon juicer have a sleek, minimalist design line as to avoid visual clutter.

Albeit traditional tequila consumption does not include salt nor lemon, we wanted to be inclusive of a wider range of consumer habits. That's why we added the juicer and tray. When you want to brighten your tequila a little, do it with style.



The shot glasses are designed with a conjoined vision of agave leaves and gothic architectural style elements as a nod to some of the beautiful buildings of Jalisco, the Mexican state, known for being “the birthplace of tequila”.

The inside of the shot glass follows a condensed version of the curve of the Don Julio 1942’s side profile.



An immersive experience - tailored for our current virtual realities



SCAN

POINT

ENJOY



The box packaging itself bears certain markers that a newly developed AR filter on TikTok and Instagram can recognize and take your viewing - and recording - pleasure to the next level. In close collaboration with the designers of Stickerlight - an upcoming DJ tech company based in the US - we've made it so that when you share your Don Julio 1942 experience, the background features equalizer-like, sound activated, light-up designs.

The AR filter comes with a set of premade light-up designs that gives you the option to change your background up any time you'd like. Just aim your camera on the Don Julio 1942 packaging to activate the filter - it won't work with just any plain box - and then find the nearest flat ground to "plant" your designs and enjoy the experience!

