

RETURN OF THE LIVING RED



Properties list:

limited edition packaging
packaging as a new medium
identity by illustration
end-user packaging
new product
wine
labels and sleeves
additional structural elements
bottle
glass and ceramics
ironic
single product
unusual visual association
opaque
identity by typography

Mash has been involved with a variety of packaging and branding projects with Redheads Studio of McLaren Vale. At the top end of their fine wines is the Return of the Living Red. Packaging needed the usual unique Redheads touch. As this wine is non-vintage it has no age (the 2 grape varieties coming from different vintages). This was a complex fine wine with no listed age; a mysterious and intriguing wine. To compliment this the nature of the product, Mash developed a concept to create a small pack containing missing and/or suppressed crime files implying the existence of the living dead in and around the vineyards. With use of disturbing illustrations and fascinating old photos on a toothy uncoated paper the concept was brought to life. A slip knot with old twine and a deep red wax dipped bottle went with the old crime file folder to create one of our favorite wine packaging pieces.

Reference: http://www.mashdesign.com.au/projects_html/return_of_the_living_red.html, <http://lovelypackage.com/return-of-the-living-red/>

Credits:

Country: Australia

Agency: Mash Design

Other images:

