

GUT OGGAU



Properties list:

- labels and sleeves
- glass and ceramics
- cardboard and paper
- contemporary
- unusual visual association
- illustrated character
- identity by illustration
- bottle
- identity by typography
- wine
- new product
- range of products
- end-user packaging

The Oggau Estate is a new wine growing estate that produces 9 wines with different characters. Each wine has its own individual character with its own story and complex, changing relationships. A wine family comprising of grandparents, parents and children with intrigue, secret affairs, arguments, colourful characters and the odd black sheep. A typical family clan.

Reference: <http://lovelypackage.com/gut-oggau/>

Credits:

Designer:
Jung von
Matt

Other images:

