

VOOBREW



Properties list:

- box
- bottle
- wood
- glass and ceramics
- transgressive
- historical, traditional
- hand-made
- identity by typography
- identity by system of colour
- alcohols and spirits
- beer
- concept
- range of products
- end-user packaging
- adults

"Voobrew is a New Orleans inspired beer that is designed to make the user feel as though they are drinking a voo doo potion. The two flavors, Crown Chakra Ale and Solar Plexus Chakra Lager, are based on two existing voo doo spells that supposedly bring enlightenment or increased self confidence.

The corked bottles are wrapped in twine to mimic authentic potion bottles and I kept the wood of the "crate" box raw to give an authentic feel".

Reference: <http://www.hannahvolz.com/Voobrew>

Credits:

Country: USA

Designer: Hannah Volz

Other images:

