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DESIGN IDEAS AT WORK

HOW

INTERNATIONAL
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GET INSPIRED! Stories behind 16 blue-ribbon projects

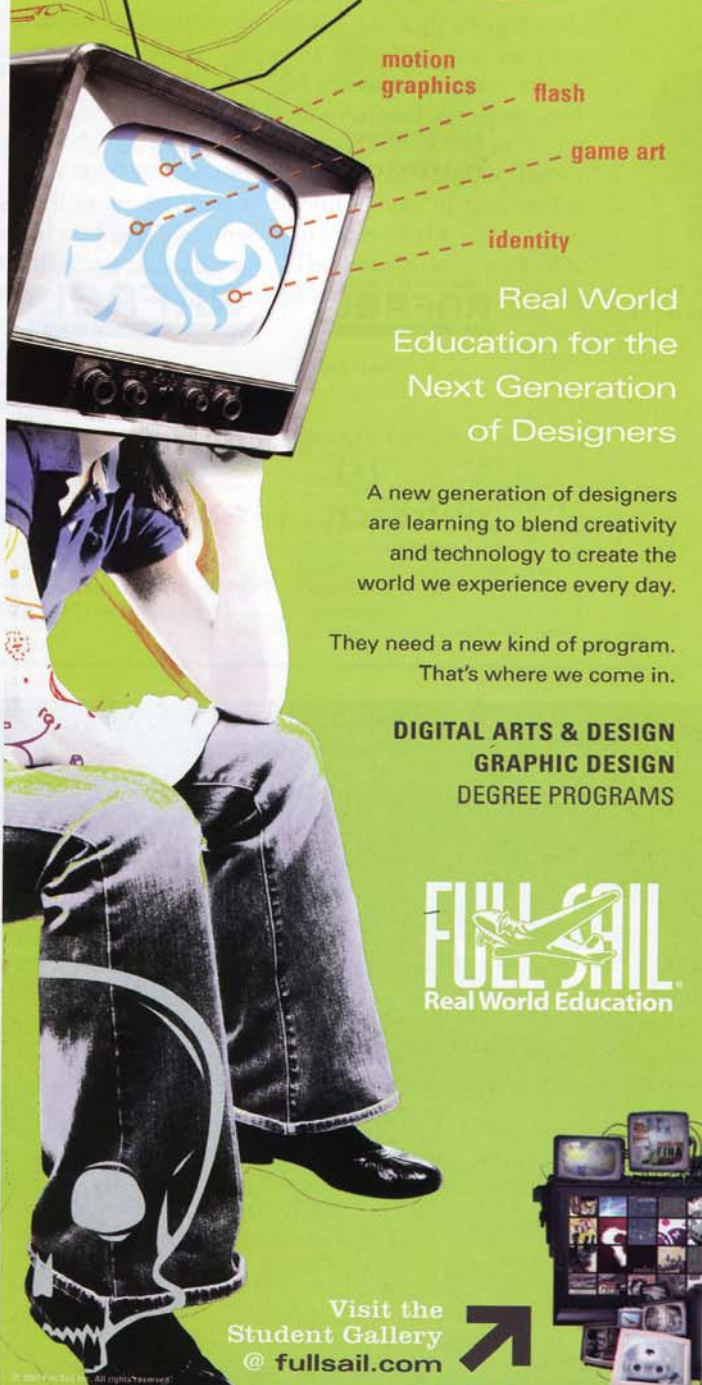
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BEHIND THE DESIGN BROOKLYN STYLE

"Many wine drinkers select wines in part because of the label," says creative director Don Citarella about his recent designs for the Brooklyn Wine Co.'s Feliz White and Red. "Our main goal was to entice customers to take that first sip. Afterward, the wines speak for themselves."

To appeal to both Brooklynites and wine connoisseurs, the labels for two of the eight varieties, which will be released over the next two years, feature an image of Brooklyn's iconic bridge.

"The client was fascinated by the fact that when Roebling designed the Brooklyn Bridge, he knew it couldn't compete with the skyline of Manhattan," Citarella says. "So he decided to build it to emulate the arched stained-glass windows of a church. This way, the bridge itself would become a backdrop for some of the most unforgettable skies imaginable."

Citarella took advantage of those skies to create unique color palettes that capture the flavor of each wine: reds and oranges for the red wine and pale blue and gold for the white. He explains, "After experimenting with hundreds of combinations, we found the palette that embodied the visual identity of the flavor of each wine." ■■■



TITLE
Brooklyn Wine Co. Labels

FIRM
era/404 Creative Group Inc.,
Portage, MI;
www.era404.com

CLIENT
Brooklyn Wine Co.

TIMELINE
Two months

CREATIVE TEAM
Don Citarella, creative direc-
tor; Ryan Seslow, illustrator