

WINE MYTHOLOGY LABEL



THE TEN YEAR JOURNEY OF ULYSSES



Your journey begins with a journey. A voyage that spans over 10 years. A time within time, a complete chapter in every sip. Let us set sail then, as your lips fall into the enchantment of the deeply beautiful Amarone. Forget the day, and travel with Ulysses. Now is the time to discover.

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01.
Trojan horse
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02.
Lotus eaters
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03.
The Cyclops
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04.
The winds of Aeolus
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05.
The enchantress Circe
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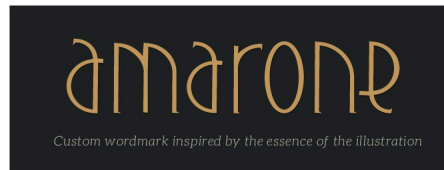
06.
The Underworld
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07.
The Sirens
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08.
Scylla & Charybdis
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09.
The nymph Calypso
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10.
Ulysses' bow



CONCEPT

The design concept embraces Ulysses' 10-year journey home from Troye to Ithaca, the bottle wrapped in the enchantment of his intrepid journey. Every facet of his journey captivates the sense of discovery, self-discovery and world discovery. Ulysses experienced in those enchanted 10 years: Lotus eaters, Circe the Enchantress, the singing winged sirens, the one-eyed giant Cyclops, the six-headed monster Scylla, the violent whirlpool Charybdis, his journey to the underworld to learn of his future, the bags of wind from Aeolus and his 7 year stay with the nymph Calypso. Each tale embodies a sense of enchantment and delight, drawing the reader in, the urge to know and discover more.

With each sip of Amarone, you are transported to the sweetness of the Italian countryside, Verona. Each step of the wine making process, from the hands that pick out the best grapes; not too close to each other but just enough space between them for the air to move through, during the 100-day drying process on traditional straw mats. To the scientific experimentation and blending of the grapes from five vineyards across the Valpolicella district. Amarone embraces history, tradition and science. The wine label is beguiling to the eye of the wine drinker. Fascinates and transports to a long lost world of discovery, magic and legend.

PRODUCTION TECHNIQUE

We chose engraving as our primary production technique. When the design is etched onto the bottle, the etching is filled in with a layer of enamel paint. Line work is exposed which provides the wine drinker with a tactile experience when handling the bottle of Amarone. This perpetuates the concept of discovery and enchantment, from design to production. The back label is a metallic gold spot onto matt black paper.