

Vintage Orange Wrappers



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The orange wrapper as a catalogue

(archive preservation by Mara Karagianni, John Colenbrander. Greece 2018)

The first wrapping papers for citrus fruits have been around for nearly one hundred and fifty years. When one began transporting oranges from southern Italy, Greece, Morocco, Cyprus and Spain to Northern Europe in the 19th century, more than half of the fruits spoiled because they were attacked by rot or mold. Only when one fell for the glorious idea of wrapping the oranges in tissue paper, the loss was drastically reduced. From the end of the 19th century, the papers were then printed in and henceforth also used for advertising purposes.

These incredible colorful pieces of graphic art were tantalizing for the eye as they went beyond the pure simple appellation of the producers. Instead they evolved into miniature works of art conveying a message of a healthy and sunny life appealing to the tastes and desires of the Northern Europeans who longed for the “exotic” and who by acquiring and consuming the fruit were essentially eating a piece of dearly missed sunshine and in the process gaining health through the bodily processing of vitamin C, fibers, potassium and sugars.

Developed as a clever marketing tool these wrapping papers were a free gift of Pop-art before the invention and recognition of this art form and as such went far beyond the mundane function of protecting the fruit from mold and rot. People started to keep and collect these wrappers after consumption, would frame them and hang them on the wall, put them in maps like a stamp collection or even use them as wallpaper creating a riot of colours and patterns and by doing so they created a catalogue of oranges, their producers and the origin of country and region. These catalogues represented a combined sophisticated history of agriculture, geography, graphic design, marketing and art. Predominate colours which were used are, besides orange, red, yellow, blue, gold, black and sometimes even dark purple.

Themes vary from simple yet powerful abstractions to more elaborate graphic compositions, anthropomorphic fruit, attractive ladies and gentlemen, geographic maps, futuristic designs and even cosmological schemes depicting the planets, the sun and comets. They were produced and printed in their country of origin and designed by anonymous artists and graphic designers who left behind a legacy which still appeals to the senses and haven't lost their original power to seduce. They are still able to make you feel happy and make you smile when you look at them. The original product, the oranges, which these papers encased were consumed a long time ago but these papers, so fragile and ephemeral by nature are thanks to this collection still available for you to enjoy and to contemplate.



country: France

producer: unknown

period: 1970's

style: abstract-figurative

this simple two coloured design would encase the fruit in a blue tint which would contrast with the colour of the fruit itself



country: Spain

producer: Copal cooperativa agricola s.c.j.

period: 1970's

style: abstract

printed in a rare purple colour

the red spania guarantee stamp is common for all fruits from Spain



COOP. AGRICOLA DE GANDIA

R.E. 31650

FABBRI-VALENCIA S.A.

921-J

country: Spain

producer: coop. agricola de gandia

period: 1960's

style: abstract

printed in two colours and gold

the red spania guarantee stamp is common for all fruits from Spain



country: Morocco

producer: MIAP

period: 1950's

style: abstract

printed in three colours

this design became the standard logo for all the fruit produced in Morocco and became a guarantee stamp for different producers from that country



country: Spain

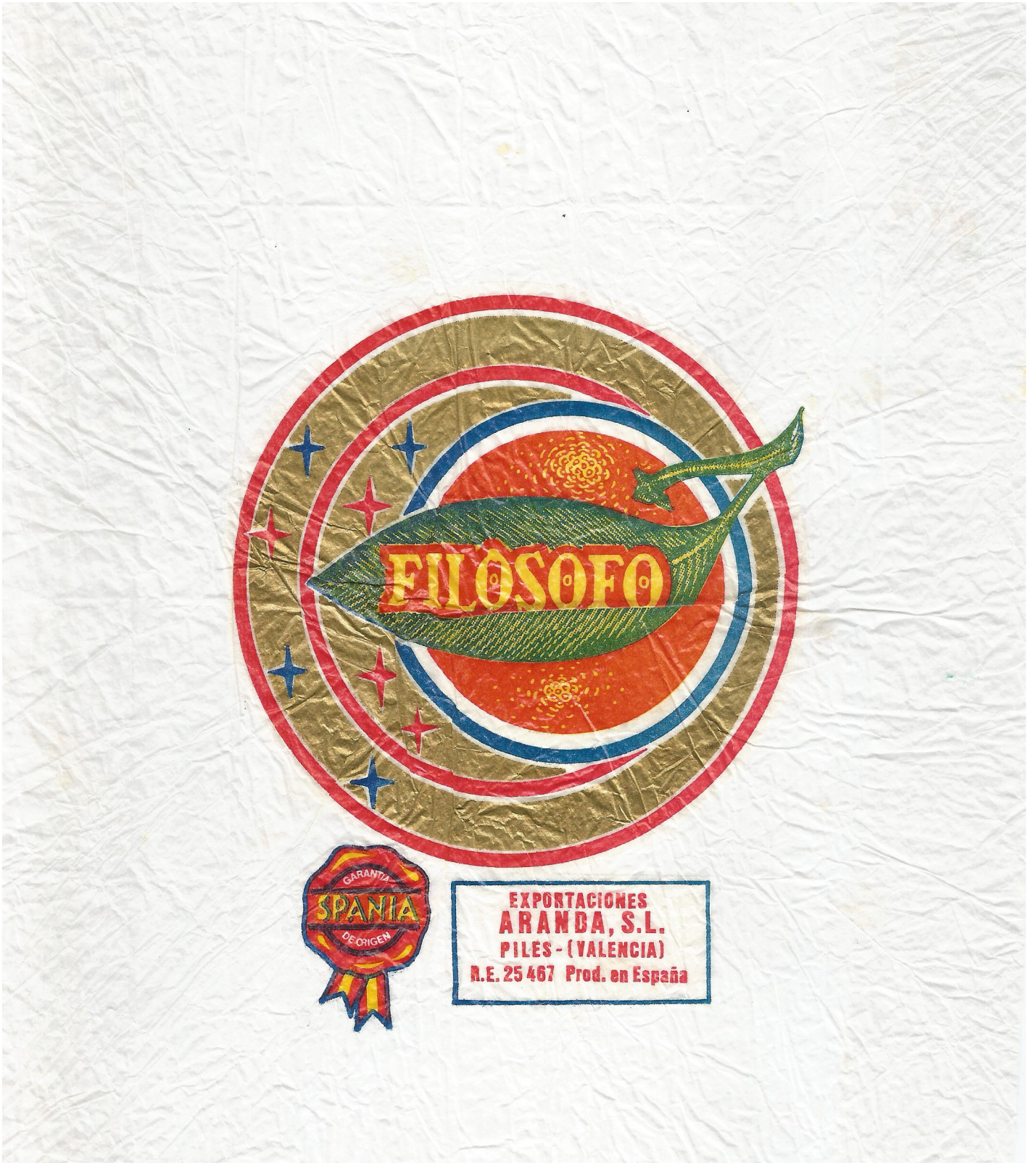
producer: Vicente Giner SA

period: 1960's

style: abstract

printed in three colours and

this particular wrapper was aimed at the Dutch consumers and the text "vol gezondheid" translates as, full of health



country: Spain

producer: Aranda S.L.

period: 1960's

style: abstract, stellar, figurative

printed in four colours and gold

this remarkable design represents a star constellation and a sun-like orange with the caption "Filosofo"



country: Spain

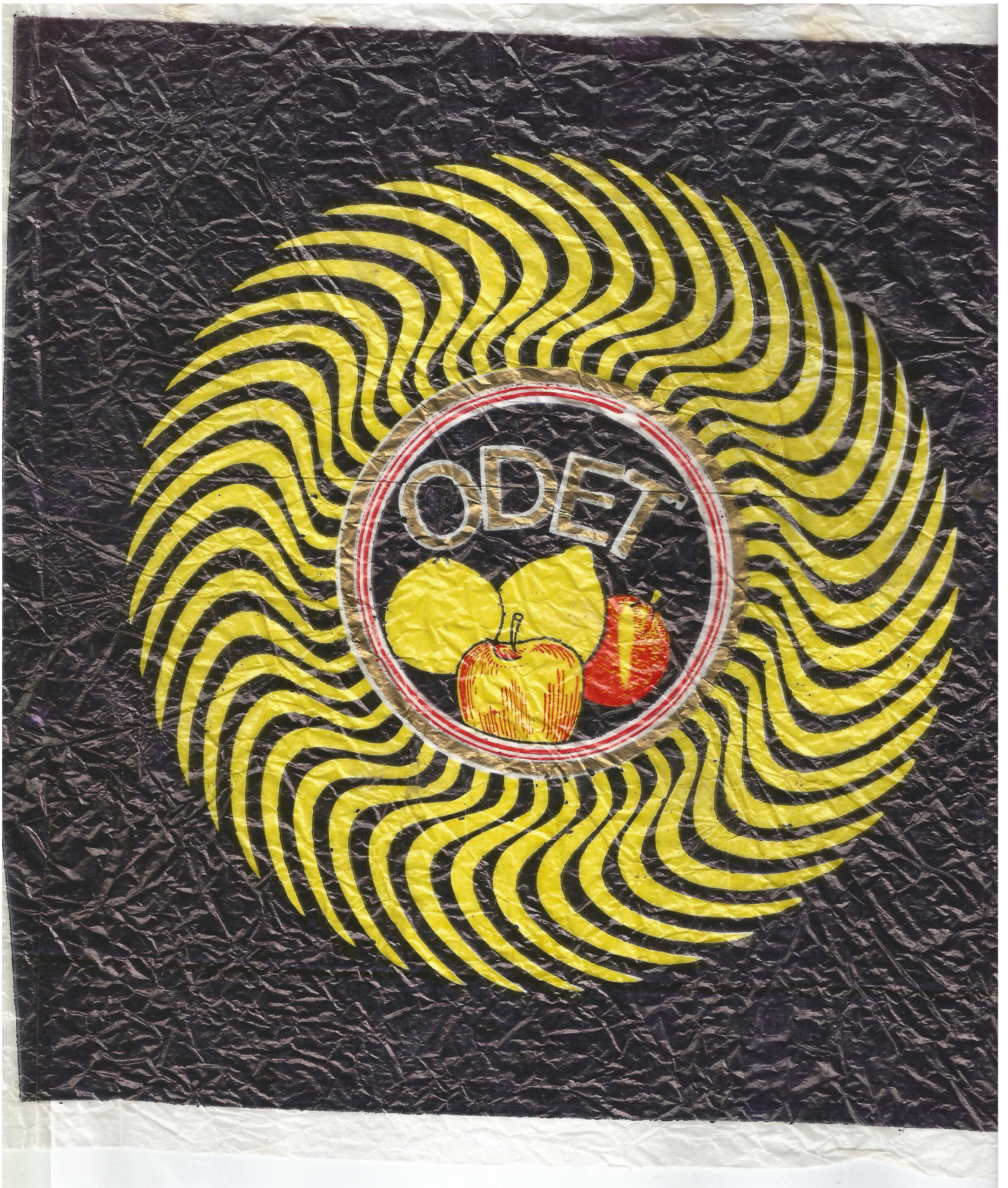
producer: coop. Agrícola Bitem

period: 1950's

style: abstract, stylized, figurative

printed in two colours and gold

the geometric design envelops a stylized orange with the name of the producer



country: France

producer: Odet

period: 1960's

style: abstract, figurative

printed in three colours and gold

a circular geometry, like the rays of the sun, encloses a collection of fruits



country: Spain

producer: J. Estruch Minana

period: 1960's

style: abstract

printed in two colours and gold

this cool-blue star surrounds an orange and the logo "destello Azul" (the blue star)



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country: Spain

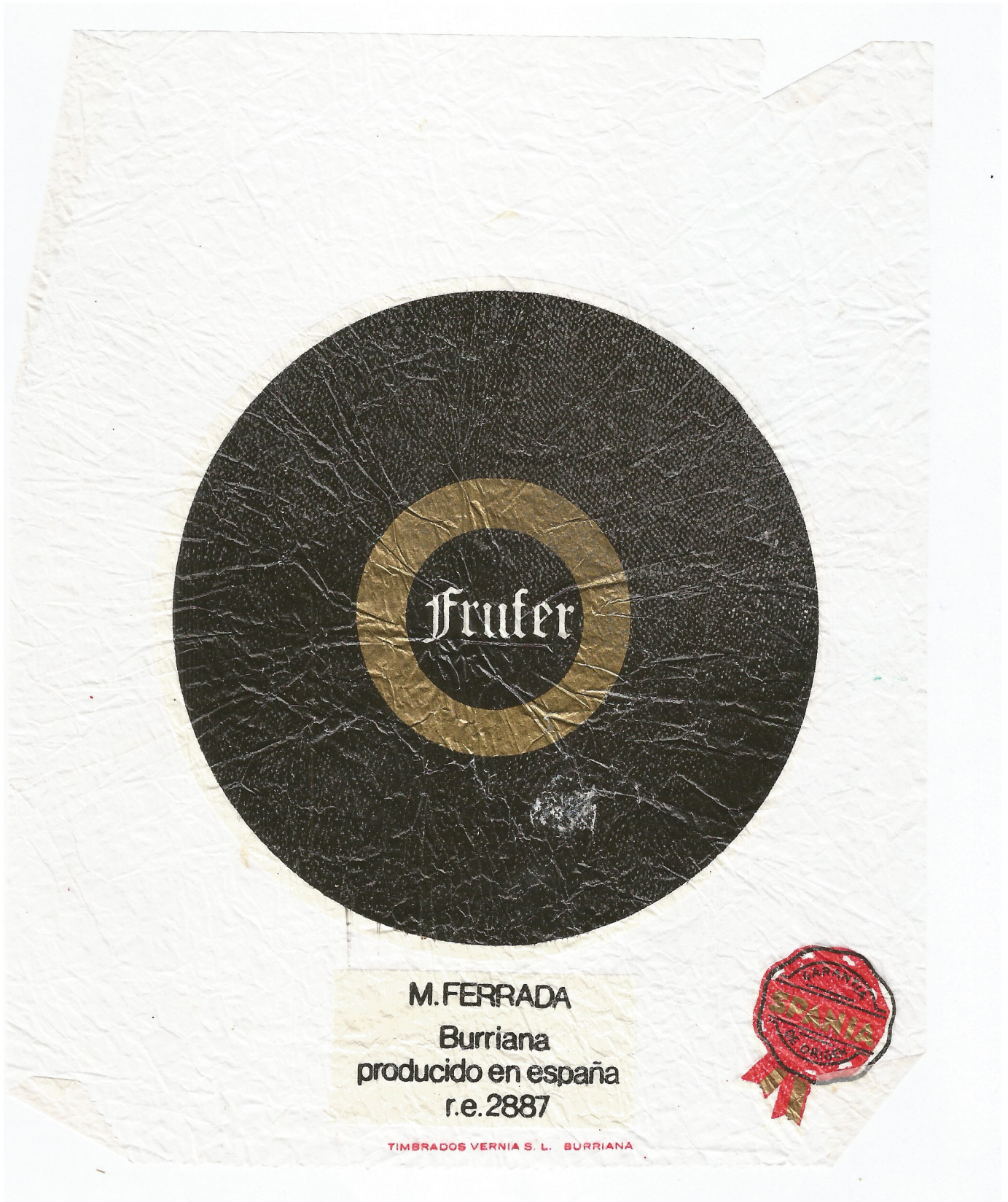
producer: Cualde

period: 1950's

style: abstract

printed in two colours

minimal design of a black disc hovering in a concentric way inside an orange border



country: Spain
producer: M. Ferrada
period: 1960's
style: abstract
printed in three colours and gold
a frugal design, which focuses on the Gothic logo



country: Spain

producer: cooperativa Agrícola Acaymo

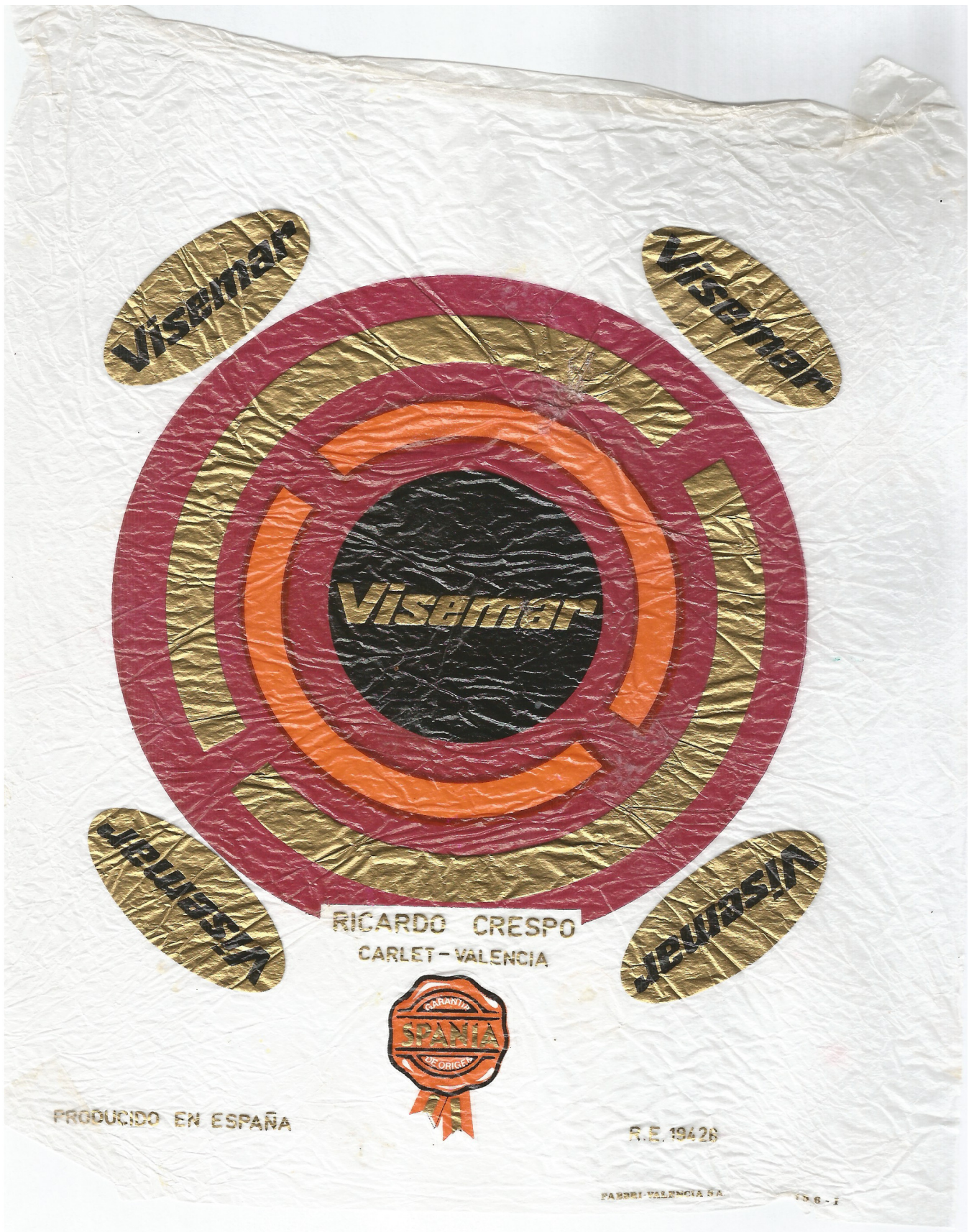
period: 1960's

style: abstract, figurative

printed in three colours

not only oranges but also tomatoes were wrapped individually

the image shows a sun-infused tomato



country: Spain

producer: Ricardo Crespo

period: 1970's

style: abstract

printed in three colours and gold

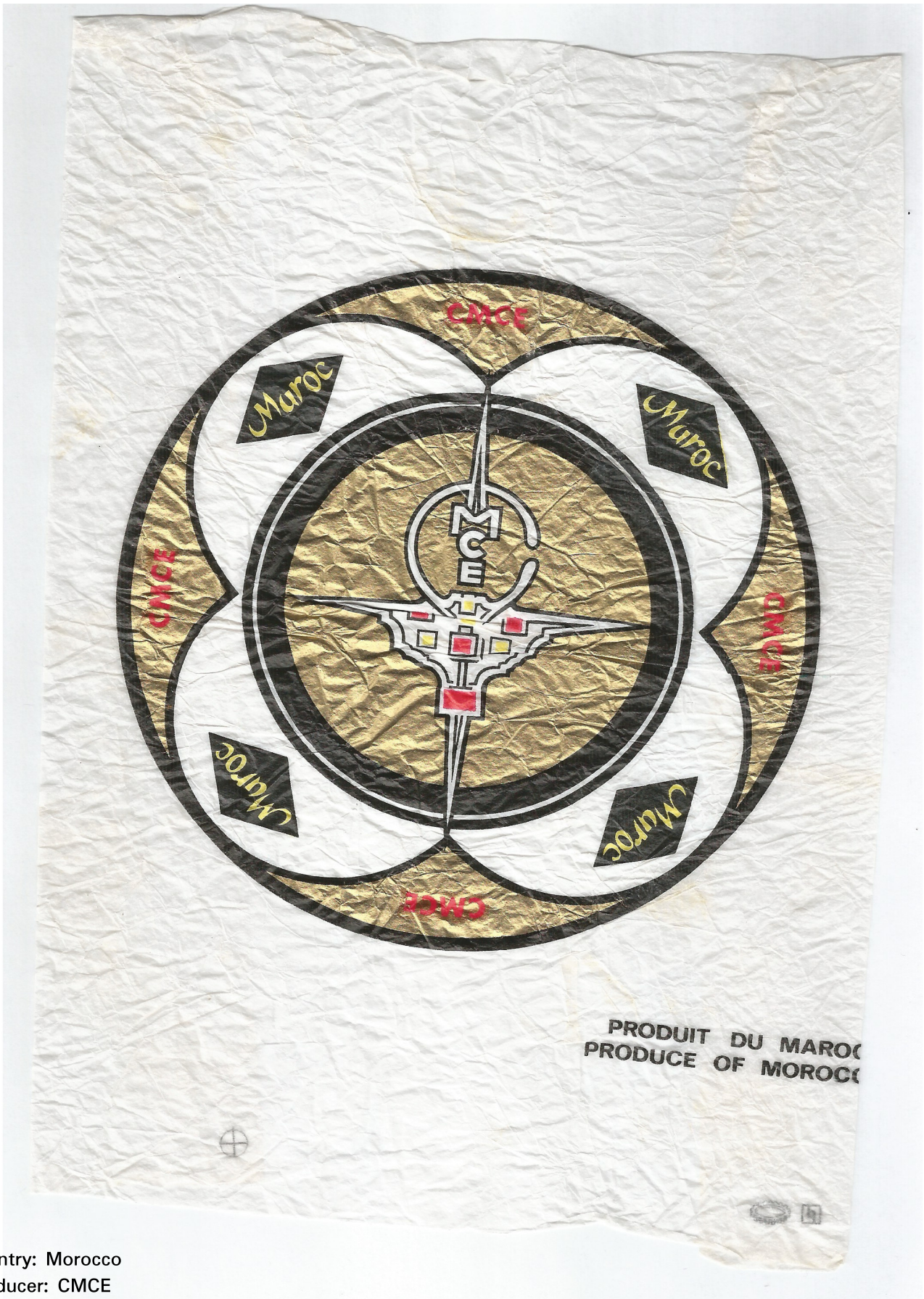
type font and colours are typical for the 70's period

creating a strong typographic image



nuova roteflex
Longiano (Fo)

country: Italy
producer: Guerrino Grilli
period: 1950's
style: abstract, figurative
printed in three colours and gold
a purple and gold border around the name
in the centre a horse and horse-shoe represent luck



country: Morocco
producer: CMCE
period: 1960's
style: abstract
printed in three colours and gold
a truly extraordinary design with futuristic elements



country: Italy

producer: cooperativa Realcatena Agrumi Acireale

period: 1950's

style: figurative

printed in five colours

a classic design with the emphasis on their two products



country: Spain
producer: Beniajan
period: 1960's
style: anthropomorphic
printed in three colours
this comic like pattern suggest a link between
fruit and intelligence



country: Italy

producer: Tarocco

period: 1960's

style: figurative, architectural

printed in five colours

four architectural highlights of the region of production as well as the name of the cities are grouped around a central orange



country: Spain

producer: unknown

period: 1960's

style: abstract

printed in three colours

this design of diagonal red stripes and a central blue circle intersected by the brand name, napoleon, was aimed at the dutch market as the depiction "bergfruit" means mountain fruit in Dutch



country: Italy

producer: Co. Ag. di borzi' Carmelo

period: 1950's

style: abstract, figurative

printed in three colours

this charming design combines magic with fruit
with the slogan "the wizard of vitamins", marketing their
fruit as something magical to the body



country: Greece
producer: Neagrex
period: 1960's
style: abstract, figurative
printed in four colours and gold
traditional ancient Greek motives are used to give a
sense of a long tradition and craftsmanship



country: Spain

producer: frusanca S.L.

period: 1960's

style: orientalism

printed in five colours and gold

a remarkable design with Japanese elements

like a pagoda and a Geisha to give a sense of the mystic

far East although the fruit is produced in Spain



country: Italy

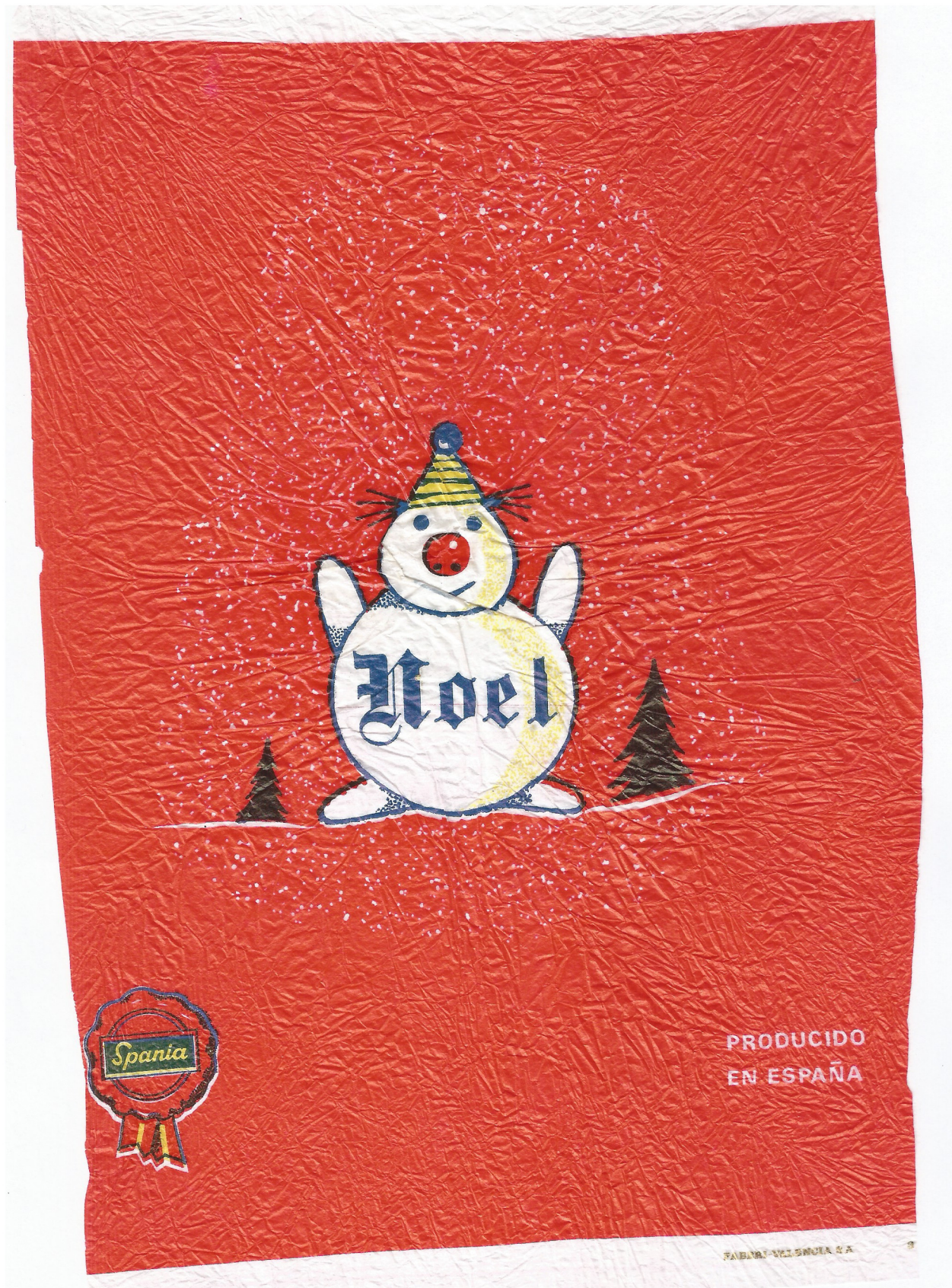
producer: F. Lli. Tramontana Agrumi S.N.C.

period: 1950's

style: exotica

printed in five colours and gold

the crowned lady suggest she is the Queen of fruit,
named "deliziosa" whose scepter is a bundle of oranges



country: Spain
producer: Faberi Valencia S.A.
period: 1950's
style: figurative
printed in three colours
aimed at the French market the Christmas theme of this design
refers to the tradition of eating this fruit during the holy days

TRAITE' AU DIPHENIL
TRATTATA AL DIFENILE



GIOVANNI LAZZARO & C.
capo d'orlando (messina) - tel. 91571

country: Italy

producer: Giovanni Lazzaro & C.

period: 1950's

style: figurative, exotica

printed in four colours

this beach theme allures to the summer feeling
and sunshine gracing the fruit



country: Italy

producer: Esportazione Agrumi

period: 1950's

style: figurative

printed in four colours and gold

flower patterns adorns this happy fruit bearing lady

a common theme for many exporters



country: Spain

producer: Fabbri S.A.

period: 1960's

style: tribal

printed in five colours

this very rare design depicts a North American Indian
inside an extremely expressive pattern



country: Cyprus

producer: S.P. Esperides Ltd.

period: 1960's

style: mythical, geographic

printed in five colours

alluring to the the myth of the birth of Aphrodite who, when she arrived up the dry land of Cyprus, transformed it into fertile land



country: Spain

producer: unknown

period: 1950's

style: figurative

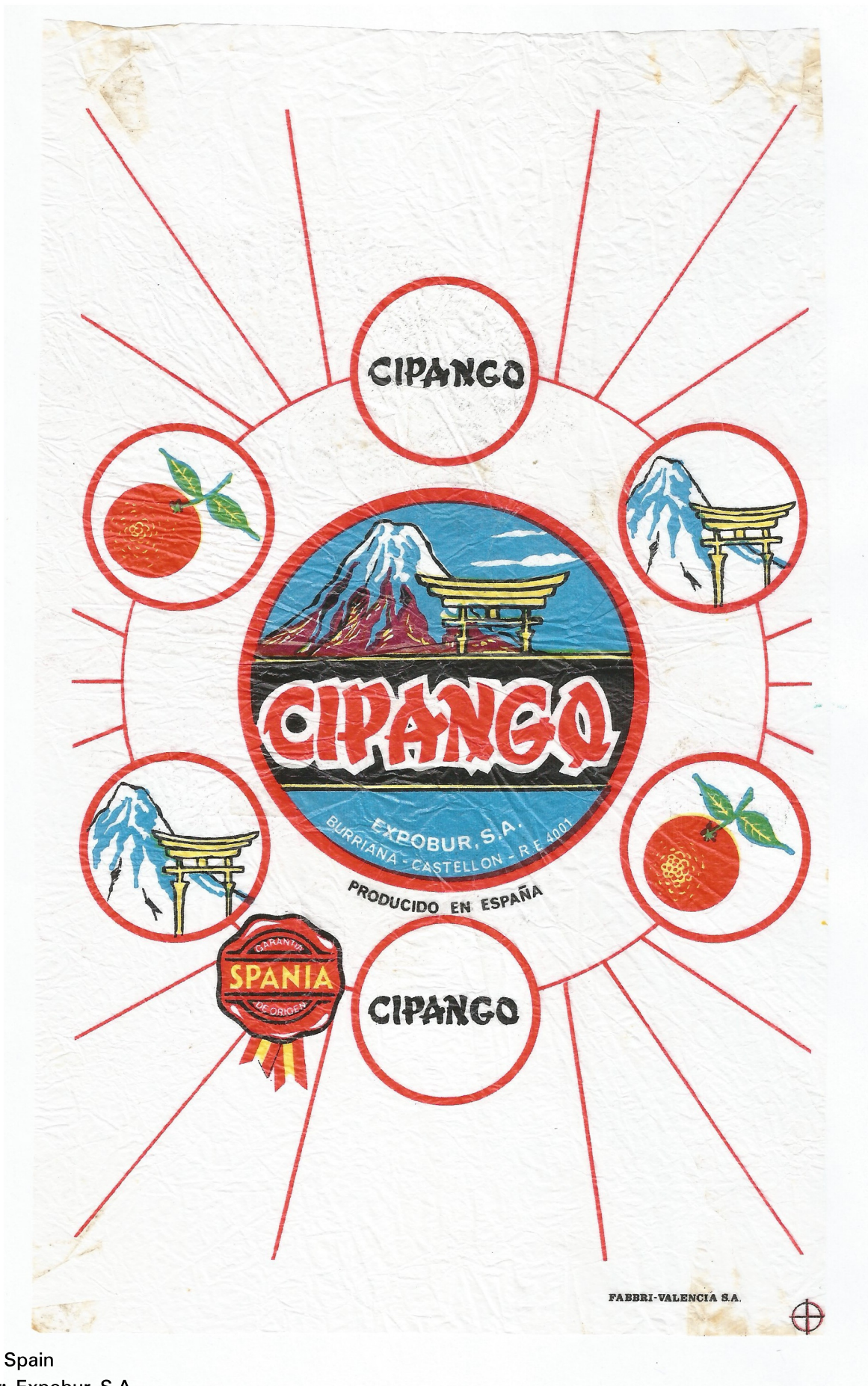
printed in four colours

this cute scene depicts an intimate love scene

between two children, the rabbits might be a hint to the easter period



country: Spain
producer: Jozagon
period: 1960's
style: abstract
printed in three colours
a simple but elegant floral abstract design



FABRI-VALENCIA S.A.

country: Spain
producer: Expobur S.A.
period: 1950's
style: oriental
printed in five colours
another example of orientalism inside a circular pattern
we see mount Fuji and a traditional japanese gate or portal

IMPORTE D'ITALIE



GOLDEX

W. Cadsky S.p.A. BOZEN-FILIALE ACIREALE

LA CARTOTECNICA CATANIA

country: Italy

producer: W. Cadsky S.p.A.

period: 1950's

style: abstract, figurative

printed in four colours

a racoon holds a fruit inside a geometric distorted perspective

SANGUINELLO - SANGUINELLO - SANGUINELLO

SANGUINELLO
SPECIALE



CARMELO TERRANOVA
produttore agrumi
tel.651703 - PALAGONIA

Importo univale

SANGUINELLO - SANGUINELLO - SANGUINELLO

country: Italy
producer: Carmelo Terranova
period: 1960's
style: figurative
printed in four colours
a happy farmer's boy brings in a new batch of oranges
what is remarkable is that he's smoking a cigarette



country: Italy
producer: Tarocco
period: 1950's
style: abstract, figurative
printed in four colours
a bundle of dazzling solar rays radiates from
the sun and oranges



country: Spain
producer: A Lluzar
period: 1960's
style: abstract
printed in four colours and gold
a truly epic design of the planets, comets and Cosmos
with a crowned orange as part of our universe

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