

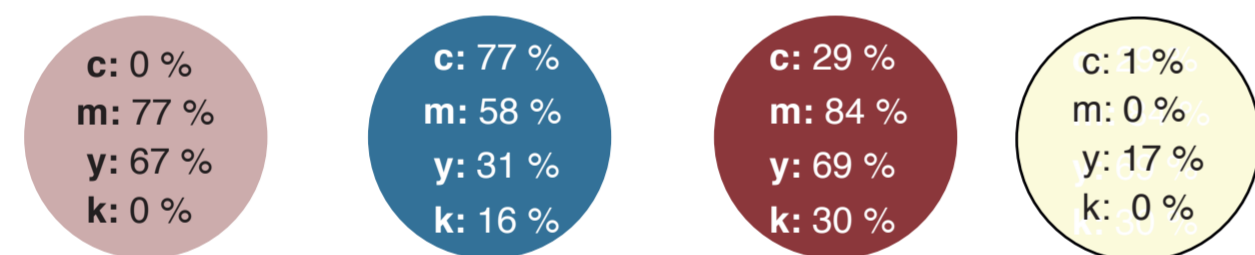
INSPIRATIONS

The illustration reminds the '50s - '60s and Lora Lamm's illustrations for Rinascente, characterised by delicate colors and simple shapes.



COLORS

Colors are elegant and simple, pastels.



CONCEPT

Passion is the focus/design we chosen for our label proposal. Passion is something makes feeling us "eternal", a persistent emotion. Passion is everyting that create pleausure. We want to communicate to **two different types of passion**, the first is connected to human beings and the second is related to the love for work. This label want to achieve to represent both meanings.



DRAWING

In the label are illustrated two lovers' faces: a woman and a man touching themselves in the act of kissing. For the realisation of the graphic design we played with the intersection of lines and the contrast.

Two different images arose from the design: a pink and blue one representing two lovers while kissing and a red one recall the shape of an upsidedown glass of wine. The outline of the glass shapes the figures of the lovers, so close but so distant at the same time.

PRINTING TECHNIQUES

Label: die-cut.

Paper: UPM RAFLATAC - velmart white ice premium.

Techniques: For the eyes and Farina's logo we chose the embossing glossy UV. For "Nodo d'amore" and "ROSSO TRE VENEZIE IGT" we chose hot foil.

