



THE VEUVE CLICQUOT MAILBOX RE-CREATION AWARDS

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The House of Veuve Clicquot, famous for its innovation, today launched the Re-Creation Awards, inviting the public to design the 2015 Clicquot Mailbox.

The Clicquot Mailbox is a packaging concept launched this year, inspired by Madame Clicquot's history of correspondence with her clientele, which allows one bottle of Veuve Clicquot to be delivered in a custom mailbox. Enlisting artists and novices alike, the online competition will seek the most imaginative design for next year's Clicquot Mailbox.

Sending in a Mailbox design is easier than licking a stamp. The website <http://awards.veuve-clicquot.com> provides all information and tools necessary to submit a unique design. On www.youtube.com/veuveclicquotseason, participants can view the instructional Mailbox video, and the Veuve Clicquot Facebook page www.Facebook.com/veuveclicquotinternational has further information about the competition.

The Re-Creation Awards competition opens today, 1 October 2014, and all submissions are due by 15 November 2014. The first round of Mailbox winners will be determined by an online public vote between 15 November and 15 December 2014. In tandem, a second winner will be chosen via an Australian Jury, comprised of designers Adam Goodrum and Louise Olsen, design consultant David Clark and Veuve Clicquot's Sam Dennis.

The up-and-coming designers will be delivered to Veuve Clicquot's Hôtel du Marc, in the Champagne region of France, for a prestigious two day experience with the other 18 finalists from around the world. An international jury of influential names in design will then choose the ultimate Mailbox creation. At a glamorous ceremony on April 9, 2015, the international winner of the Mailbox Re-Creation Awards will be revealed.

The contest's events and ceremony will be tracked by the most famous design magazine in the world, Wallpaper* Magazine. The Re-Creation Awards winner will present his or her Clicquot Mailbox at Milan Design Week, starting April 14, 2015, and return home with 10,000€ in prize money. Express guarantee – from submission to fame – the Veuve Clicquot Re-Creation Awards promises to deliver.

For further information on the Re-Creation Awards, go to <http://awards.veuve-clicquot.com> or contact:

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