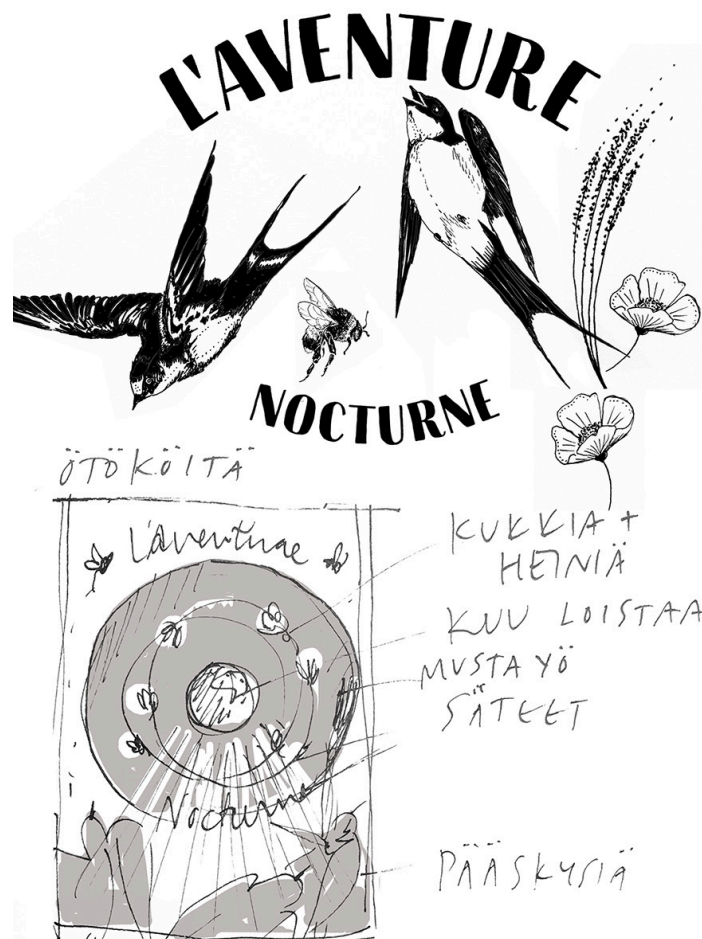




Jenna Kunnas



What was the commission?

The commission was a label for a completely new red wine for a Finnish winery from Bordeaux.

What is the first thing you do when you receive a commission?

When I get a commission I read the brief carefully and think what the client's hopes are and what kind of an illustration would work best. I might look at some books that I have if the subjects are close enough or search around the internet, I like to look at different kinds of pictures, art, photos, illustrations, just to wrap my head around it.

What was the biggest challenge of this assignment?

I was given the description of the wine and the winery, and some preferences as to what they would like to have in the label: nature, flowery and perhaps nighttime feeling, because the name of the wine is "nighttime adventure".

Describe your sketch process.

I sketch in my head mostly, I don't do the traditional sketchbook thing. I can however draw a sketch for the client to tell my ideas. The sketch is very rough and usually I also use words to describe what I'm about to do and what kind of colours I imagine the piece having. The next step for me is to start on the final piece and work on that as long as needed. I don't really do any more sketching. In this particular project I drew a quick sketch of the label and attached the swallows to it, as I had already drawn the final versions of those birds. I had also already thought of the font and attached that one in it too.



Did the finished work turn out the way you thought it would?

The final piece turned out the way I thought it would, and I'm pleased with it. I like to do labels and in this project the name of the wine was very inspirational and the brief was good. Flowers, animals and nature are close to my heart and I like to illustrate them. I also enjoy attaching typography to my illustrations.

What was the feedback you were given ?

The client loved the work, and co-operation with the winery has continued on more labels! The client has said that when presenting the wine at fairs, it has caught the eyes of buyers. The label is somewhat different from traditional wine labels and therefore people notice it easily. I have also heard positive feedback of the label on social media. I believe the wine has sold very well.