

The bare necessities

Wine magazine's 2006 November cover is completely bare, carrying no graphic and only one cover line announcing that this is the "great white issue". The intention is to make this the "must buy" issue of the year, according to editor Fiona McDonald.



"We want to take ownership of the Great White concept, to reinforce in readers' minds that this is both the 'white wine issue' and the white *Wine* issue'. If wine lovers want to know what Chardonnay, Sauvignon Blanc, Semillon, White Blend, Riesling, Viognier or Gewurztraminer to buy, they dare not miss the November issue," says McDonald.

The minimalist look is intended to signal visually that the content focuses exclusively on white wines, a bumper issue in which seven wine varietals are reviewed.

"The use of white only is an elegantly simple means of conveying the content," explains the magazine's art director, Taryn Bell. "The use of negative space seeks to bring across the purity and balance of the wines reviewed inside."

The cover is matt with a spot vanish, while the lettering is metallic "to create subtle visual motion and interest". It will be on newsstands from 22 October.