

PORTER FAMILY VINEYARDS

COMPETITION
SPRING 2018

THE CLIENT

Porter Family
Vineyards: A
family owned and
operated boutique
vineyard and in-cave
winery located in
Napa Valley.

STUDENTS

12



"What distinguishes
Ringling College
students is the level
of passion, dedication
and spirit they bring
to their work."

TOM PORTER

FOCUS:

Design

THE CHALLENGE:

Develop a complete product image for a new Porter Family Vineyards wine that utilizes the 'solera process' which uses fractional blending in such a way that the finished product is a mixture of ages. Students were asked to combine elements of Porter family history with an eye-catching innovative design concept.

PROPOSED SOLUTION:

Students would learn about the history of the Porter family, choose a specific aspect of that story to create concept art inspired by Porter's family history, and submit the image for review in a competition at the vineyard. The design would be formatted for use on a wine bottle.

THE OUTCOME:

Porter Family Vineyards chose three labels for 1st, 2nd, and 3rd prizes and awarded cash prizes for the artwork.

The
Collaboratory

941.359.7522

collaboratory@ringling.edu

Roskamp 1



**Ringling College
of Art + Design**