



## Properties list:

new product  
milk  
additional structural elements  
wrapper  
bottle  
metals  
glass and ceramics  
historical, traditional  
hand-made  
identity by system of colour  
range of products  
end-user packaging

The flying goat illustration reflects the unique philosophy of the dairy that places the well being of the animal as the central focus. Combined with a fresh, minimalist look in clean, milky tones, the design concept communicates quality, sustainability, and wholesome tradition.

The design process and the collaboration with the illustrator Yirmi Pinkus was very interesting. It was a team effort, and the client itself was very involved.

"Bara" in arabic means "outside". It's a word the bedouins and arabs use to flee their flock.

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Reference: <http://www.krolldesign.co.il/works.asp?catid=1&subcatid=35>

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## Credits:

**Country:** Israel

**Year:** 2012

**Illustrations:** Yirmi Pinkus

**Design:** Dov Kroll

Other images:

