



# Divine Art

ART MEETS WINE

HIGH EXCLUSIVE COLLECTION

**BE ORIGINAL**  
AUTHENTIC HUMAN CONCEPT



**Divine Art**

# IL VINO SI TRASFORMA



L'ARTE INCONTRA  
IL VINO

DivineArt



ITALIAN HIGH QUALITY WINES AND SENSATIONAL ARTWORKS

The Extraordinary New

# WITNESS OF ITALIAN VALUES



YOUR PERSONAL AD UNIQUE WINEARTWORK



## UNIQUE AND EXCLUSIVE

Is a unique and exclusive innovative product. It combines art and the high quality of Italian products as a format all to discover.

Is a innovative and strategic format for the development and promotion of the art, culture and products of the italian territories.



FUTURO UMBRIA  
Association for Economic and Social Development

# IDEA AND ORIGIN

Enjoying Italian wine is tantamount to tasting a millenia of history, culture, art and tradition that has been concentrated in time in the grapes that have known the care, skill and diligence of the Italic people who have managed to value its enhancement with time.

**DivineArt** was given birth from the idea of finding a new format to promote local production. This result was obtained by combining excellent products of the wine & olive sector with arts of paint and photography of various artists of the relative districts. Persuasive music & images of the land also are also mixed in, enabling the creation of a new "product" with a high scale promotional value.

That's exactly why **DivineArt** has been to have identified as a unique and exclusive way to express the quality of the specific local products.



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# Divine Art

## UNIQUE VALORS

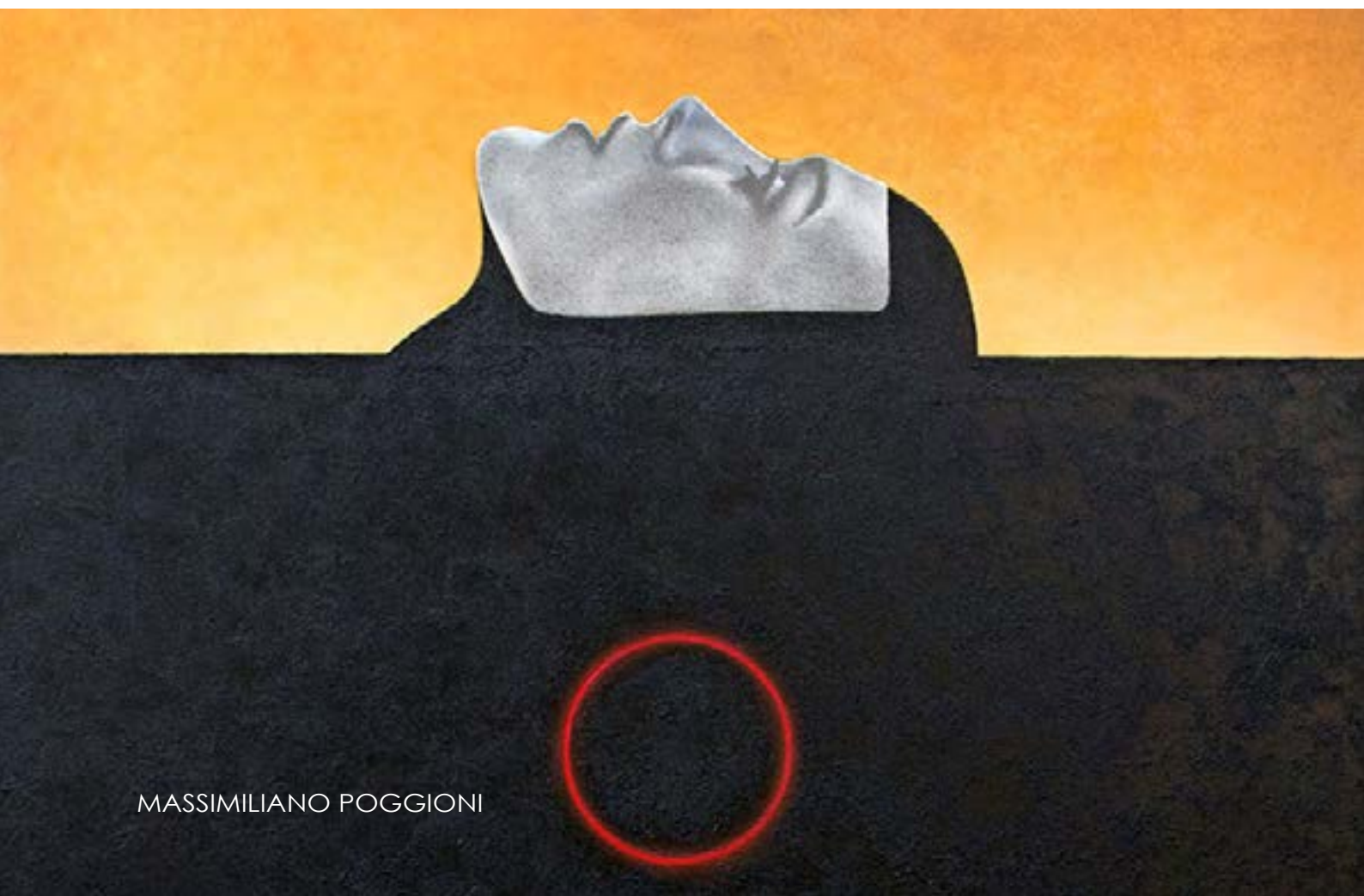
**Divine Art** is realized for the specific objective of growth of local and nation production by increasing their value and quality, representing and identifying the unique properties that can Italy can express.

**Divine Art** before of the production quality becomes an expression that is valued and identified by the art works of painters and photographers of different localities.

Work of art is the one to captivate and encase this excellent, unique, unparalleled and unmatched union.

Which is exalted ,even more, by the music the makes

**Divine Art** a moment of in which you can dip and be taken away completely into the tradition and taste of the Italian territories



## EXPRESSION

**DivineArt** is the peak of Expression of values and potential of specifically Italian localities.

It melds in it's essence and peculiarities of the territories , their history, traditions, craftsmanship and quality that make Italy a unique country that is appreciated on a World level.

**Diwine Art** wants to be the reason and vehicle of representation and expression of those unforgettable emotions that only Italy can offer.

It's the expression of taste and Italian lifestyle.

**Diwine Art** intends to become the epitome of expression of those feelings that move us to understand what kind of tribute can represent our state of mind.

What better than **Diwine Art**



# Divine Art



## PLUS

**Divine Art** can be considered a “new product”, even better a powerful marketing tool able to go beyond the limits to which products are subject to.

Wine production is not the same anymore and it can't be compared to anything else.

The artistic element is projected in a wider world of those many people who appreciate the Italian quality.

Images or music takes a supporting role that accompanies the tasting and the understanding of the work of art.

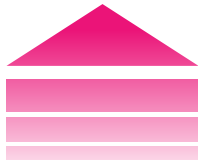
**Divine Art** is the perfect instrument for the exaltation of the unique values.

It's also a tool capable of imprinting a decisive and strategic acceleration of promotional process, communication and strategic placing of national goods in the international markets.

## REAL ESSENCE



ITALIAN DESIGN  
ALL ITALIAN MADE  
ALL ITALIAN PRODUCTS  
ALL ITALIAN ARTWORKS  
ALL ITALIAN WINES  
HANDMADE IN ITALY  
DEPOSIT  
COPYRIGHT



## TARGETS

**Divine Art** by nature has a medium/high targets that surely posses a better understanding and appreciation for the true nature of the format.

They also have the capability and intention of buying the goods represented, turning it into a real CULT.

**Divine Art** has no presumption nor intention of becoming a high consume product, for it's true intention is to promote Italian national values.

For this precise reason the price is based on the need to reach a higher level of market.

Everything that surrounds wine production is art and essence of the Italian life style.

This is the true value of **Divine Art**



# DIVINE GOURMET

DIVINE Gourmet  
VALUE PACKAGING



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ALL ITALIAN MADE  
ALL ITALIAN PRODUCTS  
ALL ITALIAN ARTWORKS  
ALL ITALIAN WINES  
HANDMADE IN ITALY  
DEPOSIT  
COPYRIGHT

# TARGETS

## USB CARD

Contains wine and artist informations and catalogue of art works also video, images and music by the specific Italian regions

## ART WORK

We cover all the bottle with different artworks realized by the local artists. All the artistic covers are numbered and signed by the artist one per one in limited edition. Is a very innovative and exclusive gift

## RING LABEL

Highlights the Divine Gourmet brand and region of origin

## CUSTOMIZED CARD

Card with wine labels with descriptions of the artwork which can be customized with the wishes or greetings

## COLORED ROPE

The rope cover the high side of the bottle and realized handmade

## DECORATIVE BOWS

Use the different types of bows and with different materials to decorate the gift

## QR CODE

CONNECT DIRECTLY FOLLOW THE NEW (behind the card)



# SERIES



SMART



PLUS



TOP



READY TO SHIPPING



# BOOK NOW



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# FEATURES

The external livery is achieved by printing on fine paper with a specifically created work of art and with the same signature and progressive number that indicates the maximum number of reproductions and pieces made.

We cover all the bottles with different artworks realized by the local artists.

All the artistic covers are numbered and signed by the artist one by one in limited edition.

Same connotation is attributable to the use of images or artistic representations of places, characters or objects that may be chosen for the realization of Divine Gourmet. The livery coats the enclosure until his summit or just below it in order to allow affixing a ribbon or cord that secures the closure of the coating and at the same time supports the CODE Card and ID badges.

The identification tags reproduce, as expected by the standards, the labels, the product indications and the manufacturing company as well as relevant references.

They also reference the artist who created the work of art or picture , and QR codes that allow the buyer to be able to immediately reach , with your mobile device, the company's sites production and artist .

Additional code and references are those of **Divine Art** and Absolutaly magazine .

The inner part remains available for any customizations cards or other messages.



EXCLUSIVE  
CUSTOMIZABLE  
FLEXIBLE  
BRANDABLE  
STRATEGIC

## FEATURES

The base model provides the use of a glass bottle with the capacity of 0,75lt while some variants are available for taking into account the material used for the realization of the casing and its capacity to provide zero limits.

The SMART CODE connected to promotional material in file format, audio, audio/video, video images and ever other information useful to primarily represent the product, the manufacturing company, the work of art or picture, and the author of the same. All together it allows the insertion of any additional support designed to promote the area or other requirements as well as material, and more specifically designed connections for the promotion and customers fidelization.

The identification tags reproduce, as expected by the standards, the labels, the product indications and the manufacturing company as well as relevant references.

They also reference the artist who created the work of art or picture , and QR codes that allow the buyer to be able to immediately reach , with your mobile device, the company's sites production and artist .

Additional code and references are those of **Divine Art** and Absolutaly magazine.

Uses different types of bows and different materials to decorate the gift.

The inner part remains available for any customizations cards or other messages.



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## ARTWORKS



MODERN OR CLASSIC ARTWORKS



EXCLUSIVE  
CUSTOMIZABLE  
FLEXIBLE  
BRANDABLE  
STRATEGIC

## B2C SERIES



1 ARTISTIC BOTTLE  
ON SHIPMENT  
CARTON BOX



1 ARTISTIC BOTTLE  
1 WINE BOTTLE  
ON SHIPMENT  
CARTON BOX



1 ARTISTIC BOTTLE  
ON LUXURY GIFT  
BOX



1 ARTISTIC BOTTLE  
2 WINE BOTTLES  
ON SHIPMENT  
CARTON BOX



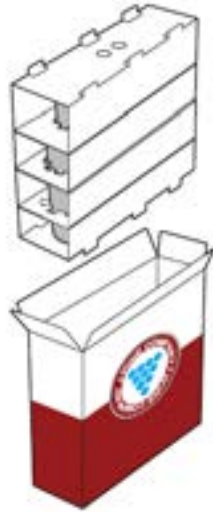
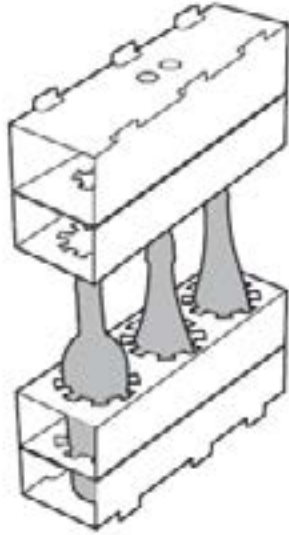
3 ARTISTIC BOTTLES  
ON LUXURY GIFT  
BOX



1 ARTISTIC BOTTLE  
2 WINE BOTTLES  
ON LUXURY GIFT  
BOX



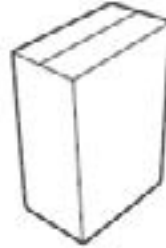
## PACKAGING



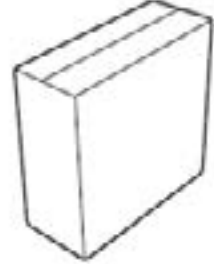
SCATOLA REGALO AUTOMONTEANTE  
1 BOTTIGLIA 155 X 155 X 400H mm  
PESO 440 GR



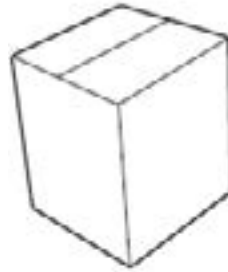
SCATOLA REGALO AUTOMONTEANTE  
3 BOTTIGLIE 150 X 410 X 450H mm  
PESO 1100 GR



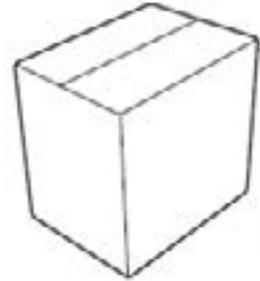
2 BOTTIGLIE 290 X 110 X 400H mm  
PESO 750 GR



3 BOTTIGLIE 400 X 135 X 400H mm  
PESO 900 GR



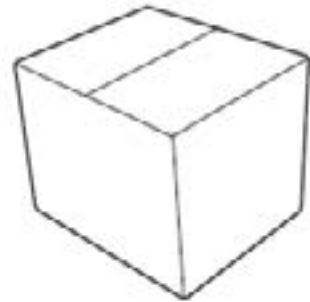
4 BOTTIGLIE 290 X 260 X 400H mm  
PESO 1350 GR



6 BOTTIGLIE 400 X 260 X 400H mm  
PESO 1800 GR



1 BOTTIGLIA 155 X 155 X 400H mm  
PESO 440 GR



12 BOTTIGLIE 400 X 500 X 400H mm  
PESO 2900 GR





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Design and produced  
in Italy

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[www.absolutitaly.it/divine-gourmet/](http://www.absolutitaly.it/divine-gourmet/)

