THE ART

INTRINSIC’s label was designed by famed Brooklyn street artist Zimer. With street art as its main visual element, INTRINSIC looks to capture the energy and aesthetic of the city. It strives for a balance of edgy and raw, elegant and sophisticated to create tension and intrigue.

“My inspiration for the label was the wine itself. The product is deeply rooted in tradition, but reimagined for modern taste, a concept I chose to continue,” said Zimer. “A woman in a red dress is as timeless and sensual as a glass of wine. My job was to reimagine that in a modern, street art fashion. Just as the wine flows through the bottle, the dress will flow along with it.”

Street art reflects the environment around it the same way a wine reflects the vineyards from which it came. Both are a collaboration between artist and landscape. You never see street art the same way twice. Likewise, a glass of wine will never taste the same way twice, even if it’s the same wine from the same vintage.

“I think wine and art complement each other perfectly,” continues Zimer. “My belief is that good wine opens your senses to the beyond. It lends your eyes a more abstract focus, which is something that is always needed when viewing art.”

THE PROCESS

Zimer began by constructing the canvas to custom specifications. He used black, white and red acrylic paint. The lines were added with black paint marker. To lock the image in, Zimer splashed a bit of red spray paint.

It took months of dialogue, diagram, sketches and photographs to work out all the details of the label before Zimer could put “paint to paper.” Once everything was finely tuned, it took Zimer four days to complete the label drawing.

THE ARTIST

Zimer was born and raised in Queens, NY. Since childhood, he has always found one way or another to express his creative outlook. Starting with sculpture and model building, by age 16 he adopted graffiti as his expression of choice. He later pursued a degree in Architecture at New York Institute of Technology. His activities have included graffiti art, drawing, sculpting, architecture, fine art, and tattooing. As his work evolved, so did the art world around him. The graffiti and fine art mix he embraced falls directly into the emerging world of street art, which he has been doing ever since.

Watch Zimer bring to life the elegant, yet edgy wine label for INTRINSIC in a 60 second video at: https://youtu.be/fiCzZKE5LPE