BARA



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.

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

Credits:

Country: Israel
Year: 2012

Illustrations: Yirmi Pinkus

Design: Dov Kroll

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