

Commercial Local and Regional Bronze 2019 – «Al Mulinetto»

The small but perfectly formed “Al Mulinetto” vineyard surprises again this year, with a very artistic campaign. The dramatization of the always limited editions of Merlot, Grappa and Nocino drew on mythological creatures. Merlot, for example, is as rare as an encounter with a dragon. Or, with a run of just 450 bottles, Nocino is as rare as running into a sea monster. The illustrations were painted by famous Dutch illustrator Silvan Steenbrink, in partnership with Art Box, Amsterdam. The three visuals are used as posters.

Al Mulinetto

Customer Al Mulinetto, Gordola

Creative agency Farner Consulting

Media agency Farner Consulting

Design Fabian Bertschinger

Text Markus Gut

Illustration (Artbox Amsterdam) Silvan Steenbrink

Image Silvan Steenbrink Illustration

Format F4 (89.5 x 128 cm)

