



Properties list:

- identity by photo
- unusual visual association
- new product
- wine
- labels and sleeves
- bottle
- cardboard and paper
- glass and ceramics
- adults
- end-user packaging
- range of products

The packaging solution adopted for this line of wines D.O. Toro, is faithful to Matsu's philosophy: his image has been stripped from all sorts of tricks to link directly with nature and with the people who cares about it. Thus, the Matsu's wine trilogy, 'El Pícaro', 'El Recio' and 'El Viejo' are represented by a portraits series of three generations that devote their lives to the field. Each one personality's embodies the characteristics of the wine that gets its name.

Reference: <http://www.moruba.es>

Credits:

Country: Spain

Year: 2009

Agency: Moruba

User: Matsu

Other images: