



The Of The Wine Label

Rosemary George



The Of The Wine Label:

Icon Jeffrey Caldewey, Chuck House, 2004-01-01 The wine label is a powerful icon of modern civilization it is a precious object of art that symbolizes and disseminates the cultural and spiritual values of the land where the wine is grown Wine label design has undergone a renaissance where art meets marketing in the most powerful way penetrating the subconscious and using the power of suggestion to imply flavor and quality Jeffrey Caldewey and Chuck House are acknowledged masters of the new designs and they have created designs for some of the world's most sought after wines and this book is a collection of their most important works Beginning with a short treatise on some of the philosophical aspects of modern iconography this book documents 100 wine labels and bottle designs with complete descriptions of the genesis and thought behind each design concept This book will become a classic in package design and essential for wine marketers and those who collect label art

The Art and Design of Contemporary Wine Labels Tanya Scholes, 2010 Featuring outstanding wine label designs from more than 250 international vintners this illustrated survey highlights leading designers who have elevated the design of wine labels to an art form Tracing the history of wine label design from its early use as a simple utilitarian way of cellaring wine to its contemporary role as the visual voice of the winemaker this guide features full color wine labels that have been praised for their bold graphics unique illustrations beautiful typography captivating photography and powerful words Each entry includes a profile of the wine the name and contact information of the producer the country of origin and details on the design firms and artists responsible for the labels creation Interviews with the winemakers and designers reveal fascinating stories about the designs such as the curious images hidden in the steam of an iron on the Dirty Laundry wine label how the pairing of a donkey and a goat represent a shared philosophy and approach to the craft for a husband and wife winemaking duo and the true meaning behind Bonny Doon's illustrative Il Fiasco label Showcasing originality and creativity these labels offer intrigue and entertainment adding another layer of conversation to the experience of drinking a fine bottle of wine

Art of the Wine Label Robert Joseph, 1987 The Book of the Wine-label Norman Mosley Penzer, 1974-01-01 *Wine Labels, 1730-2003* John Salter, 2004 This is a book for collectors of wine labels It is the first detailed work to be published on this subject since 1947 and covers labels made of gold silver old Sheffield plate electroplate bone china porcelain pottery paktong enamel bone aluminium celluloid brass tin gilt metal mother of pearl tortoiseshell coconut shell and woven fabric

BOOK JACKET *Icon: Art of the Wine Label, the Set, Vol. 1 and 2* Jeffrey Caldewey, Chuck House, 2014-02-01 The much anticipated second volume of revolutionary wine labels that pushed the boundaries of design and established the standards of modern wine packaging

99 Bottles of Wine David Schuemann, C. F. Napa Brand Design, 2013 In the last fifty years the wine industry has undergone a radical change What was once regarded as an industry specific to Europe especially France Italy Germany and Spain wine has since become a worldwide endeavor with North and South America New Zealand and Australia all becoming revered wine producers in their own right Now more

than ever the quality of wine is not only what matters In today s marketplace a brand s packaging is essential to its success

99 Bottles of Wine The Making of the Contemporary Wine Label is a celebration of this unique and evolving art form David Schuemann Owner and Creative Director of CF Napa Brand Design reveals the inspiration and strategic thinking behind ninety nine of the most successful packaging designs from the company s portfolio from solutions for boutique producers to some of the largest wine companies worldwide Vivid photographs of the resulting solutions accompany each of Schuemann s narratives and the book s dust jacket unfolds to become a stunning poster showcasing all of the wine bottles featured in the book Along with a Foreword by Agustin Huneeus Sr the renowned creator of Quintessa wine 99 Bottles offers wine lovers serious collectors and design aficionados a rare behind the scenes look at how contemporary packaging and innovative design are driving the success of today s leading wine brands Publisher s description *How to Read a Wine Label* Jeffrey M. Pogash,1978-01-01

The Book of the Wine-label Norman Mosley Penzer,1947 Publisher description Tracing the idea of naming a bottle or jug of wine from the Ancient World the author deals in turn with the 17th century wine jugs and the evolution of the wine bottle and glass decanter Having reached the reign of Queen Anne and the Methuen Treaty the stage is set for the arrival of the silver bottle ticket or wine label shortly to find a rival in the beautiful specimens in Battersea enamel the history of which occupies a chapter by itself This is succeeded by a history of Sheffield Plate and other similar processes An important chapter follows in which all wine labels are classified by their designs *The Simon & Schuster Pocket Wine Label Decoder* Rosemary George,1991-02

Wine Label Design Michel Logoz,1984 Publisher description This collection of five hundred wine labels from Europe and the Americas is one that delights the eye and stimulates the palate It provides unique information about the history of wine labels and offers both connoisseurs and novices many facts that are both unfamiliar and arcane The illustrations provide an encyclopedic collection of labels that range from pop wines to Olympian grand crus Of special interest are the colorful and graphically stunning labels affixed to Swiss wines In addition to the obvious interest this book will have for the wine lover the illustrations are a treasure trove for the graphic artist and typographic designer since these labels provide innumerable variations on combining word and image within a limited space

The Inside Story of a Wine Label Ann Reynolds,2012-12-29 US wine consumers currently have many thousands of wines to choose from This often leaves them feeling overwhelmed as to how to make an informed choice Along comes The story of a wine label With this book you can now know the inside story about any wine make smart wine buying choices and impress the snootiest wine snob with your wine savvy just by reading the wine label With this knowledge you will feel completely confident in your ability to choose a good wine for any occasion And the next time you re enjoying a wine with friends or colleagues you can equally enjoy talking about that wine sharing interesting and impressive information because you know the inside story *Icon* Jeffrey Caldevey,Chuck House,2014-02-01 The much anticipated second volume of revolutionary wine labels that pushed the boundaries of design and established the standards of modern wine packaging

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