



## Silver Medal for our wine labels in the renowned 2018 Latin American Design Awards

Our label redesign project has earned a **Silver Medal** in the Packaging category of the recent 2018 Latin American Design Awards. The 45-member panel of experts in their respective fields judged the different categories on their creativity and excellence in their design.

*"We realized that our labels no longer truly reflected **who we are and what our wines are about**. We needed to better express earth, water, wind and fire and to represent **the vitality of the soil, the forces of nature, and our connection to the cosmos**. We would like to thank the DAF design agency for helping us visualize the energy we wanted to capture in our labels."*

Laurence Odfjell



**Earth (Armador label)**, is represented in the natural energy of our Padre Hurtado Estate, where the Odfjell dream began.

**Water (Orzada label)**, is represented in the dynamic movement of water as it forms a vortex that releases the energy from biodynamic preparations.

**Fire (Aliara label)**, is abstractly represented in the image of a nebula, an interstellar cloud of dust, hydrogen and gas, the energy of creation.