

Code Competitions for Designers
Wine Mythology Label

Over years the Odyssey required courage and renewed conquest from Homer's protagonist Ulysses. As spoils of his travels Ulysses had many adventures and discovered the regions around the Mediterranean.

Waves

The sea is the connecting element of Ulysses' travels. Water is also critical in the making of wine which contains about 85% of water. As a result, represented as blue waves, water is the central element of our design concept. The hand drawn style of the waves evokes the natural power of creation found in water.

Sail

The stylised golden sail symbolises Ulysses' wanderings as well as his pioneering spirit. The building of ships requires precise craftsmanship and technical know-how. An innovative process that has parallels both in its precision and tradition with the making of wine.

Lettering

In the same style as the sail is the lettering „Amarone“. The sanserif and narrow lettering appears modern and characterisitic. It allows associations with Greek letters and its mythology. It represents logic, communication and the stive for knowledge. All stated values of Domini Veneti.

Production

Three elements: the sail, lettering and logo are hot foil stamps on natural paper. This exclusive printing process underlines the high quality character of the wine.



ΑΜΑΡΟΝΕ



Size of full wrap label
255 x 105 mm