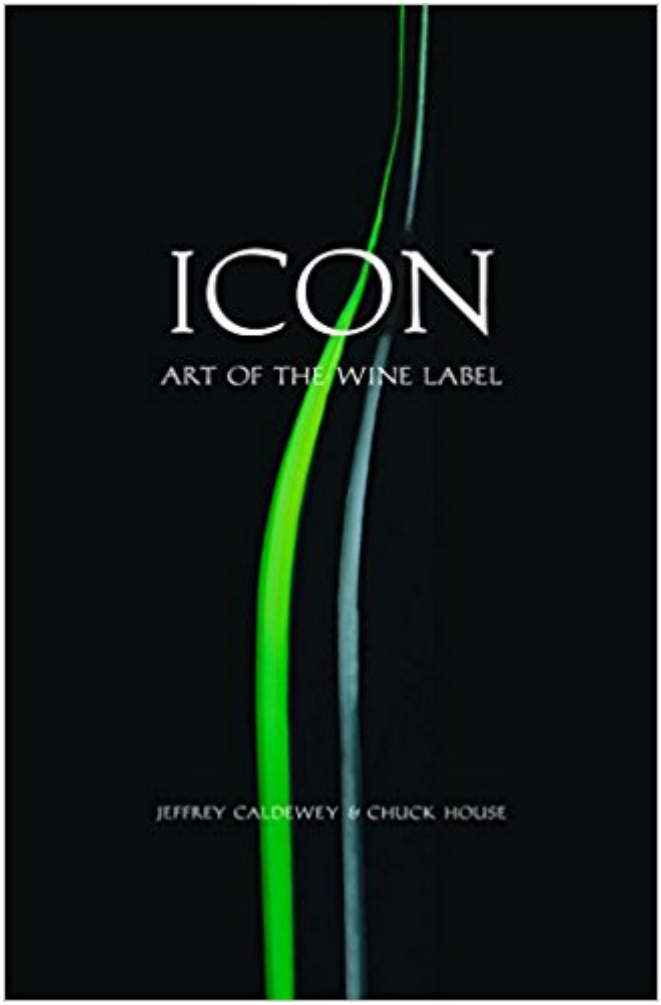
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# Icon: Art Of The Wine Label




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## 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 worldÃ¢â ¬â„¢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

""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"

Jeffrey 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 ChÃƒÂ¢teau Montelena and FrogÃ¢â ¬â„¢s Leap.

I 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 libraryÃƒÂ¢Ã â ¬Ã Â|

Work 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.

Great coffee table book! It's no rug, but it certainly ties the room together.

This book is a treasure for wine lovers. Exceptional photos and a very interesting selection of wines from all around the world. I am not sure why come of them were selected as I have seen more interesting labels but overall a super collection with stunning photos.More of a coffee table book than a reference book though.

Excellent book - a must for all wine lovers.

The book is outstanding. It opens your eyes to a world behind wine and design. Using our senses is not something we have to limit to taste, smell and sight of the wine. The bottle, the label and the

story behind the winemaking process can be just as interesting. After reading Mr. Marsano’s review you are under the impression Icon lacks depth and a true reason for its existence. However, he forgot this is a coffee table book and therefore it is aimed to be fun, require short attention span, entertain, decorate and certainly not demand from you a critic eye to spot the fault on terms like "banner". Icon certainly accomplishes its mission. It is full of interesting details, beautiful photographs, facts and stories completing the magical experience of wine. Sorry Mr. Marsano, your criticism migh be professional, your eyes failed to spot the real meaning of this book.I am almost certain this is the kind of book that should be kept as an icon(again) of our times. The name is perfect. The book has been carefully crafted, holding a luxury quality that certainly will keep it alive throughout time. The mythological nature of wine and its distinctive power to create a magical environment when we open a bottle is honored through the pages of this book. Buy it now. It might get more expensive in the future.

As a lover of wine, fine graphics, a quilter and a librarian by profession, I found Icon to be a fascinating book. Not only were the illustrations beautifully done(the authors must have demanded that their work be produced by a fine printer), but I enjoyed reading about the process these two gentlemen go through in developing a label. As a quilt designer I can see myself employing some of the same techniques in quilt design. And the next time I buy a bottle of wine I will better appreciate the label and the artists who create them for having read this book.This will definitely be on my Christmas gift list for close friends and family who enjoy great art, beautiful books and wine. The perfect gift. Keep up the good work Mr. Caldewey and Mr. House.

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 Grahm), 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.Each package portrait faces a page with a blessedly brief paragraph of odd facts, high-flown hooey and grammatical lapses (one wonders about the editing here; the first error, although admittedly minor, occurs in the very first line of the introduction). By hooey I mean insider designer prattle like 'the five-sided label . . . represents the five grape varietals used in the blend.' To me, symbolism fails when the designer has to explain it. Especially because this selfsame label clearly lists not five but . Or 'A separate aureate banner proclaims the wine's reserve pedigree.' 'Aureate'? Oh, you mean gold-colored or gold-tone? 'Banner'? Oh, that's the tacky little strip made to resemble, complete with nail holes, the brass title tags found on ancient picture frames. Frankly, a designer still using such old-hat stuff in 2000 has more reason to blush than to boast.One important point that does come through is that good design isn't simply "dreamt up" but discovered and developed from facts and artifacts specific to each project. A good example is the elegant Lewelling label, inspired by the 19th Century calling card of the winery's founder. Another is Whitehall Lane's, based gloriously on the melted-crayon artwork of the winery owner's three-year-old daughter.Wine geeks will love this book and so will designers. Ordinary wine-drinkers will enjoy a quick riffle or two but then are likely to leave it on the coffee table and forget about it.--Bill Marsano is an award-winning writer on wines, spirits and travel.

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