



**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.

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

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**Credits:**

**Country:** Spain

**Year:** 2009

**Agency:** Moruba

**User:** Matsu

Other images: