

GRAPPE UT



Properties list:

alcohols and spirits
additional structural elements
bottle
glass and ceramics
cardboard and paper
contemporary
debossed, embossed
identity by shape
identity by system of colour
new product
range of products
end-user packaging
adults
product accessibility

The 700 ml bottle interprets the tradition of ancient jars maintaining the idea of care and protection and transferring it to a modern, transparent and essential design. The brand is engraved on the glass in order to emphasize a direct link with the product. The large neck design is integrated with the pourer to guarantee a precise drop cut and a complete sensory fruition.

Reference: <http://www.artefice.it/php/search.php?brand=Grappa%20Frattina>

Credits:

Country: Italy

Year: 2009

Agency: Artefice Group

User: Fratelli Aversa

Award: GrandPrix Brand Identity Award "Beverage Packaging", 2009

Other images:

