



TILLY WOULD BE PROUD

South Australian graphic design firm Parallax Design has taken out four awards at the Adelaide Advertising & Design Club (AADC) Awards, notably for wine label Tilly Devine.

The AADC wins for Parallax come on the back of international recognition in the Type Director's Club (TDC) Typography Competition TDC57 for the same design.

Based out of New York and London, the annual TDC awards attract more than 1,500 entries worldwide and showcase excellence in typography design. The design firm took out two awards and the prestigious judge's choice award for their typography design on Antipodean Vintners' Tilly Devine wine label within the packaging category.

Parallax Design creative director Matthew Remphrey said the story of Tilly Devine inspired the award-winning label. "Tilly Devine is a McLaren Vale Shiraz named after the notorious Sydney madam and bootlegger of the 1920s," Matthew said. "Tilly's bootlegging operation was so renowned that her name became rhyming slang for the word *wine*. Our design came out of the fact that, in her heyday, Tilly could be found either behind prison bars or cocktail bars."

Matthew said it was a huge honour to be acknowledged on the international design industry stage. "These awards represent the world's best type design and typography, and to be captured within this group is an outstanding achievement," he said.