



The Artist: Mer Cross

AOC Coteaux du Languedoc - La Clape

Michel Cross, alias Mer Cross chose images for their direct graphic impact. These representations are in a clear line style with a clear nod at cartoons, a medium he favors. Michel communicates his art through paint, illustration, sculpture and the written work. He has two published works, "Sète au travail" a book filled with images published at Sauramps, and "L'envers de L'endroit" a novel at Sauramps. Michel works from the beautiful island of Sète, in the Languedoc region of France.



These labels reference the French "affichistes" or poster artists of the early XX Century. It is not art or art, but art to highlight and complement the product.

"With this style, it's possible to create variations for each classification of wine by playing with the colors, the typeface and the sophistication with which the message is communicated. It should also be noted that diversifying can also cloud the impact. The weight of a well tailored message that is recognizable and without error is heavy. This is even more pronounced as the format of this message is small. As time is of the essence, the best option would be to create a solid foundation that would allow for possible evolution."

"I concentrated on the placement of the images while keeping in mind the goal of easy consumer identification of the brand and the product. The quality and originality of these wines go well with the play on symbols found on the the labels, and enables us to communicate a clear and precise message. Additionally, these types of symbols allow the possibility of evolving with the product, without changing the general esthetics. For a micro-cuvee, one could foresee associating an additional visual marker, without changing the label ."

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