

DESIGN

Entry form: Beer library

Date of implementation or delivery to market

January 2014

Describe the brief from the client – Describe the challenges and key objectives

In recent years Vilnius bar scene exploded with new destinations. So our client had a challenge how to be relevant and more interesting compared to all the newcomers. Unique selling point of the bar – it is serving beer representing all beer styles. So it serves 60 styles and more than 300 different beer brands. Bar owners also have deep knowledge about beer and one of them is independent beer sommelier.

Describe how you arrived at the final design

First we came up with the bar concept and name. Owners wanted to make bar not a place to get drunk, but a place to discover thus the name "Beer library".

Keeping in mind that beer is simple drink for ages brewed with same ingredients we were looking for minimalistic logo. Here came open book looking like pint.

Same style approach was used for all supporting materials including interior co-created with local architect.

Give some indication of how successful the outcome was in the market

"Beer library" quickly became go-to destination for all beer lovers. Since late spring bar due to huge interest it doesn't accept reservations.

Just in 6 months "Beer library" became #2 in restaurants and places to eat at TripAdvisor.