



## Properties list:

- information accessibility
- information about content
- information about use
- adults
- end-user packaging
- system of structural components
- system of graphical components
- concept
- wine
- labels and sleeves
- contemporary
- cardboard and paper
- identity by modular structure
- identity by pictograms
- instruction through pictograms
- identity by system of colour

In a context of proliferation and differentiation of the wine offer in the retail system and a strong media attention increasingly towards the culture of wine tasting, the problem of accompanying the purchase of wine is an emerging issue. The project EnoCodici (WineCodes) investigates this issue, with the aim of creating a common visual language capable of conveying intuitively features and quality of wine products, using the bottles as a vehicle for this information. The outcome of the investigation is a system of standardised back-label, applicable to all bottled wine, which contains, in addition to what is compulsory by law, a real visual description of the product characteristics. Pictograms, colour codes and text builds a new kind of visual grammar for a concise description of the sensory properties of wine as well as the optimum conditions for wine tasting.

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**Reference:** [V. Bucchetti, Packaging contro.verso, Edizioni Dativo, Milano 2009.](#)

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## Credits:

**Country:** Italy

**Year:** 2006

**School:** Politecnico di Milano, School of Design (Milan, Italy)

**Course:** Final Studio 2005-2006, Communication Design Bachelor Degree

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Other images:

