## **MATSU**



## Properties list:

identity by photo
unusual visual association
new product
wine
labels and sleeves
bottle
cardboard and paper
glass and ceramics
adults
end-user packaging
range of products

The packaging solution adopted for this line of wines D.O. Toro, is faithful to Matsu?s ph ilosophy: his image has been stripped from all sorts of tricks to link directly with nature and with the people who cares about it. Thus, the Matsu?s wine trilogy, ?El Pícaro?, ?El Recio? and ?El Viejo? are represented by a portraits series of three generations that devote their lives to the field. Each one personality?s embodies the characteristics of the wine that gets its name.

Reference: http://www.moruba.es

Credits:

Country: Spain Year: 2009 Agency: Moruba User: Matsu

This document was created by www.packagingdesignarchive.org			

 $Original\ web\ page:\ http://www.packagingdesignarchive.org/archive/pack\_details/1740$ 

Other images: