



WINE LABEL
**DESIGN
AWARDS**
— EST 2015 —

2016 Results

Proudly sponsored by Rotolabel

Introduction

The second annual Wine Label Design Awards proudly sponsored by self-adhesive label supplier Rotolabel were convened by Winemag.co.za. Labels are a vital component of product branding serving to identify ownership, show origins, describe contents and ultimately to persuade buyers. The motivation for the competition was therefore to reward outstanding design as an influence on wine purchases.

Methodology

Wines were judged in four categories: 1) R80 a bottle or under; 2) over R80 a bottle; 3) R500 a bottle and over and 4) labels forming a series. Judging criteria include originality of concept, execution, shelf appeal and effectiveness as a piece of communication.

A panel of five judges officiated, this made up as follows: Christian Eedes, editor of Winemag.co.za; Rebecca Constable, product developer for wine at Woolworths; Sean Harrison, executive creative director of Whitespace Creative; Carla Kreuser, a creative director at The Jupiter Drawing Room and Liam Tomlin, executive chef at the Chefs Warehouse & Canteen.

A total of 50 entries were received, 17 of these emerging as finalists. Full results below.

Key findings

Are South African wine labels as inspired as they could be? Is graphic design being effectively implemented to differentiate a product from the competition and motivate the consumer to buy? On a more macro level, is the South African wine industry sufficiently utilising design to convey a compelling sense of self?

It needs to be emphatically stated that assessment of the entries was not done according to purely decorative considerations. Rather, the judging panel considered design in the broadest possible sense. Issues that were on the table were: Was the creative backed up by sound strategic thinking? Was the creative idea 1) original and 2) meaningful? Was the execution done with love and respect for the various design disciplines such as illustration, typography and so on? Did bottle shape, capsule, back label (including copy writing) and sometimes even presentation box contribute to a good or bad overall impression?

The feeling among the judges was that while the overall standard was fair, there was unfortunately little of true excellence. As was the case in year one, work frequently appeared unresolved with a great idea compromised by a lack of craft or vice versa.

A particular problem that Sean Harrison identified was “design by committee” – too many stakeholders involved in the task resulting in a muddled outcome as opposed to a single person’s idea followed through without compromise.

Often, solutions seemed more complicated than necessary. “When I’m developing a new dish, I’m always asking what I can take away rather than what I can add. The wines labels that work best are those that are well thought out and unfussy,” said fellow judge Liam Tomlin.

“Simplicity and restraint are to be commended. It’s what they always say about minimalism – it’s defined not by what is not there, but by the rightness of what is there,” added Carla Kreuser.

Rebecca Constable spoke of the necessity of applying an “end-to-end process” adding that it was essential for the producer to get the brief to the designer right in the first place.

In the end, the judges decided not to award a Grand Prix but there were two gold awards, one going to the very traditional but beautifully crafted work for Simonsig The Garland 2009 and the other for the innovative and provocative Saboteur range from Luddite Wines.

GOLD AWARDS

Single wine selling for R500 a bottle or over

Simonsig The Garland 2009

Design firm: Anthony Lane Design Consultancy

Wines in a series

Saboteur Range: White 2015, Red 2014

Design firm: Whitespace Creative

SILVER AWARDS

Single wine selling for over R80 a bottle

Beaumont Hope Marguerite 2014

Design firm: Whitespace Creative

Single wine selling for over R80 a bottle

Incipio 2014

Design firm: Holy Cow Design

Single wine selling for over R80 a bottle

Roan Ranger 2013 (Withington Wines)

Design firm: Jane Says

Wines in a series

Piekenierskloof Grenache Range

Design firm: Anthony Lane Design Consultancy

BRONZE AWARDS

Single wine selling for R80 a bottle or under

Stormhoek Moscato 2015

Designer: Simon Frouws

Single wine selling for over R80 a bottle

Babylonstoren Sprankel 2011

Designer: Peet Pienaar

Single wine selling for over R80 a bottle

Fable Belle Flower Rosé 2014

Design firm: Alice Edy/ Anthony Lane Design Consultancy

Single wine selling for over R80 a bottle

Klein Constantia Metis Sauvignon Blanc 2014

Design firm: At Pace

Single wine selling for over R80 a bottle

Spice Route Malabar 2009

Design firm: Jane Says

Single Wine selling for R500 a bottle or over

Deetlefs Muscat d'Alexandrie 1974

Design firm: Anthony Lane Design Consultancy

Wines in a series

Cavalli Passions Range: White Knight 2014, Pink Pony 2014, Black Beauty 2014

Design firm: Cavalli - Lauren Smith

PEOPLE'S CHOICE AWARD**Single wine selling for over R80 a bottle**

Cavalli Warlord 2009

Design firm: Studio Botes

FINALISTS**Single wine selling for over R80 a bottle**

First Sighting Shiraz 2013

Design firm: Fanakalo

Single wine selling for over R80 a bottle

Pro Amico 2010

Design firm: Wolpertinger Design, Cologne & Melissa Dreyer

Single wine selling for over R80 a bottle

Vilafonté Seriously Old Dirt 2013

Design firm: Fanakalo