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The year of the pig is upon us.

If we're inclined to believe the great Chinese astrologists, those born in it will be nice to a fault, possess impeccable taste and will be... perfectionists!

'Taste' and 'perfection' are two words which underpin a raft of recently commissioned projects, aired for the first time, in this issue of e'ssence. Be it the development of concepts for beverages, premium gaming, corporate gift giving or fine dining, the last few months have borne an inspiring diversity of works, opportunities and new relationships.

For us at REB, all of them are 'pigs with wings,' which are without doubt, unique, worth experiencing and worth talking about!



SULLIVANS COVE



THE PEARL ROOM



SPICERS PAPER



(A)LURE



EMPIRE

AN IRREGULAR UPDATE FROM REB



Sullivan's Cove

Hailing from the 'apple isle' is Sullivan's Cove, a range of three premium whiskies recently applauded by Jim Murray, a man considered by many to be "the world's foremost whisky authority".

Recently re-branded and packaged for Tasmania Distillery, the labels and associated gift cartons draw upon elegant typographic cues and pay homage to the island's historic roots of toil and incarceration with an iconic convict arrow emblazoned on each of the labels.

Housed in very simple, yet superbly elegant heavy-based glass bottles, the strictly limited series is well worth the consideration of fine whisky connoisseurs, and most definitely 'distilled with conviction'.



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(A)LURE



EMPIRE

The Pearl Room

The recent unveiling of The Pearl Room, the most premium expression at Burswood Entertainment Complex, highlights the meticulous attention to detail afforded in the brand development of this international VIP gaming facility.

The inspiration for the identity and associated culture was drawn from the reputation for quality and enduring beauty which Western Australian pearls are renowned for globally, as well as their association with luck and wisdom.

The visual language, inclusive of a comprehensive style guide, signage and supporting collateral, reinforces the contemporary sophistication, hand crafted finishes and spectacular interior landscape which makes the venue truly unique on the world stage.

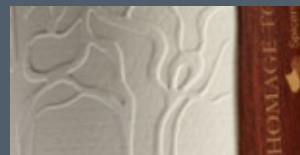
A carefully considered and rewarding journey.



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AN IRREGULAR UPDATE FROM REB



Spicers Paper

The acknowledgment of wood and its importance in the development of fine papers and premium wines steered the strategy for the design of this highly desirable gift package.



'Homage to Wood' is the second in a series of gift offerings REB Design has developed for Spicers Paper, a company synonymous with fine papers across Australia.

Premium Margaret River Shiraz, produced by Western Australia's renowned Sandalford Wines, formed the foundation of a distinctly elegant and memorable gift packaged in a unique marriage of highly embossed papers, cord and crafted timber.

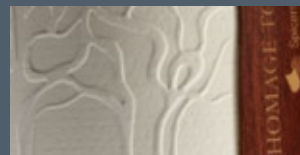
Very collectable. Very drinkable.



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Refreshing and sophisticated, (A)LURE dining room and bar is one of the new offerings from Burswood Entertainment Complex. The brand culture and advertising strive to capture the imagination with quality and attention to detail, while keeping a youthful vibrancy.

Blue, reminiscent of the ocean – source of most of the main delicacies on offer – provided the inspiration for the elegant identity and signage, as well as the distinctive menus, a small but important physical part of the overall service experience.

The restaurant's urban and vivacious culture has been presented in the advertising photography by meticulous choice of settings, talent, attire and style, thus ultimately creating a brand offering fitted to the client's brief – "eat, play and drink in style".



Allow the moment to evolve... **(A)LURE**

Dining Room & Bar | Burswood Entertainment Complex | www.burswood.com.au | 9362 8066



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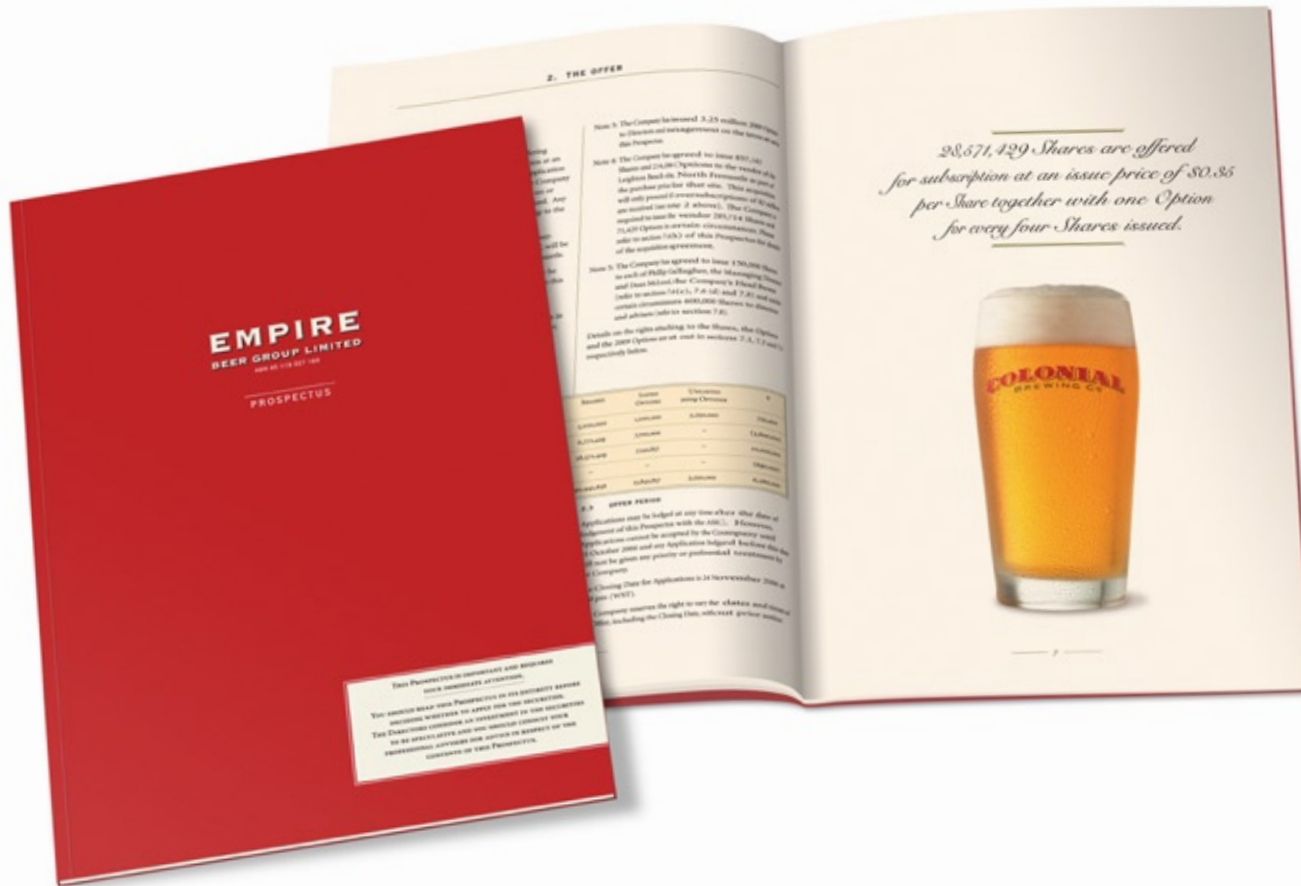


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AN IRREGULAR UPDATE FROM REB



Empire Beer Group

Colonial Brewing Co. is a superb example of an adventurous client-agency relationship which has borne an award winning brand inclusive of packaging, website, advertising and signage since its original inception in 2003.

When REB Design was commissioned recently by Empire Beer Group to design and produce the prospectus for the acquisition of the highly acclaimed Margaret River brewer, we saw it as a natural extension of the Colonial story.

Strong imagery combined with a refined and sophisticated layout, which clearly communicated the USP's of the brewery and the vision of Empire, obviously appealed to a raft of investors with a taste for hand crafted beers and their growth in popularity. The acquisition now affords the Colonial brand to advance into its second phase of evolution with plans to replicate its operations in major centres across Australia.

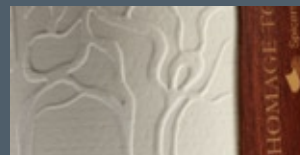
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