

Title	Contextual labels for wines produced in the Republic of Moldova
Institution	Marin CUCERENCU, Viorica CAZAC
Patent no.	Technical University of Moldova Design and printing technologies
Description EN	<p>The elaboration denotes contextual trade concepts of labels for wines produced in the Republic of Moldova.</p> <p>The labels present the results of the contextual graphical searches, each label presenting the wine center story, the integration of the geographical agri-food particularities, the product qualities, the stylistic identity of the producer, the national identity, the association of the product with the recommended food, the stylist identity of the graphic designer, the ethnography and autochthonous , the possibilities of using the figurative and non-figurative identified from the medium or abstract.</p> <p>All of this was considered in the correlation: product-material-environment-user. Another interface of the analysis for designing and materializing wine labels has been the analysis of printing, reproduction and finishing technologies that ensure product attractiveness through the label using various finishing materials.</p>