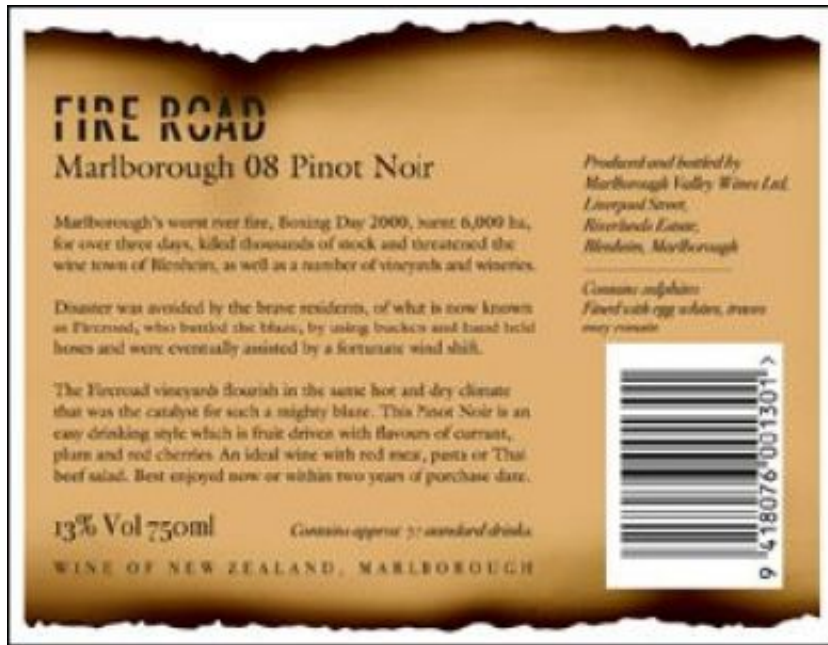


# FIRE ROAD



## Properties list:

- bottle
- glass and ceramics
- cardboard and paper
- transgressive
- unusual visual association
- identity by typography
- identity by system of colour
- wine
- new product
- range of products
- end-user packaging
- adults

Marlborough's worst ever fire, Boxing Day 2000, burnt 6,000 hectares (almost 15,000 ac), for over three days, killed thousands of stock and threatened the wine town of Blenheim, as well as a number of vineyards and wineries. Disaster was avoided by the brave residents, of what is now known as Fire Road, who battled the blaze by using buckets and hand-held hoses and were eventually assisted by a fortunate wind shift.

The Fire Road vineyards flourish in the same hot and dry climate that was the catalyst for such a mighty blaze.

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

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## Credits:

**Country:** New Zealand

**Year:** 2008

**Agency:** The Creative Method

**User:** Wine Marlborough

Other images:

