

# Â°N ITALIAN WINE

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## Properties list:

- identity by abstract shapes
- identity by typography
- unusual visual association
- transgressive
- glass and ceramics
- bottle
- wine
- concept
- range of products
- end-user packaging
- adults
- information about content

Rob Schellenberg, a recent graduate of Iowa State University, sent in the packaging he designed in his final semester abroad in Rome: "After becoming very interested in wine, I designed these conceptual bottles based on the famous wine regions of Italy. The wine labels based on the longitudes of Italy and its famous wine regions. Depending on the degrees north, the wine region was associated with a numerical logo and topographic map of its location in the country."

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Reference: <http://www.robschellenberg.com/wine.html>

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## Credits:

**Country:** United States of America

**Year:** 2010

**Designer:** Rob Schellenberg

Other images:

