

# FAMILJEN

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## 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.*

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

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## Credits:

### Designer:

Annasbror  
Anders  
Jönsson

Other images:

