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# Oh Beautiful Beer: The Evolution Of Craft Beer And Design



## Synopsis

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

## Book Information

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## Customer Reviews

Oh 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!

My 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!

Here's a nice "coffee table" book I happened to spot at our library - so of course, had to grab it. Expect plenty of pictures of beer labels and packaging from around the world. Mostly pictorial; very light reading. It's mostly current labels -- with a bit of history too. It's still a fun little tour. Made me a bit thirsty, even.

Great resource for beer branding. Highly recommend it.

Awesome book! Great variety and a good sense of humor. Its cover attracts attention and I leave it on my coffee table for a great conversation piece. Highly recommended!

YEP. Everything you would expect from a book laid out by Harvey Shepard based off his site of the same name. Well done! I hope to have a label in the next edition.

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