

Hop Hooligans

LOCATION
Bucharest, Romania

DESIGN
Diana Barbu



Bucharest-based brewers Hop Hooligans combine a geeky attention to detail with a mischievous streak of nonconformity. Their goal? To “achieve hop bliss.”



How would you describe the visual style of your brewery?

Cristian Mihai Dinu (Brewer): It all kind of starts from the name—Hop Hooligans—which we chose in order to state from the beginning that we don't plan on setting strict limits on what we're going to brew. We wanted to show that with the themes used for the labels, too. Most of them push a more-or-less hidden social message, or straight-up mischief. At the same time, we don't really take ourselves too seriously, so the style is playful and contrasty with a touch of texture.

What is the process for designing the label for a new release?

CMD: It all starts from the beer recipe, the nerdy science stuff that happens behind stainless steel tanks—trying to come up with the best hop combo for a DIPA or the tastiest combination of adjuncts for a luscious imperial

stout. Starting from that, we usually have some ingredients that help us form that first spark of a visual identity, and then we try to find a name and theme that work around said ingredient. Usually with hopped-up beers we tread a more specific path, with our “Achieve Hop Bliss” slogan in mind. With a name and a main theme set, we pitch it all to Diana, along with a mood board and as much info as we can come up with. It's great that we understand each other so well, and she always manages to enrich those muddled bits that are running around in our heads.

Where does the inspiration for the labels come from?

Diana Barbu (Designer): The easy answer would be pop culture, but, again, we don't really limit ourselves. We delve into art, music, lots of literature and movies, historic events, even philosophy. ▶

