

VERTIGO



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.

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

Credits:

Country: Australia

Year: 2008

Agency: Fuller

User: Vina La Linea

Designer: Jeremy Boyd

Other images: