

Oh Beautiful Beer: The Evolution of Craft Beer and Design

Harvey Shepard

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Harvey Shepard : Oh Beautiful Beer: The Evolution of Craft Beer and Design before purchasing it in order to gage whether or not it would be worth my time, and all praised Oh Beautiful Beer: The Evolution of Craft Beer and Design:

2 of 2 people found the following review helpful. Oh Beautiful Book, is more like itBy Mimi SmithOh Beautiful Book, is more like it! From the raised-label cover, to the lovely square format and feel-in-the-hand, to page after page of art information. Shepard has succeeded in creating a book which is as beautifully designed as its content: a wild variety of label art curated from the exploding universe of craft beer. This book is for anyone interested in excellent design, creative labeling and/or the craft beer and artisanal or local food movement. I purchased mine based on the blog of the same name, and I couldn't be more pleased. I've found my Christmas gift 2015!0 of 0 people found the following review helpful. Beautiful and good quality paperBy v72Beautiful and good quality paper, photography and print. Great fun and interesting facts for beer lovers of all ages! Give as a gift for beer buddies and one for yourself!0 of 0 people found the following review helpful. Beautiful Book for the Design Conscious Beer LoverBy Jessie LynnMy husband is a graphic designer and beer connoisseur. I gave this book to him for Christmas, but almost kept it for myself. The book is made of great material and high quality paper that feels good in your hands; very well designed indeed! With a clean layout, it showcases beer packaging designs from all over the world. If you love beer and design, I highly recommend this book!

The beautifully illustrated homage to the art of beer?and the design that makes it stand out The craft beer boom of the last decade has led to an explosion of new breweries. In such a crowded market, how do you make your beer stand out from the crowd? For many of the best brewers, the secret is to have an eye-catching design, something that reflects the quality of the product within and the values of the brewer who made it. Based on the hugely popular blog, Oh Beautiful Beer collects the most innovative new labels and logos into a sumptuous full-color book. Each brewery is selected by graphic designer Harvey Shepard, who uses the designs to create a visual history of craft beer. From the Gonzo cartoons of Flying Dog to the playful geometric patterns of Evil Twin to the classic Brooklyn "B," every beer geek will want to own this love letter to the art of beer. Over 200 Color Illustrations

About the AuthorHarvey Shepard is a writer, blogger, and graphic designer based in Seattle, Washington. A longtime beer (and label) enthusiast, he keeps a blog of his favorite designs at ohbeautifulbeer.com.