

WRAP IT UP

WORDS by Howard Riell

“...understand the business objectives, first and foremost...”

INNOVATIVE PACKAGE DESIGN

is and MUST always remain in the means—not the end—if it is to accomplish its ultimate purpose of buttressing the client's bottom line.

That in mind, here are designers who have recently turned their creative talents to just that dual purpose—developing sharp breath-taking packaging that accomplishes business objectives and sparks consumer interest.

WINE OBJECTIVES

David Becker, President of Philippe Becker Design Inc. in San Francisco, CA. recently came up with what he considers a “very innovative” label design for a new wine called Tableaux. Launched nationwide in November, Tableaux is a French wine produced by Artisan Wine Group, which is also based in San Francisco.

The goal behind a project like this is, according to Becker, “really to understand the business objectives, first and foremost, to understand the client's strategy. Hopefully they have very specific objectives in mind about who their target market is and what they want to come across. All these things enter into the creative brief, which drives the actual creative process.”

The die-cut image on the label is a silhouette of “a dinner party or some sort of social gathering of five or six people enjoying each other's company,” Becker explains. “Essentially, the idea was to communicate not so much about this wine itself but what it is conducive to—the occasion, getting together with family and friends and...how wine is a part of that.”

DESIGN by Philippe Becker Design CLIENT Artisan Wine Group

