

## ROMEO AND JULIET WINE LABEL

CODE COMPETITION FOR DESIGNERS



### CONCEPT

#### ACT I, SCENE V

ROMEO [To JULIET] If I profane with my unworsted hand  
This holy shrine, the gentle fine is this:  
My lips, two blushing pilgrims, ready stand  
To smooth that rough touch with a tender kiss.

JULIET Good pilgrim, you do wrong your hand too much,  
Which mannerly devotion shows in this;  
For saints have hands that pilgrims' hands do touch,  
And palm to palm is holy palmers' kiss.

ROMEO Have not saints lips, and holy palmers too?

JULIET Ay, pilgrim, lips that they must use in prayer.

ROMEO O, then, dear saint, let lips do what hands do;  
They pray, grant thou, lest faith turn to despair.

The moment of the tragedy we chose refers to the actual first approach between Romeo and Juliet. They have just escaped from the party, looking for a quieter place: here the courting begins. They talk, they look at each other, their palms are touching and Romeo tries to seduce his beloved, firstly hesitant, with the romantic invitation: "Let lips do what hands do".

The scene of Romeo and Juliet's approach is graphically summarized on the label through this quote and their hands, which are touching lightly, wrapping up until they can hold completely, just like a knot. Holding hands is universally a sign of love, of everlasting union, of affection and solidarity, and simply the first thing that lovers do.

Touch is the most intimate and immediate way to communicate: Romeo and Juliet's first approach also refers to the first physical contact of the consumer with wine, which is achieved through a tactile and visual experience. Attracted by the bottle, the consumer picks it up, grazes and studies the label, examines the details to find out more. Hence the choice to extend the metaphor of touch also technically, through the use of embossing, debossing and braille techniques.

The label shows Romeo's quote ("let lips do what hands do"), not only celebrating the love between Romeo and Juliet, but also speaking directly to the consumer, courting him: "now that you took me, taste me!".

This Nilpeter's limited edition, dedicated to the love story par-excellence, celebrates love in its sweetest form and invites consumers on a journey that involves all senses, the rediscovery of their intimacy and their own passion, hidden even in little gestures. Perfect for a romantic dinner, in sweet company, maybe holding hands!

### PRODUCTION TECHNIQUE

Paper: UPM Raflatac SATIN BLACK-FSC; a black single side colour coated woodfree paper, in harmony with the bottle itself.

Nodo d'Amore: white matte UV with embossing technique.

Illustration, text: copper Hot Foil and Embossing with the FP-4 flatbed unit. It allows to have minimum waste and large savings on flatbed foils, as well as giving high quality to the label.

Farina logo, text: white matte UV with debossing technique.

Nilpeter logo: debossing and Braille technique.

