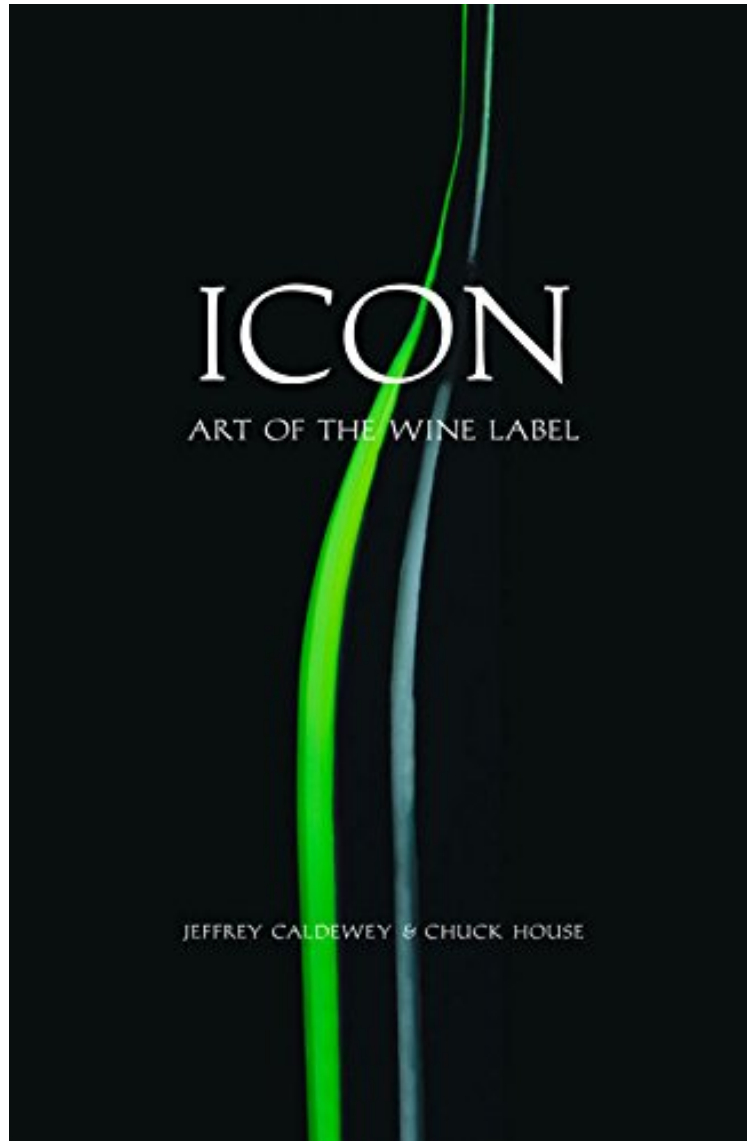


[Pdf free] Icon: Art of the Wine Label

Icon: Art of the Wine Label

Jeffrey Caldewey, Chuck House
*DOC | *audiobook | ebooks | Download PDF | ePub*



 Download

 Read Online

#1262525 in Books 2003Ingredients: Example IngredientsOriginal language:EnglishPDF # 1 13.00 x 1.30 x 8.00l, 4.15 #File Name: 1891267302287 pages | File size: 67.Mb

Jeffrey Caldewey, Chuck House : Icon: Art of the Wine Label before purchasing it in order to gage whether or not it would be worth my time, and all praised Icon: Art of the Wine Label:

0 of 0 people found the following review helpful. but was disappointed. The final pieces are quite datedBy anonI needed to find resources for a project. Bought this book because of the reviews, but was disappointed. The final pieces are quite dated, which would have been ok, but there wasn't very much information from the authors regarding the conceptual development of each project. There are other books out there with remarkably thorough, concise and

thoughtful text describing the design process of the deceptively simple wine label. Do yourself a favor and check this one out at the library7 of 7 people found the following review helpful. Great book!By Dr chadmodrincodboingerWork from the world's leading wine label artist and designers Jeffrey Caldewey and Chuck House. An intricately produced book incorporating the symbolic language of wine labels, trademark illustration incorporating style with remarkable production elements. The definitive book on wine label art, design and history. Every aspect of wine label design is clearly and thoroughly covered. A beautiful book printed on high quality paper, displaying colourful details and commentaries behind the art of the wine label. The quality of print is so good it's almost as though the original labels have been pasted onto the pages. This book offers to anyone who is fortunate to own it a broadened knowledge on a subject often discussed with little or no knowledge at the dinner table. For many that know much about wines here's an opportunity to learn more about the mystery and allure behind the wine label. I rate this book a '10' on a scale of Ten.0 of 0 people found the following review helpful. Perfect coffee table bookBy StallsGreat coffee table book! It's no rug, but it certainly ties the room together.

The wine label is a powerful icon of modern civilization; it is a precious object of art that symbolizes and disseminates the cultural and spiritual values of the land where the wine is grown. Wine label design has undergone a renaissance where art meets marketing in the most powerful way, penetrating the subconscious, and using the power of suggestion to imply flavor and quality. Jeffrey Caldewey and Chuck House are acknowledged masters of the new designs and they have created designs for some of the world's most sought after wines and this book is a collection of their most important works. Beginning with a short treatise on some of the philosophical aspects of modern iconography, this book documents 100 wine labels and bottle designs with complete descriptions of the genesis and thought behind each design concept. This book will become a classic in package design and essential for wine marketers and those who collect label art.

""The wine label is part symbol, part memory, part storytelling. The package personifies not only the personality of the product, but it has the power to transform our own sense of identity."Caldewey and House have shaped and influenced the evolution of the international wine label, and developed the concept of the wine package as both a work of art and a commercial enterprise -- Robert Mondavi "Robert Mondavi Winery"About the AuthorJeffrey Caldewey and Chuck House are the cofounders of Icon Design Group, an internationally acclaimed design and marketing firm specializing in brand development of wine labels. They have clients on five continents and have designed labels for numerous wineries, including Chteau Montelena and Frogs Leap.