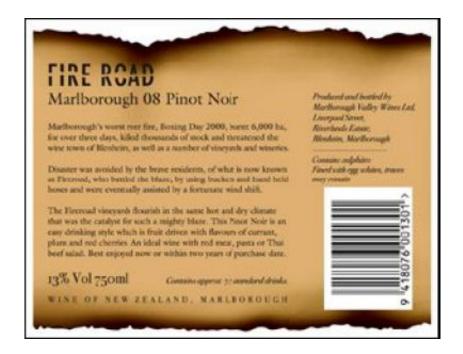
## **FIRE ROAD**



## Properties list:

bottle
glass and ceramics
cardboard and paper
transgressive
unusual visual association
identity by typography
identity by system of colour
wine
new product
range of products
end-user packaging
adults

Marlborough?s worst ever fire, Boxing Day 2000, burnt 6,000 hectares (almost 15,000 ac res), for over three days, killed thousands of stock and threatened the wine town of Blenheim, as well as a number of vineyards and wineries. Disaster was avoided by the brave residents, of what is now known as Fire Road, who battled the blaze by using buckets and hand-held hoses and were eventually assisted by a fortunate wind shift.

The Fire Road vineyards f lourish in the same hot and dry climate that was the catalyst for such a mighty blaze.

Reference: http://www.thecreativemethod.com

Credits:

Country: New Zealand

**Year:** 2008

**Agency:** The Creative Method **User:** Wine Marlborough

## Other images:



