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 standout among the much shinier pr esence of beer, liqueurs and other spirits. The concept of the Mysterium wines has o riginated 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 de cided 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 an d 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:









