

MYSTERIUM WINE



Properties list:

- luxury
- contemporary
- identity by colour
- fluorescent
- identity by textures and patterns
- glass and ceramics
- bottle
- labels and sleeves
- wine
- new product
- single product
- end-user packaging
- adults

"Our client needed a packaging concept that would stand out among the much shinier presence of beer, liqueurs and other spirits. The concept of the Mysterium wines has originated in the secret of their making. Blended from up to three hand-picked grape varieties, the making of each Mysterium bottle is a well-kept oenological secret so that the final product shall be a mystery in itself, ready to be tasted and discovered. We translated the story into labels by choosing to reveal the wine's mystery only in a special light. We decided that a labyrinth-themed pattern would be the perfect place to hide a secret and choosing gold foil would give the label a great texture in low-key illuminated places. Furthermore, we crafted a typeface that would blend seamlessly into the label's labyrinth and silk-screened with ultraviolet ink the wine's name."

Reference: <http://www.behance.net/gallery/Mysterium-Wine/5411095>

Credits:

Country: Romania

Agency: Spotlight

Designer: Ion Barbu

Other images:

