



WINE LABEL
DESIGN
AWARDS

— EST 2015 —

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2018 Results

Convened by Winemag.co.za
#WineLabelDesignAwards

Introduction

The fourth 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; Bertus Basson, chef and owner of Overture restaurant in Stellenbosch among others; Rebecca Constable, product developer for wine at Woolworths; Sean Harrison, non-executive creative director of Whitespace Creative and independent consultant; Margot Janse, outgoing executive chef at Le Quartier Français Hotel in Franschoek; and Carla Kreuser, independent graphic designer and illustrator.

A total of 44 entries were received, 28 of these emerging as finalists.

Key findings

The overall standard of work continues to improve year on year, this seemingly the result of an ever-growing awareness of the importance of graphic design when it comes to establishing a brand.

The judging panel particularly appreciated that there was less trend-based, derivative work. In the past, design has often suffered from being predictable, either resorting to family crests and homesteads to convey heritage or using some interpretation of the landscape to evoke terroir. Wildlife motifs to communicate some vague sense of “African” identity are, of course, another much over-used motif.

Another problem in previous years has been the prevalence of an agency house-style (a preferred visual language) across multiple clients.

Instead, a lot of the work on display was more idea-based, both brand owners and designers aware that in order to succeed in the market place, it is important to connect with the consumer in a memorable way.

Whether trying to communicate the intrinsic properties of a wine or the credentials of those responsible for making it, much of the work got praise for how coherent and considered it was. In particular, there seemed more appreciation for a wine’s place in the market –entry-level, in particular, has tended to look lowbrow in the past but this was much improved this year, Neuwe Haarlem 2016 by the design firm Jane Says a case in point.

What was also pleasing was the diversity of creative solutions – from classical to challenging and disruptive. On the one hand, the label for Jason's Hill Beatrix Reserve Chenin Blanc 2016 by Fanakalo

was praised for its great craftsmanship in execution resulting in a strikingly “feminine” outcome. On the other hand, the panel liked the irreverence of the labels for the Fairview Single Vineyard series by Jane Says, this having the added advantage of being true to the parent brand.

The Grand Prix went to No. 42 Orpheus & The Raven 2015 by The Vinoneers, a partnership between Etienne Louw, whose fulltime job is winemaker at Altydgedacht in Durbanville and Brenden Schwartz of Bravo Design.

The panel admired for how distinct it was, the team behind it utterly confident and uncompromising in executing their creative vision. Orpheus & The Raven references the mythical character Orpheus and his experience in the underworld, Louw and Schwartz consequently encouraged to never look back! No. 42, meanwhile, acknowledges the line written by Douglas Adams in his book *The Hitchhiker’s Guide to the Galaxy* that “The answer to the ultimate question of life, the universe and everything is 42.” The illustration style is deliberately playful and deceptive – medieval and quite grand to the untrained eye but in fact rather loose in style, incorporating tracings of copyright-free antique drawings. Production values are high but it’s all very exuberant and non-conformist a bit like the wine inside which is a blend of Cinsault, Pinotage and Pinot Noir selling for R255 a bottle.

Full results below.

GRAND PRIX

The Vinoneers No. 42 Orpheus & The Raven 2015

Design firm: Bravo Design

PEOPLE'S CHOICE AWARD

The Drift: Gift Horse 2015, Moveable Feast 2014, Penelope MCC 2015, There Are Still Mysteries 2015

Design firm: Penelope Jack/Andrew van der Merwe

GOLD AWARDS

Single wine selling for over R80 a bottle

Jason's Hill Beatrix Reserve Chenin Blanc 2016

Design firm: Fanakalo

Single wine selling for over R80 a bottle

The Vinoneers No. 42 Orpheus & The Raven 2015

Design firm: Bravo Design

Single wine selling for over R500 a bottle

Jordan Sophia 2013

Design firm: Haumann Smal Design Studio

Single wine selling for over R500 a bottle

The Drift There Are Still Mysteries 2015

Designers: Penelope Jack/Andrew van der Merwe

Wines in a series – no price constraints

Fairview Single Vineyard: Eenzaamheid Shiraz 2014, JakkalsFontein Shiraz 2014, Pegleg Carignan 2014, Primo Pinotage 2015, The Beacon Shiraz 2015

Design firm: Jane Says

Wines in a series – no price constraints

Zandwijk: Unorthodox Kosher Sauvignon Blanc 2017, Unorthodox Kosher Merlot Cabernet Sauvignon 2014

Design firm: Brandever (Vancouver, Canada)

SILVER AWARDS

Single wine selling for R80 or under

Cape Wine Company Neuwe Haarlem 2016

Design firm: Jane Says

Single wine selling for over R80 a bottle

Delaire Graff Indopop

Design firm: Sumi Creative Co

Single wine selling for over R80 a bottle

Delaire Graff Sunburst Noble Late Harvest 2015

Design firm: Brandtree

Single wine selling for over R80 a bottle

Elgin Ridge Chaos White 2017

Designer: Kosie van der Merwe

Single wine selling for over R80 a bottle

Fairview Broken Barrel Tinta Roriz Souzao 2015

Design firm: Jane Says

Single wine selling for over R500 a bottle

Delaire Graff Laurence Graff Reserve 2013

Design firm: Brandtree

Wines in a series – no price constraints

Lanzerac Keldermeester Versameling: Bergpad Pinot Blanc 2016, Dok Malbec 2015, Prof Cinsaut Pinot Noir 2016

Design firm: Just Design

Wines in a series – no price constraints

Nitida: Cabernet Sauvignon 2015, Coronata Integration 2017, Pinot Noir 2015, Wild Child Sauvignon Blanc 2017

Design firm: Fanakalo

Wines in a series – no price constraints

Rascallion The Vinyl Collection: 33 1/3 RPM 2017, 45 RPM 2016

Design firm: G2Design

Wines in a series – no price constraints

Rascallion The Word Collection: Aquiver 2016, Bombinate 2016, Pandiculation 2015, Susurrous 2016

Design firm: G2Design

Wines in a series – no price constraints

Stellar Woolworths Organic: Chardonnay 2017, Chenin Blanc 2017, Sauvignon Blanc 2017, Cabernet Sauvignon 2017, Merlot 2017, Pinotage 2017, Shiraz 2017

Design firm: Woolworths In-house

Wines in a series – no price constraints

The Drift: Gift Horse 2015, Moveable Feast 2014, Penelope MCC 2015, There Are Still Mysteries 2015

Design firm: Penelope Jack/Andrew van der Merwe

BRONZE AWARDS

Single wine selling for R80 or under

Swartland Limited Release Carignan 2015

Design firm: Adamsrib Creative Solutions

Single wine selling for over R80 a bottle

Cavalli Cremello 2015

Design firm:

Single wine selling for over R80 a bottle

Delaire Graff Cabernet Sauvignon Reserve 2015

Design firm: Brandtree

Single wine selling for over R80 a bottle

Klue Chenin Blanc 2016

Design firm: Toast Studio

Single wine selling for over R80 a bottle

Nitida Golden Orb Sauvignon Blanc 2016

Design firm: Fanakalo

Single wine selling for over R80 a bottle

Nitida The Tinkery Viognier 2017

Design firm: Fanakalo

Wines in a series – no price constraints

Hogan Wines: Chenin Blanc 2016, Divergent 2016

Design firm: Fanakalo

FINALISTS

Single wine selling for R80 or under

Durbanville Hills Sauvignon Blanc Sparkling Wine NV

Design firm: Bravo Designs

Single wine selling for over R80 a bottle

Lammershoek Terravinum White 2016

Design firm: Das Büro drom

Wines in a series – no price constraints

Cape Wine Company FRANK Sauvignon Blanc 2017, FRANK Merlot 2017

Design firm: Jane Says