

2005 - Alba: SGA. Giving shape to the value

Wine: Shapes and Sizes

Projects for the Wine world developed by Studio Grafico Artigiano

Alba, 22nd April 2005 - Under the aegis of Alba's Cultural Councillorship, from 23rd April to 15th May the Cultural Centre San Giuseppe will host at the san Giuseppe church the exhibition "Le forme del vino" (Wine: Shapes and Sizes), an exhibition dedicated to the



activities of Studio Grafico Artigiano, well-know for its development of some of the most significant projects for the Wine world.

We interviewed Giacomo Bersanetti - the Studio's life and soul - in order to delve into one of the most comprehensive events dedicated to the image of wine products and to discover the roots of the projects today acknowledged as points of reference in the evolution of this industry's packaging.

What was your first creative work in the wine industry, when did it take place and what was it about?

“The first project in the wine industry was developed by my wife Chiara and me for Giacomo Bologna’s company at the beginning of the Eighties. Giacomo, fully aware of the quality of his Barbera wine, asked Luigi Veronelli advice for the new “dress” of Monella, and Gino and introduced us. That meeting lead to the creation of the label which today, twenty years later, still characterises Monella and Bricco dell’Uccellone after that.”



Which is the most demanding phase of designing in general and in particular of communicating the image of a wine product?

The budget... I’m joking; the most demanding aspect is identifying the strong and characteristic identity of a specific wine and of its producer, the basis on which the project will then be developed. In any case each phase requires great care and no element can be neglected.

Which communication characteristics does the wine product present according to you?

Gino Veronelli used to say that “wine is an earthly product which leads us to an imaginary world”. Wine is rich in culture, in tradition, in imagination: it’s only a question of drawing off...

What is the message your wine clients wish to transmit most often?

Give light to their uniqueness and distinctiveness.



How has the image of wine changed in the past decade, in terms of bottles, labels and packaging?

The image of wine is more modern, engaging and sometimes sophisticated: a true revolution.

Is it still changing? In what way?

The tendency - which I feel is risky and unfortunate - is an abandonment of the expression

of belonging to the territory, I mean our being Italian, simply to answer international market logic: such a behaviour leads to a homogenization of languages.

What is the journey of the Alba exhibition? Chronological, stylistic, ...)

The exhibition doesn't develop following a path: projects developed almost twenty-five years ago and still present on the market coexist with brand new ones created for different companies operating in different markets (GDO and Ho.Re.Ca.) with a particular concentration in Piedmont.



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