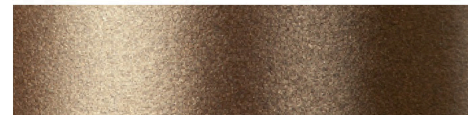
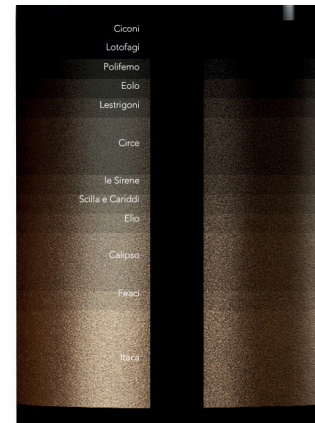




The label does not close, this allows to create a glass line from which to observe the level of the remaining wine inside.

Names of the 12 stages of the journey of Odysseus.

2.
Text simulated.
Reserved area of 60 mm x 70 mm



1.
Graphic design of the label.
The final effect with the paper is represented in the application on the bottle, beside.

2 1



The topic we chose for this label is the journey, a voluntary conquest of distances. Ulysses journey and his yearning for home bring him even closer to his native island. While his prevailing will is to return to Ithaca, he faces his experiences in foreign lands with shrewdness and curiosity, taking great risks to quench his thirst for knowledge.

We would like to lead the customer through a similar journey, in a convivial manner. This label represents the stage on which the Odyssey is set. It is to be read from top to bottom, and every layer depicts a stage of Ulysses journey, from the Ciconians to his return home. The various layers are of depth proportional to the length of each adventure (short, medium and long - we based our measurements on the Fibonacci sequence, using 5mm as the standard unit) and are designed using a colour scale which spans through 12 levels of intensity, starting at 100%.

The label therefore serves as a wine tasting itinerary, which carries the customer through a journey of which they are the protagonist. And where does the trip take them? At the end of their travels, the taster finds the word "dimora" (dwelling), which is to remind them of their homeland.

Label size:
Width: 250 mm
Height: 105 mm

Printing techniques:
Label: screen printing in black
Lettering and logo: white matte UV