VFRTIGO



Properties list:

end-user packaging
single product
new product
wine
bottle
glass and ceramics
cardboard and paper
minimal
contemporary
identity by abstract shapes

Jeremy Boyd, Creative Director of Fuller, has recently completed a quirky new label design for ?Vertigo?, a Germanic style Riesling for wine producers Vina La Linea. The name Vert igo was chosen to represent the ?fear of leaping into the unknown? being felt by the clients, a co llaboration of Australian wine industry heavyweights Peter Leske, David Lemire and Jason Quinn.

An uneasy feeling of falling was visually created, with the letter ?O? of the word ?Vertigo? literall y leaping off the main label as a separate piece. Both the label and the wine are receiving great applause just weeks after its initial release.

Reference: http://fuller.com.au , http://www.lalinea.com.au

Credits:

Country: Australia

Year: 2008 Agency: Fuller User: Vina La Linea

Designer: Jeremy Boyd

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