

## Practitioner's Statement

### ***Botella Winery Branding***

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The brief required me to design a branding identity for 'Botella Winery', a vineyard located in South Australia's wine region of McLaren Vale. The aim of the project was to produce an industry standard branding identity and package solution that avoided the common traditional and conventional aesthetic still commonly implemented in wine bottle and branding designs. The client requested that a sophisticated, innovative and logical design process be evident in the creative process and a final project be developed that avoided trend. An important requirement of the project was that design elements of the branding were to correspond and express values of the 'Botella' company name. The folio and practical started with an exploration of bold, cutting edge contemporary designers, studios and graphic design ideology. Design studios that heavily influenced my final concept and process include Voice Studio and Parallax Design. These designers provided much inspiration as they implemented a minimalistic, clean and innovative aesthetic that was communicated throughout a unique array of works. This understanding of the effectiveness of a simplistic concept when executed with an eye for detail and a fresh, bold approach inspired me to explore a minimalistic design throughout my concepts. It led me to incorporate simple shape, form and composition throughout my concepts and final practical to successfully achieve an innovative, simple and logical brand identity for 'Botella'.

Through experimentation with various practical mediums and materials within my 4 concepts, I was able to achieve a different impression and creative perception of the 'Botella' brand. Trials of practical application with mediums such as lino print and graphite were effective in creating a raw and organic impression of the brand. By digitalising these practical applications I was able to enhance the visual interest of the concept, but did not feel that it captured the clean, minimalistic and elegant brand that is 'Botella'. This exploration of mediums enabled me to discover that a digital approach was most suited to the brand due to its precise and modernistic capabilities. This knowledge prompted me to experiment with abstract photography, where I found through this medium I was able to successfully create and communicate a contemporary connection between both art and wine elements. Album cover designer, Samuel Burgess Johnson inspired me to experiment with a marbling effect that conveyed a presence of liquid yet was visually fascinating and allowed the viewer to interpret the image on an individual level. By combining what was a complicated photographic concept with the influence of minimalistic typographic and graphic design I was able to achieve an eye-catching yet sophisticated concept.

A wine label, tote bag, business card, employee T-shirt design, tissue paper wrapping and envelope was successfully designed to advocate the 'Botella' brand name. The chosen design strongly communicates 'Botella's' brand values of loyalty and a certain eye for detail in all aspects of their business through the use of consistent and carefully composed elements of design, colour and form. 'Botella's' branding conveys a cutting edge product and lifestyle that that is minimalistic, yet to be desired.