

# VERTIGO

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**Properties list:**  
end-user packaging  
single product  
new product  
wine  
bottle  
glass and ceramics  
cardboard and paper  
minimal  
contemporary  
identity by abstract shapes

Jeremy Boyd, Creative Director of Fuller, has recently completed a quirky new label design for ?Vertigo?, a Germanic style Riesling for wine producers Vina La Linea. The name Vertigo was chosen to represent the ?fear of leaping into the unknown? being felt by the clients, a collaboration of Australian wine industry heavyweights Peter Leske, David Lemire and Jason Quinn.

An uneasy feeling of falling was visually created, with the letter ?O? of the word ?Vertigo? literally leaping off the main label as a separate piece. Both the label and the wine are receiving great applause just weeks after its initial release.

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**Reference:** <http://fuller.com.au> , <http://www.laline.com.au>

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**Credits:**

**Country:** Australia

**Year:** 2008

**Agency:** Fuller

**User:** Vina La Linea

**Designer:** Jeremy Boyd

Other images: