ALPHA BOX & DICE



Properties list:

identity by illustration identity by typography unusual visual association contemporary ironic cardboard and paper glass and ceramics bottle labels and sleeves wine new product range of products end-user packaging adults event packaging limited edition packaging

From agency's website: "Justin Lane - lovable rogue and wine evangelist approached us to collaborate with him to create a unique brand after years of making other people?s wines fa mous. Question was how to put years of unbelievable stories, old school methods that date back to the dawn of the grape, made up bathtub methods from Einsten-esque setups and pure genius ? onto a 10×10 label... This guy is a master of story telling through wine and unf ortunately conventional rolling hills with cursive brand names would not do here. We realised the brand name and the world?s first Alphabet of wines in their tin shed which is no w known as The AB&D Wine Salon and has been given the Mash hand painted touch. Each wine unique like a film project, 26 letters, 26 stories all interconnected. Available now ABCD&F ? What will surely be a collectors item."

Reference: http://www.mashdesign.com.au/projects_html/abnd.html

Credits:

Country: Australia **Year:** 2010 **Agency:** Mash Design

Designer: Justin Lane

Other images: