



The Art and Design of Contemporary Wine Labels

Tanya Scholes

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Featuring outstanding wine-label designs from more than 250 international vintners, this illustrated survey highlights leading designers who have elevated the design of wine labels to an art form. Tracing the history of wine-label design from its early use as a simple utilitarian way of cellaring wine to its contemporary role as the visual voice of the winemaker, this guide features full-color wine labels that have been praised for their bold graphics, unique illustrations, beautiful typography, captivating photography, and powerful words. Each entry includes a profile of the wine, the name and contact information of the producer, the country of origin, and details on the design firms and artists responsible for the labels' creation. Interviews with the winemakers and designers reveal fascinating stories about the designs, such as the curious images hidden in the steam of an iron on the Dirty Laundry wine label; how the pairing of a donkey and a goat represent a shared philosophy and approach to the craft for a husband and wife winemaking duo; and the true meaning behind Bonny Doon's illustrative Il Fiasco label. Showcasing originality and creativity, these labels offer intrigue and entertainment, adding another layer of conversation to the experience of drinking a fine bottle of wine.

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