



MadFish Turtle Tops International Design Awards

The MadFish label has been awarded a Double Gold Medal and listed as one of the top four label designs in the International San Francisco Wine Competition.

Judged by an elite panel of designers the competition assessed the design and branding elements of wine labels from around the globe.

The MadFish label was originally designed by Maxine Fumagalli, a Noongar artist from Western Australia's Great Southern region.

Her design reflects the native understanding that there is unity between land, sea, stars, animals and people, hence the inclusion of all these elements in the label's design. This traditional aboriginal water turtle design on the label is a symbol of perseverance and tolerance.

'With over a thousand different wine labels in Australia alone this award is tribute to the artistic talent of Maxine Fumagalli and the team effort of local Perth designers Turners and my brother in-law David Burch who have developed the label to its present form,' said owner Amy Burch.

MadFish Wines was also awarded a silver medal for the MadFish Cabernet Sauvignon Shiraz. A wine available exclusively to the US market.

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