

# ALPHA BOX & DICE

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## Properties list:

identity by illustration  
identity by typography  
unusual visual association  
contemporary  
ironic  
cardboard and paper  
glass and ceramics  
bottle  
labels and sleeves  
wine  
new product  
range of products  
end-user packaging  
adults  
event packaging  
limited edition packaging

From agency's website: "Justin Lane - lovable rogue and wine evangelist approached us to collaborate with him to create a unique brand after years of making other people's wines famous. Question was how to put years of unbelievable stories, old school methods that date back to the dawn of the grape, made up bathtub methods from Einstein-esque setups and pure genius ? onto a 10x10 label... This guy is a master of story telling through wine and unfortunately conventional rolling hills with cursive brand names would not do here. We realised the brand name and the world's first Alphabet of wines in their tin shed which is now known as The AB&D Wine Salon and has been given the Mash hand painted touch. Each wine unique like a film project, 26 letters, 26 stories all interconnected. Available now ABCD&F ? What will surely be a collectors item."

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Reference: [http://www.mashdesign.com.au/projects\\_html/abnd.html](http://www.mashdesign.com.au/projects_html/abnd.html)

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## Credits:

**Country:** Australia

**Year:** 2010

**Agency:** Mash

Design

**Designer:** Justin Lane

Other images: