

The edition 100 Portuguese Wines –  
This book came to be as a collaboration with the  
famous Journalist and Wine Critic, Maria João de Almeida,  
each wine was selected by her top favorite 100 wines of Portugal.  
**We truly created 100 unique and iconic works of art!**

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This was a challenging project that took over 8 months and where the agency's Design and Photography team worked hand in hand to make it a reality.

The team immersed themselves in the creative spirit, each photo was conceptualized and inspired by each winemaker story,  
each item selected specifically to tell the story of the wine.  
Creating each mood manually with wood, painting techniques and a good dose of creativity, allowing us to obtain a neutral, but cohesive mood,  
which together with lighting techniques and aesthetic sensibility, resulted in unique iconic images.

### Bringing it to Life

How do you tell the unique story of each wine, the winemakers', and the terroir in one single book? It was no easy task;  
it took months of researching and finding the right items to stage each photograph perfectly.

The base to support the bottles and objects, built out of "VIROC", handcrafted with an improbable mixture: soil, red wine, and coffee,  
made it possible to create a unique abstract chromatic palette and one that look like the terroir.

The final composition of the images reflects unique moments, unrepeatable fractions of a second, which were carefully created considering the  
visual balance of the objects, with detailed and contrasting lighting that allowed the bottle to come to life and shine.

The images created have a highly relevant technical detail, they have 0% of intervention in post-production, becoming  
a faithful reproduction of the shot selected.

The Editorial and Creative Design culminated in a minimalist layout that is focused on photography.  
The cover of the book, developed with M&A CREATIVE AGENCY,  
imprint is a disruptive, always fulfilling the maximum, "Less is More", 4mm French oak wood board was used, with a metallic plate in bronze,  
where the title with the edition number and, of course, the name of the author was engraved.



#### Wood

Each cover has a different texture once the pieces were cutted

#### Book Binding

Coptic binding is characterized by having sections of book pages being joined together via a single stitch.

#### The Original

Shooting Background

#### Metal Plate

Cooper CNC machined plate

These are some of the iconic and unique moments that we have captured in our studio.  
Pure and direct shoot without Photoshop intervention.

