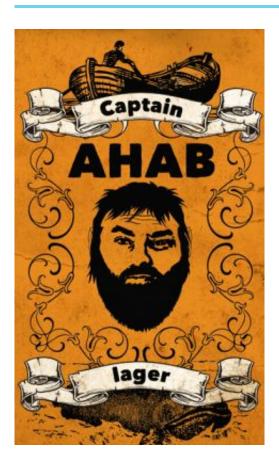
AHAB LAGER



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:







