

# VIENNA JOURNAL 2017





Josef Hoffmann, cups, 1922 and 1923, hand-blown into shape by Böhmisches Manufaktur für Wiener Werkstätte

# ENJOYMENT

TEXT: ELISABETH FREUNDLINGER

Viennese wine comes in seemingly endless variations. Countless awards and the traditional Heuriger wine taverns in the city have elevated the capital's favorite tippie to cultural heritage status – but what would wine be without the right presentation?

A wine bottle is much more than just a container – it is a work of art that creates a sense of anticipation and enjoyment before the seal is even broken. And the label is more than a mere identifier: it is a promise.

The artwork on Weingut Lenikus's lovingly crafted labels pay tribute to the erstwhile inhabitants of the vineyard-covered hills. Primeval animals lived here when the Viennese basin was still a sea, and now shape the soil and the character of the wine.

Meanwhile at Weingut Cobenzl, the labels reflect enduring customs. The perfect accompaniment to Viennese cuisine, these classic wines are adorned with images of the city's best-known sights. In recent years, grapes have made a stunning return to the historic Liebenpfennig vineyard in the grounds of Schönbrunn Palace. The results speak for themselves and the Liebenpfennig labels strike a noble tone thanks to Maria Theresa's portrait.

Made from pinot noir grapes, the elegant Mayer am Pfarrplatz rosé playfully references Schnitzler's sweet girl from the suburbs. A complete work of art which starts with the salmon pink hue of the wine, continues on the whimsical label, and ends with a taste sensation. And the name: Fräulein Rosé von Döbling.

Jutta Ambrositsch, a newcomer to the industry, labels her products with a healthy dose of individuality, dedication and Viennese humor. Originally a graphic artist by trade she has come up with the simplest of names for her whites: "A Liter of Vienna" – what more could be said than that!



Josef Hoffmann, portrait, 1903



Glass service for Archduke Rudolf, J. & L. Lobmeyr, ca. 1860