

Brancott Estate Limited Edition Q&A with Benjamin Craven



1. What inspires your designs?

For me, the big inspirations are architecture and the everyday. It might sound really clichéd but often what inspires me are the things I see when I'm out on my bike or walking somewhere. It might sound mundane but the cleaning aisle of the supermarket used to be one of my favourite places, with all the colours, shapes and textures, even the tones and patterns I see when walking, railings, steps and shadows are also my favourite.

I want people to consider the playfulness in art and in life, and to see the fun in the every day.

2. What was it about the project and working with Brancott Estate that was so appealing to you?

What excited me about working with Brancott Estate was their whole ethos and way of thinking. They're forward thinkers, very optimistic and not scared to try something new. They have this whole history where they planted the first vines in Marlborough and had no idea what was going to happen. That was a bold act and I think it's similar to what we are doing now with this partnership. They weren't scared to try something new and it was exciting they chose me even though it's an area that is new to me.

3. What has been your inspiration behind the designs you have created for these Limited-Edition labels?

There were a few things that inspired me. Firstly, the wine –Marlborough Sauvignon Blanc has all these fruity flavours that really pop. I wanted to use colour to bring those flavours and that's reflected in the yellows and blues, and especially the pink.

Also, the brand's personality, which is about having a fresh perspective. When I talked to the team at Brancott Estate, they were optimistic about everything, so I wanted to create something that was positive and bright.

4. How did you go about creating the different designs?

In terms of the actual design, I took elements from the existing label, the green landscape, and the red shed, as well as the Marlborough landscape and the geometry of the vineyards, and added my own spin on that. It was about deconstructing the original label and putting it back together in a way that was very geometric and structural, but also adding hints of patterns and gradients from the original label.

There are four different designs that depict different elements of the landscape and the original label in different ways. I liked the way the mountains in the original label looked like torn paper and that made me want to play on the idea of using a collage effect. I've used different coloured lines to depict the vineyard rows and combined the greens and blues of the landscape, the red of the red shed and added in pinks and yellows that depict the flavours of the wine.

5. What were the biggest challenges of the project?

My background is really in architecture and very city-based, so depicting a beautiful scenic landscape was a challenge, but there was something about this project that connected straight away.

I was a bit nervous about what colours I could use and how much I could push this. I love pink and wanted to include that and yellows because those were the colours that I thought captured the flavour of the wine. The challenge was working how far I could push the boundaries and finding a space that worked for me and that the team at Brancott Estate were happy with. I'm really proud of the final designs and am excited to see these at my local supermarket.

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