



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Colonna, Farrell Wine Label Collection, 1975-1997

NMAH.AC.0626

Ray Mellett

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Colonna, Farrell Wine Label Collection
Identifier:	NMAH.AC.0626
Date:	1975-1997
Extent:	2.1 Cubic feet
Creator:	Colonna, Farrell: Design. Fleckner, John A., 1941- Farrell, John, 1944- Crew, Spencer R., 1949- Colonna, Ralph, 1937-
Language:	English
Summary:	Original artwork and final prints of wine labels, files on work for other clients, plus audio tapes of an interview of Farrell.

Administrative Information

Acquisition Information

This collection was donated to the National Museum of American History, Archives Center on November 17, 1997 by John Farrell and Ralph Colonna, the principals of CF.NAPA, previously know as Colonna, Farrell: Design.

Related Materials

Warshaw Collection of Business Americana, ca. 1724-1977 (Subject Category: Wine)

Processing Information

Collection processed by Ray Mellet, July 2000.

Preferred Citation

Colonna, Farrell Wine Label Collection, 1975-1997, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

Conditions Governing Use

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Biography

John Farrell was born on Long Island, New York in 1944 and grew up in Minneapolis/St. Paul where his family had moved in early 1945. He had an early interest in art and design and started doing commercial design work while still in high school and continued to support himself as a designer in college. He attended the University of Minnesota from 1962 through 1964 when he transferred to California State University-Hayward, from which he graduated after majoring in Art/Design. After college he moved to Denver to take a design position and then, in 1971, started a business there. In 1972 he did graduate work in design at Denver University, but did not receive a degree. Mr. Farrell wanted to return to California and in 1974 he followed his dream, settling in the Napa Valley.

Mr. Farrell started working out of his home, visiting local printers to find out who was working with them. When the printers told him "the wineries" he started talking to wine people. He said that he found a real need in Napa to put together packaging and help what were then local farming people with small businesses. Because of his skills, he was able to offer his clients a complete package, from the start of the design process to the finish.

Ralph Colonna was also born on the East Coast, in Beaver Falls, Pennsylvania in 1937. His family moved to California in 1944 when his father was transferred there and he grew up in the Upland, Ontario area of the Los Angeles Basin. He majored in advertising and graphic design at the Art Center College of Design in Pasadena, California in 1957-58, but did not graduate. From 1958 to 1961 Mr. Colonna worked for a number of design firms, until he started his own firm in Westwood in 1961. The firm moved a number of times as it grew to its maximum size of forty people. He sold the studio in 1971 and moved to the Napa Valley where he opened a gourmet cookware store, which still exists, at "Vintage 1870", an old warehouse and winery, in Yountville. While he had the store, Mr. Colonna did some graphics work for other stores in the area. The store was sold in 1978 so he could concentrate on the design business that he had started with Mr. Farrell.

John Farrell and Ralph Colonna met in 1974 and John Farrell showed his work to Ralph Colonna, who liked the work. In 1975 Mr. Colonna said he had been asked to make a presentation for a package design system to Domaine Chandon, which was just being built. Mr. Colonna and Mr. Farrell collaborated on the presentation, but did not get the job. However they enjoyed working together and decided to work together on some other projects though they kept their businesses independent.

History

Messrs. Farrell and Colonna started to share work space and costs in 1975 and in 1976 decided to go into business in St. Helena together. In those early days, it was easy to set up a design shop and Mr. Farrell likes to say that it could be done for less than \$100, as all that was needed was a T square and a drawing board.

Jeffery Caldewey had an office in the same building and was also doing early label design. In 1976 they all decided to join forces to avoid useless competition. Initially the company was a partnership called Colonna, Caldewey, Farrell: Designers. When Mr. Caldewey left the company in 1982 and went out on

his own, the name of the business was changed to Colonna, Farrell: Design, the name under which it operated until October, 1999 when the name was changed to CF.NAPA. The business was incorporated in California in 1981 under the name of Design Research Institute Inc. As the company grew, it moved several times in St.Helena and in October, 1999 it moved to Napa after merging with LA6A, which also has offices in Cincinnati, Chicago and New York.

Once Messrs. Colonna and Farrell established themselves as credible package designers, many area wineries wanted to get to know them and their company. The company put together presentations and the principals went to various wineries to promote themselves. In effect they were salesmen as well as designers, but it enabled them to build relationships with various well known wineries such as Beringer, Mondavi, and Sutter Home, even though they might not be the sole supplier of design.

The wine business, however, began to change. New owners came in, many of whom had not been in the wine business before but had been doctors, brokers, etc. They were often looking for a life style change more than they were trying to make a lot of money. The idea was to live in a beautiful place and have a small business. Colonna, Farrell worked with these new people and they became a large part of the company's business.

The early Colonna Farrell designs parroted what was being done in French labeling at the time. This was a traditional look and helped establish credibility. But this changed for a number of reasons: the wineries wanted to look different from each other and Colonna, Farrell: Design didn't want to be identified with any particular "look". This led the company to establish relationships with various designers, illustrators, photographers and artists in general, in order to make its product designs more unique, a practice that continues to this day, though most of the design work is created by employees of the company.

After a while, many of the larger wineries began to be acquired by companies that were not from the Napa Valley. Often these were large conglomerates or distilleries such as Hiram Walker and Seagrams and the wineries were only a small portion of their business. This changed the complexion of many established wineries.

It also changed the way Colonna, Farrell did business, as the headquarters of the parent companies often were not in the Napa Valley. Messrs. Farrell and Colonna felt they had to pursue business where the headquarters were. This meant traveling to meet the decision makers and impress them with the company's range of services. It also led to new types of work for the company, though the focus was still in beverages. Most importantly, it meant that the principals did less and less design work and more and more sales and marketing and administration. But it also led to creating a business that was not totally dependent on the principals.

At the same time the nature of design work was changing. When the company was started, most of the work was done by hand, but today computers play a much larger role in the design process. A similar pivotal change was occurring in the printing industry as new technology allowed labels to change from simple rectangular shapes to die cuts, embossing, foil stamps, and other fanciful and complex techniques.

The company is now also involved in packaging design so that every facet of the identity of the winery is controlled. This includes, in addition to the labels, packaging, bottle shape, shipper cartons, gift packs, and promotional materials. The company also has the capability of dealing with the Bureau of Alcohol, Tobacco and Firearms and comparable regulators overseas. The business is still evolving and is now going beyond design into marketing and Colonna, Farrell, as a leader in the industry, is also evolving.

Scope and Contents

The collection consists of eight series, the largest, Series I, being the wine labels. This series is arranged alphabetically by the name of the producer and each winery is in a separate folder. At times the name of

the wine is different than the name of the producer and sometimes the winery produces wines under more than one name. If there is more than one name or if the name of the wine is different than the name of the producer, these other names are listed in parentheses following the name of the winery. Often the name of the winery changes, usually in minor way such as changing the designation from cellars or winery to vineyards or some combination of these terms. To the extent possible, the latest name is used. All wines produced by each winery are in the same folder. The labels consist of various preliminary drawings, more refined drawings and presentations, mounted presentations and printed labels and loose printed labels. Some or all of these types may be available for each winery. In some cases there is no indication whether or not Colonna, Farrell received the commission to create the final designs, as the only way we have of knowing that is if the final printed label is in the collection.

Series II consists of designs for various presentations to The Monterey Vineyard. The first folder contains drawings and some design mockups. The remaining four folders of the series each contains a special presentation of mounted designs. Series III is a set of handmade containers containing designs created by the firm. These special cases were carried by John Farrell and Ralph Colonna when they visited wineries to make a presentation in an attempt to obtain new business.

Series IV consists of one folder containing ideas for labels that cannot be attributed to any particular winery and older labels that were collected for inspiration. Series V is a folder containing work for clients not in the wine business. Series VI contains company information such as letterhead, a brochure and an article. Series VII is miscellaneous material and Series VIII is an interview of John Farrell conducted by John Fleckner and Spencer Crew of the National Museum of American History on April 17, 1997. There are two sets of tapes, an original and a duplicate, and only the duplicate is to be used by researchers.

Arrangement

The collection is divided into eight series.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Wine and wine making
- Wine labels

Types of Materials:

- Audiocassettes
- Design drawings
- Labels
- Oral history
- Packaging

Container Listing

Series 1: Wine Labels

Box 1, Folder 1	Aante
Box 1, Folder 2	Adobe Cellars
Box 1, Folder 3	Alderbrook Winery
Box 1, Folder 4	The Allen Family (Sequoia Grove)
Box 1, Folder 5	Almaden Vineyards (Charles Lefranc)
Box 1, Folder 6	S. Anderson Vineyard
Box 1, Folder 7	Anderson-Wolf Cellars
Box 1, Folder 8	Arroyo Sonoma Wines
Box 1, Folder 9	Aveleda
Box 1, Folder 10	Ballverne Cellars
Box 1, Folder 11	Belvedere Winery
Box 1, Folder 12	Benziger Family Winery & Vineyards
Box 1, Folder 13	Beringer Vineyards (Beringer; Kenward; Rivefort de France)
Box 1, Folder 14	Robert Biale Vineyards
Box 1, Folder 15	Biltmore Estate Wine Company
Box 1, Folder 16	Bouchaine Vineyards
Box 1, Folder 17	Marcel Bouchaire
Box 1, Folder 18	Brubeck Cellars
Box 1, Folder 19	Burgess Cellars

Box 1, Folder 20	Byron
Box 1, Folder 21	Cambiaso Vineyards
Box 1, Folder 22	El Camino Real
Box 1, Folder 23	Cartlidge & Browne (Greenfield) (K&L Wines)
Box 1, Folder 24	Cassayre-Forni Cellars
Box 1, Folder 25	Caymus Vineyards (Caymus Vinyards; Liberty School)
Box 1, Folder 26	Chase Creek
Box 1, Folder 27	Chateau Boswell
Box 1, Folder 28	Chateau Chevalier (Chateau Chevalier; Lowney Vineyards)
Box 1, Folder 29	Chateau Julien
Box 1, Folder 30	Chateau Du Lac
Box 1, Folder 31	Chateau Montelena Winery
Box 1, Folder 32	The Christian Brothers
Box 1, Folder 33	Clos du Bois
Box 1, Folder 34	Clos du Val Wine Co., Ltd
Box 1, Folder 35	Coastal Vintners (Fairmont Hotels)
Box 1, Folder 36	Codorniu Napa
Box 1, Folder 37	Colony Wines
Box 1, Folder 38	Conifer Cove Vintners (Boston Symphony Orchestra)
Box 1, Folder 39	Concannon Vineyard (California Historical Society)
Box 1, Folder 40	Conn Creek Winery
Box 1, Folder 41	R & J Cook Vineyards

Box 1, Folder 42	James Kenton Cooper
Box 1, Folder 43	Cune
Box 2, Folder 1	Delicato Vineyards
Box 2, Folder 2	Diamond Oaks Vineyard
Box 2, Folder 3	Distillers Products, Ltd.(Oak Ridge Brandy)
Box 2, Folder 4	Domaine Chandon
Box 2, Folder 5	Domaine St. Demetrius
Box 2, Folder 6	Domaine St. George
Box 2, Folder 7	Georges Duboeuf & Son
Box 2, Folder 8	Duxoup Wine Works
Box 2, Folder 9	Edmeades Vineyards
Box 2, Folder 10	Emilia Imports
Box 2, Folder 11	Ernie's
Box 2, Folder 12	Estrella River Winery
Box 2, Folder 13	Far Niente Winery
Box 2, Folder 14	Fenton Acres
Box 2, Folder 15	Fetzer Vineyards
Box 2, Folder 16	Fife Vineyards
Box 2, Folder 17	The Firestone Vineyard
Box 2, Folder 18	Flax Vineyard
Box 2, Folder 19	Folie a Deux Winery

Box 2, Folder 20	Franciscan Vinyards
Box 2, Folder 21	Freemark Abbey Winery
Box 2, Folder 22	Freixenet Sonoma Caves (Gloria Ferrer)
Box 2, Folder 23	French Rabbit
Box 2, Folder 24	Ernest & Julio Gallo Wine Cellars
Box 2, Folder 25	Girard Winery
Box 2, Folder 26	Glen Ellen Winery & Vineyards
Box 2, Folder 27	Goldener Oktober
Box 2, Folder 28	Grace Family Vineyards
Box 2, Folder 29	Great Valley Vintners (Three Oaks)
Box 2, Folder 30	Grgich Hills Cellar
Box 2, Folder 31	Griesedieck
Box 2, Folder 32	HNW Cellars (Louis Honig)
Box 2, Folder 33	Hacienda Wine Cellars
Box 2, Folder 34	Hamilton Estates
Box 2, Folder 35	Heritage Hill Winery
Box 2, Folder 36	Los Hermanos
Box 2, Folder 37	Hidden Cellars
Box 2, Folder 38	William Hill Vineyards
Box 2, Folder 39	Hillside Cellars (Hard Rock Cafe)
Box 2, Folder 40	Inglenook Vineyards/Inglenook-Napa Valley
Box 2, Folder 41	Iron Horse Vineyards

Box 2, Folder 42	Italian Swiss Colony
Box 2, Folder 43	J.A.F. Vineyards (James Arthur Field)
Box 2, Folder 44	Johnson's Alexander Valley Wines
Box 2, Folder 45	Jordan Vineyard and Winery
Box 2, Folder 46	Karly Wines (Karly; Mr. MacGregor's)
Box 2, Folder 47	Kenwood Vineyards
Box 2, Folder 48	Konocti Cellars
Box 2, Folder 49	Charles Krug Wine
Box 3, Folder 1	Michael Landis
Box 3, Folder 2	Laurier Vineyards
Box 3, Folder 3	Landmark Vineyards
Box 3, Folder 4	Liberty Belle
Box 3, Folder 5	Long Vineyards
Box 3, Folder 6	de Lorimier
Box 3, Folder 7	Lyeth Vineyards & Winery
Box 3, Folder 8	Maison Deutz
Box 3, Folder 9	Markham Winery
Box 3, Folder 10	Louis M. Martini
Box 3, Folder 11	Mazzocco Vineyards
Box 3, Folder 12	McDowell Cellars
Box 3, Folder 13	Meridian Vineyards

Box 3, Folder 14	Michael's Cellars
Box 3, Folder 15	Mirassou Vineyards
Box 3, Folder 16	Robert Mondavi Winery
Box 3, Folder 17	J.M.Monmousseau
Box 3, Folder 18	Montali
Box 3, Folder 19	Monte Volpe Vineyards
Box 3, Folder 20	Monticello Vineyards
Box 3, Folder 21	Mount St. John Vineyards
Box 3, Folder 22	Mumm Cuvee Napa
Box 3, Folder 23	N.V. Wines
Box 3, Folder 24	Napa Hillside Vineyards
Box 3, Folder 25	Napa Ridge Winery
Box 3, Folder 26	Napa Vintners
Box 3, Folder 27	The Negotiants (Red Coleman)
Box 3, Folder 28	Gustave Niebaum Collection
Box 3, Folder 29	Nobilo Vintners Ltd.
Box 3, Folder 30	Norse Vineyards
Box 3, Folder 31	North Coast Cellars
Box 3, Folder 32	Oakville Ranch Vinyards
Box 3, Folder 33	Pahlmeyer
Box 3, Folder 34	Paradise Cellars (La Belle)
Box 3, Folder 35	Parducci Wine Cellars

Box 3, Folder 36	Robert Pecota Winery
Box 3, Folder 37	Pedrizzetti Winery
Box 3, Folder 38	Pellegrini Family Vineyards (Pellegrini; Olivet Lane)
Box 3, Folder 39	Joseph Phelps Vineyards
Box 3, Folder 40	Poplar Vineyards
Box 3, Folder 41	Prager Winery & Portworks
Box 3, Folder 42	Quail Ridge Cellars
Box 3, Folder 43	A. Rafanelli
Box 3, Folder 44	Raimat
Box 3, Folder 45	Raymond Vineyard and Cellar
Box 3, Folder 46	Oliver Rea Winery
Box 3, Folder 47	Redwood Coast Winery
Box 3, Folder 48	Redwood Ridge Ranch
Box 3, Folder 49	River Oaks Vineyards
Box 3, Folder 50	Roddis Cellar
Box 3, Folder 51	Round Hill Vineyards
Box 3, Folder 52	Ruby Hill Vineyards
Box 3, Folder 53	Rutherford Hill Winery
Box 3, Folder 54	Rutherford Ranch Vineyards
Box 3, Folder 55	Rutherford Vintners
Box 4, Folder 1	St. Clement Vineyards

Box 4, Folder 2	St. Croix & Cie Inc.
Box 4, Folder 3	Saint Gregory
Box 4, Folder 4	Ste Chapelle Vineyards
Box 4, Folder 5	San MartinVineyards Co.
Box 4, Folder 6	San Micaire
Box 4, Folder 7	Sanford & Benedict
Box 4, Folder 8	Scharffenberger Cellars
Box 4, Folder 9	Schramsberg Vineyard (Sheraton)
Box 4, Folder 10	Sebastiani Vineyards
Box 4, Folder 11	Settler's Creek Winery
Box 4, Folder 12	Shafer Vineyards (Shafer; James Hudson)
Box 4, Folder 13	Charles Shaw Vineyard & Winery
Box 4, Folder 14	Silkwood Cellars
Box 4, Folder 15	Silverado Vineyards
Box 4, Folder 16	Silver Oak Cellars
Box 4, Folder 17	Smith-Madrone Vineyards (Smith Madrone; James David Hudson)
Box 4, Folder 18	Smothers Brothers Wines
Box 4, Folder 19	Souverain
Box 4, Folder 20	Spottswoode Cellars
Box 4, Folder 21	Spring Mountain Vineyards
Box 4, Folder 22	Staglin Family Vineyard
Box 4, Folder 23	Stags' Leap Vintners

Box 4, Folder 24	Stag's Leap Wine Cellars
Box 4, Folder 25	Star Hill
Box 4, Folder 26	Stephens Winery
Box 4, Folder 27	Sterling Vineyards
Box 4, Folder 28	Stone Creek Vineyards
Box 4, Folder 29	Stonegate Winery
Box 4, Folder 30	Sunny St. Helena Winery
Box 4, Folder 31	Sutter Home Winery
Box 4, Folder 32	Joseph Swan Vineyards
Box 4, Folder 33	Sycamore Creek Vineyards
Box 4, Folder 34	Taltarni
Box 4, Folder 35	Titus
Box 4, Folder 36	Trefethen Vineyards
Box 4, Folder 37	Tremont Vineyards
Box 4, Folder 38	Trentadue Winery (Proprietors')
Box 4, Folder 39	Tropico Wine Co.
Box 4, Folder 40	Tulocay Winery
Box 4, Folder 41	M.G. Vallejo Winery
Box 4, Folder 42	Villa Armando Winery
Box 4, Folder 43	Villa Mt. Eden Winery
Box 4, Folder 44	Henri de Villamont

Box 4, Folder 45	Las Vinas
Box 4, Folder 46	Mario Vincelli Cellars
Box 4, Folder 47	Vinland Vineyards
Box 4, Folder 48	Mark West Vineyards
Box 4, Folder 49	Wheeler Vineyards
Box 4, Folder 50	Whitehall Lane Winery
Box 4, Folder 51	Widmer Vineyards
Box 4, Folder 52	Wilson/Daniels Cellars
Box 4, Folder 53	The Wine Art Guild
Box 4, Folder 54	Charles Woods Winery
Box 4, Folder 55	Zaca Mesa Winery
Box 4, Folder 56	Zonin

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Series 2: The Monterey Vineyard Presentations

Box 5, Folder 1	The Monterey Vineyard Drawings
Box 5, Folder 2	The Monterey Vineyard Presentation # 1
Box 5, Folder 3	The Monterey Vineyard Presentation # 2
Box 5, Folder 4	The Monterey Vineyard Presentation # 3
Box 5, Folder 5	The Monterey Vineyard Presentation # 4

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Series 3: Special Presentation

Box 6

Handmade Special Presentation

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Series 4: Ideas for Labels

Box 5, Folder 6

Drawings and old labels

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Series 5: Non-Winery Clients

Box 5, Folder 7 Non-winery Client Labels and Calendars

Box 5, Folder 8 Mounted Designs

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Series 6: Company Information

Box 5, Folder 9

Letterhead, brochure and article

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Series 7: Miscellaneous

Box 5, Folder 10 Miscellaneous; pictures of Mr. Colonna's Yountville store

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Series 8: Oral History

Box 7

Four audio-cassettes; 2 original, 2 working copies

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