

TWENTY FOR WINE



Properties list:

end-user packaging
single product
new product
wine
labels and sleeves
bottle
wood
glass and ceramics
contemporary
textured
transparent
identity by typography

TwentyFour Wine uses rubber bands as its label. In doing so an everyday item is transformed into something beautiful. This reflects a good wine's ability to transform a normal meal or occasion into something more meaningful and unique.

Reference: <http://www.benschlitter.com/>

Credits:

Agency: Studio benben

Other images:

