

LINCOLN CHILDREN'S ZOO WINES



Properties list:

- limited edition packaging
- packaging as a new medium
- adults
- end-user packaging
- range of products
- extra-use of packaging
- wine
- glass and ceramics
- cardboard and paper
- contemporary
- identity by illustration
- identity by system of colour
- labels and sleeves
- bottle

Wine sold locally in Lincoln, Nebraska to support the children's zoo: as a partnership between Lincoln Children's Zoo and James Arthur Vineyard, these clever labels highlight animals within the zoo and include catchy names such as Pokey Red and Snappy White. Illustrated by James Strange, the 2005-2006 series features the Snowy Egret, one of the zoo's birds. The 2007 series features other zoo animals. Labels were produced by Lightning Labels.

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

Credits:

Country: United States of America

Year: 2003

User: James Arthur Vineyard

Designer: Bailey Lauerman

Other images:

