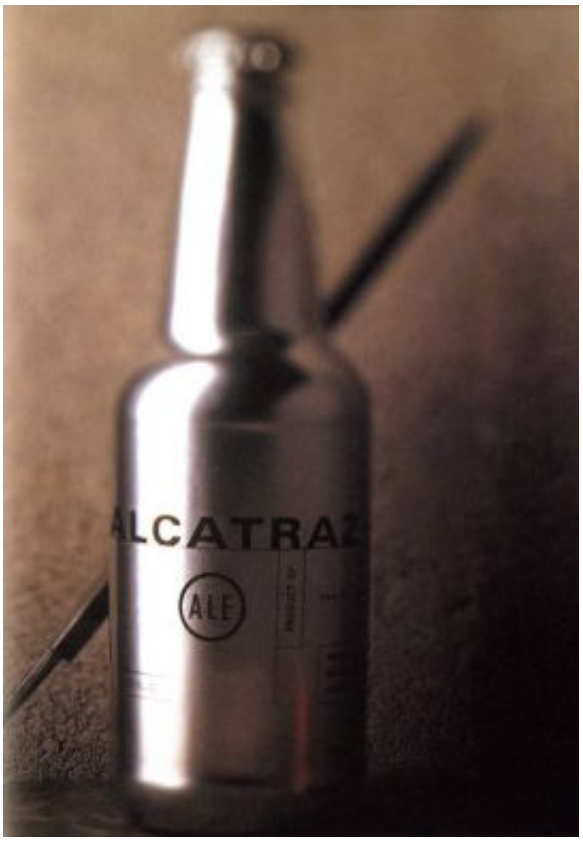
ALCATRAZ ALE



Properties list:

beer
alcohols and spirits
bottle
metals
minimal
high-tech
metallic
identity by packing process
identity by typography
new product
single product
end-user packaging

Designed to look as if it were produced in Alcatraz Penitentiary by the prisoners themselves, the distinctive characteristics of this bottle are the overall metallic coating and regimental typography that distinguish it on the shelf from the many other beer products.

Reference: http://designarchives.aiga.org/entry.cfm/eid_2400

Credits:

Country: United States of America
Year: 1995
Agency: Cahan & Associates
User: Boisset USA

Designers: Bill Cahan, Sharrie Brooks

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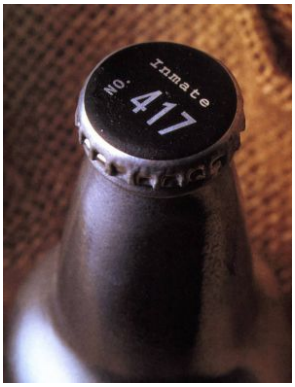
Other images:



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