



**SEMOMA**

# HOW WINE BECAME MODERN

**Design + Wine**  
**1976 to Now**

CF Napa Brand Design is honored to announce the inclusion of several of their wine package designs in this prestigious exhibition.

How Wine Became Modern explores the visual culture of wine and its stunning transformation over the last three decades. Designed in collaboration with renowned architects Diller Scofidio + Renfro, the exhibition combines historical artifacts, architectural models, design objects, newly commissioned artworks, and enticing installations, including a "smell wall," to probe many aspects of wine culture, among them: the globalization of wine; concepts of terroir; wine in popular media; new strategies in label, glassware, and winery design; and wine tourism.

**CFNAPA**  
*brand design*