



Boldrini & Ficcardi, a Mendoza-based design firm designed Tobiano's brand identity and label inspired by horse fur as a metaphor of the Pampas.



Dragonfly, a Mexican Energy Drink designed from iconic PET bottle shape, through to distinctive graphics by Argentine design firm Tridimage.



Tridimage helped regional brand Cunnington to stand out from crowded store shelves with its unique proprietary bottle shape and packaging graphics for the cola category.

Beverage Packaging

The new spirit of South American design

Hernán Braberman

The world of packaging design in South America is changing, and changing rapidly. Historically, in Argentina, Brazil, Colombia, Chile and other developing economies, the culture of copy prevailed. But South Americans now are discovering their originality in fashion, furniture and packaging design.

Up until recently packaging design in South America was seen as a late-stage activity. The new model is much more design-driven. Design is now part of the earliest stages of product development and stays with the process all the way through.

Today the competition in the supermarkets keeps growing day by day and multinationals are forcing regional brands to differentiate and personalize their packaging identity. With cosmopolitan populations and improved access to international markets through global media, the countries of South America are home to groups of consumers with an increasing taste for well-designed products. Also the pressure to export is forcing local companies to invest in professional design to create packaging solutions that can seduce global consumers.

This creative spirit is driving innovation in beverage packaging design. Whether packaging designers or manufacturers, there is a new sense of professionalism fueling the growth of the South American packaging industry.

Colourful and free

Brazil is Latin America's largest producer of packaging. Currently the largest packaging design firms are based around São Paulo and almost 50 per cent have been on the market for ten years which reflects the maturity of the industry. The Committee of Design of the local packaging industry association (ABRE) has spent the past years working with local universities to develop excellent graduate programs in packaging engineering and design.



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Brazil is well known for the uniqueness of its people and culture. It is not a surprise then that colours and expressive shapes reflect the authenticity of Brazil's spirit in beverage packaging design. Like its natural landscape, colourful labels, energetic logos and sensuous packaging structures populate Brazilian aisles.

Tango for export

European influences permeate Argentina's art, architecture, music, cook, literature, lifestyle and design, yet it manages to retain a unique identity of its own. Tourists and investors are now flooding Buenos Aires, enamoured by its creativity and bustle. After the 2001 crisis, Argentine manufacturers have put idle capacity back to work and have stepped up exports to fetch stronger currencies. In recent years the status of design in Argentina has risen. A lot of consumer

Brazilian agency Sart-Dreamaker created a sophisticated and colourful packaging image for Neutra flavored waters.

product companies realized that it's important to work with packaging design consultancies from the very beginning of a project in order to add value to their brands.

Also a surprising amount of creative agencies in brand design, packaging and advertising are under their own steam exporting their design services to regional and international markets taking advantage of the competitive exchange rate. Argentina's multi-cultural heritage, heavily influenced by its Latin American and European immigrants, gives its agencies a solid knowledge of the South American market and an understanding of global brand perspective.

A toast to the future

Chile and Argentina are among the largest wine producers and exporters in the world. Over the past ten years, the wine industry has experienced the greatest growth in its history which boosted the need for special-



photos: istockphoto

ized packaging design services. Chilean and Argentine wine designers are diving into local imagery to reawaken local values using strategies focused on origin recognition. Oddly shaped and boldly designed labels now reach diverse export markets and some bottles even feature personalized structural design solutions in smaller volumes.

The next few years could bring a step change in the quality and creativity of packaging design in this part of the world. Distinctive and sophisticated packaging is poised for significant future growth in South America as design is making great headway into business. 

Reinen Wein einschenken

von Bettina Schulz

Eine Weinprobe ist nicht zu verachten – doch manchmal ist es schon ein Genuss, die edlen Tropfen in den Regalen zu betrachten. Formvollendet kann eben nicht nur das Aroma sein, sondern auch die entsprechende Flasche und deren Etikett ...


Schon im sechsten Jahrtausend vor Christi wurde in Vorderasien mit dem Weinanbau begonnen und seither ist der geistreiche Traubensaft von Sagen und Mythen umrankt. Ob Bacchus, Dionysos, Gilgamesch oder Osiris – die Weingötter gaben stets gut acht auf das edle Getränk und selbst in der Bibel nimmt es als Sinnbild der Lebensfreude einen hohen Stellenwert ein.

Etiketten-Zauber

Als Wein darf nur bezeichnet werden, was ausschließlich aus der »edlen Weinrebe«

hergestellt wird und ebenso streng sind auch die Vorgaben seiner Etikettierung. Auch diese hat im übrigen eine lange Historie vorzuweisen: In der Antike beschriftete man die Amphoren, um beispielsweise den Jahrgang des Inhalts kenntlich zu machen. Jahrzehnte später wurden den Flaschen Schilder um den Hals gehängt – die notwendigen Informationen fanden wiederum in eingebraunten Form auf den Korken Platz. Erst Mitte des 19. Jahrhunderts wurden Mittel und Wege gefunden, Etiketten auf Flaschen haftbar zu machen und dieser doch sehr überschaubare Raum stellt seitdem Designer vor

eine reizvolle, oftmals jedoch auch Kopfzerbrechen verursachende Herausforderung.

Der Freiraum bei der Etikettengestaltung ist recht begrenzt, nehmen doch die obligatorischen Angaben wie Anbaugbiet, Jahrgang, Herkunftsbezeichnung, Rebsorte, Prädikat, Qualitätsstufe, Geschmacksangabe, Alkoholgehalt, Nennvolumen, Abfüller, Erzeuger und noch ein paar Kleinigkeiten mehr einen anteilsmäßig großen Platz ein. Darüber hinaus ist das Corporate De- 



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