

FAMILJEN



Properties list:

beer
alcohols and spirits
additional structural elements
folding carton
can and tin
metals
cardboard and paper
ironic
hand-made
rough
illustrated character
identity by illustration
unusual visual association
concept
range of products
end-user packaging
adults

From [Anders Jönsson Annasbror](#) website: "

Familjen (The family) is a fictitious brand of beer. It contains six types of beer, one taste for every member in the family. The pyramid packaging is made for easy openings, unlike the plastic vacuum packaging it facilitate for example rheumatism. It's also easy to carry around, like a bag. The cans have a strap that will make it easier for those who have impaired muscles for grabbing a can."

Collaboration with Azin Ashourvan, Henrik Naessen, Jessica Sernefors and Katarina Lindh.

Reference: <http://www.annasbror.se/index.php/?/work/bryn-mawr/>

Credits:

Designer:

Annasbror
Anders
Jönsson

Other images:

