TWENTY FOR WINE



TwentyFour Wine uses rubber bands as its label. In doing so an everyday item is transformed into something beautiful. This reflects a good wine's ability to transform a normal meal or occasion into something more meaningful and unique.

Properties list:

end-user packaging
single product
new product
wine
labels and sleeves
bottle
wood
glass and ceramics
contemporary
textured
transparent
identity by typography

Reference: http://www.benschlitter.com/

Credits:

Agency: Studio benben

Other images:

