

EFES – Beerfest – Ship Bar & Crates



Beerfest is the most prominent beer festival in Serbia. It is an event highly visited by young urban population from Belgrade and other cities nearby. It takes place on a field between the fortress of Kalemegdan and the Danube.

Client wanted to stand out from all the other beer stands that were mostly resembling typical bars & pubs. We were briefed to create something that would be relevant for the location, event and differentiating.

A 10 meter tall ship was created and the

inside of the ship was a large bar. All the bartenders and promoters were sailors and pirates.

The EFES ship was the most visited stand and we won an award for the Best Stand in the year 2005.

In 2006 we created the giant crates branded in the two flagship brands in the EFES portfolio – Efes & Weifert. The crates were illuminated 15 meters high objects with the large bars inside them.

Again we won an award for the Best stand for the year 2006.