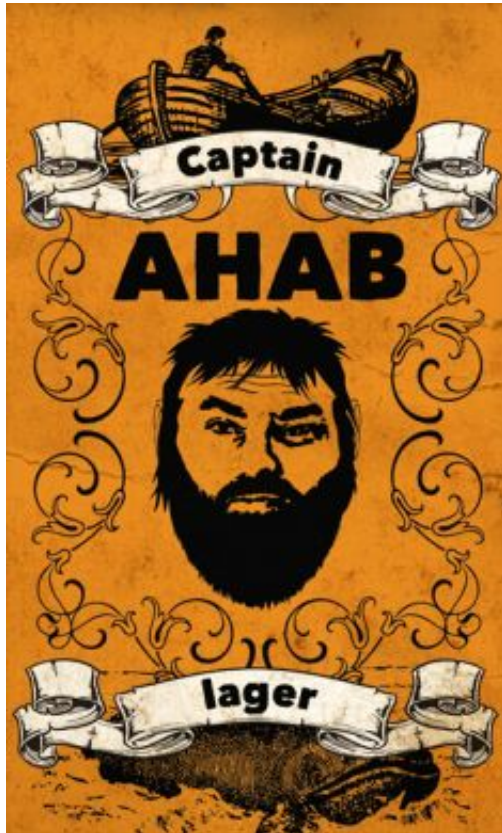


AHAB LAGER



Properties list:

- adults
- end-user packaging
- single product
- concept
- folding carton
- cluster
- bottle
- glass and ceramics
- cardboard and paper
- ironic
- historical, traditional
- identity by typography
- illustrated character
- identity by illustration
- identity by colour

Based on the American classic novel Moby Dick, and its ruthless, tormented character Captain Ahab.

Rough illustrations and muted colors allow the consumer to dive into the world Herman Melville created while incorporating a unique beverage experience. Exciting imagery of Ahab and the whale invoke a strong resurgence of the classic novel, bringing it to life.

Reference:

Credits:

Country: USA

Designer: Andrew
Herwig

Other images:

