



Italian Advertising Genius Gavino Sanna creates new image for Italia del Vino Consorzio

Two stylised glasses, the colours of wine, futuristic lettering and clean lines are the prominent traits of Italia del Vino – Consorzio’s new logo created by Gavino Sanna, one of the great minds to have made history in Italian advertising. The contemporary look marks a new phase for one of the most efficient and representative consortiums promoting Italian wine internationally which was created in 2009 and now includes sixteen of the most important wine producers in Italy.

“As a photography enthusiast”, says Andrea Sartori, President of Italia del Vino – Consorzio, “I always followed artists and personalities who knew how to “play” with images. For me, Gavino Sanna is a legend: he’s one of the few artists and successful people in the world of visual communication who represents Italy across the world. It was therefore doubly satisfying to collaborate with him as he was a person I had always held in high esteem”.

Gavino Sanna explained his masterpiece logo saying, “for me everything has to be taken back to the most simple and true essence, to the cleanness of the lines. Having to talk about wine, purity and simplicity were even more important. The circles may be read and interpreted in many different ways. It is a way of communicating that is refined, reserved, to describe this image and collaboraton. It is the start of a journey, one full of imagination that, as with all precious things, is created from extreme simplicity”.

The new logo will be used by the consortium from the opening of Vinexpo, the bi-annual international wine fair that will be held this year from 18th – 22nd June in Bordeaux, where many of Italy’s top brands will be participating in a collective stand.

“It will give an even more Italian image to the group, one that is strongly linked to our heritage and to the revolution in communication that Italian wine has achieved in recent years: a true emblem of our culture that is even more recognisable by the consumer across the world”, concluded Andrea Sartori.

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ABOUT ITALIA DEL VINO – CONSORZIO

Italia del Vino - Consorzio includes sixteen prestigious leading companies in Italian wine with a total turnover close to 1bn euro. Together they account for around 8% of the total national wine exports. Since 2009 the group has been working on International markets with the aim of spreading knowledge of Italian wine, increasing the market share of Italian products and developing the appreciation of the Italian lifestyle.. The sixteen members (Banfi; Cantina Mesa; Cantine Lunae; Casa Vinicola Sartori; Di Majo Norante; Drei Donà; Ferrari Fratelli Lunelli; Gruppo Italiano Vini; Librandi Antonio e Nicodemo; Marchesi di Barolo; Medici Ermete & Figli; Ronchi di Manzano & C.; Santa Margherita Gruppo Vinicolo; Terre de la Custodia; Terredora di Paolo; Zonin1821) have vineyards in 12 of Italy's 20 regions and cover 10,000 hectares of vineyards employing over 2000 direct workers.