

MUG PUB



Properties list:

- beer
- alcohols and spirits
- additional structural elements
- cup
- cluster
- cardboard and paper
- contemporary
- unusual structural association
- identity by shape
- identity by typography
- identity by textures and patterns
- concept
- range of products
- end-user packaging
- adults
- carrying system
- disposable packaging

Mug is a big chain of football pubs based in Moscow. This pub brews its own beer. This is a new concept for take-away beer. Beer is filling in paper cups then special sticker put on the top for each kind of beer. The new cup combines the shape of the traditional beer pint and usability of recyclable paper cups.

Reference: <http://www.behance.net/gallery/MUG-pub/1221953>

Credits:

Country: Russia

Designer: Ivan

Maximov

Other images:

