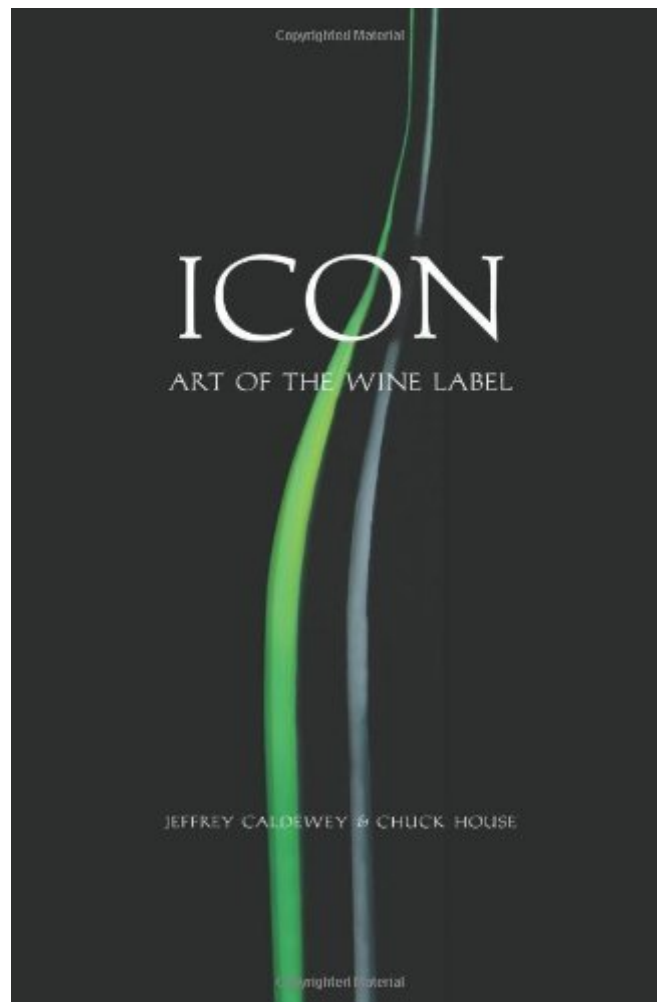


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# Icon: Art Of The Wine Label



## Synopsis

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.

## Book Information

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## Customer Reviews

By Bill Marsano. This perplexing book is beautifully produced and generously proportioned. The publisher has given his all (not without hope, however, of getting it back--note the price). It's most impressive. So why is it also rather disappointing? Frankly, it's because we are led to expect too

much. Title and subtitle suggest a richly informed and wide-ranging survey of label art from many sources over many decades. In fact the coverage spans just a few years, a few places (nearly 85 percent of the designs are from California) and two designers (Jeffrey Caldewey and Chuck House, who are pre-eminent in their field). And the subject isn't art but label and package design: in short, sales tools. Even the title is a pretentious flim-flam. 'Icon' means either 'sacred image,' which is hardly justified here, or those vulgar little cartoons that offend the eye on computer screens the world around. Surely they didn't mean ?Then revelation comes: Icon is the name of the design firm headed by Caldewey and House. It is hard to escape the conclusion that this is a glorified promotional brochure. Within those rather severe limitations this is a pretty attractive coffee-table production. Each of the more than 100 wines shown has its own page and is shown in full--the whole 'package,' not just the label. Some are delightful, charming, friendly and fun, notably those of Bonny Doon (whose owner is the famously humorous Randall Graham), Frog's Leap, Gundlach Bundschu, Honig, Whitehall Lane and (too few) others. Elsewhere, elegance is to be found, as is cutting-edge stylishness--and, unfortunately, other labels that seem prim and merely dignified, as if standing on ceremony.

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