

Duvel

COLLECTION

LIMITED EDITION



The Duvel Collection Gazette

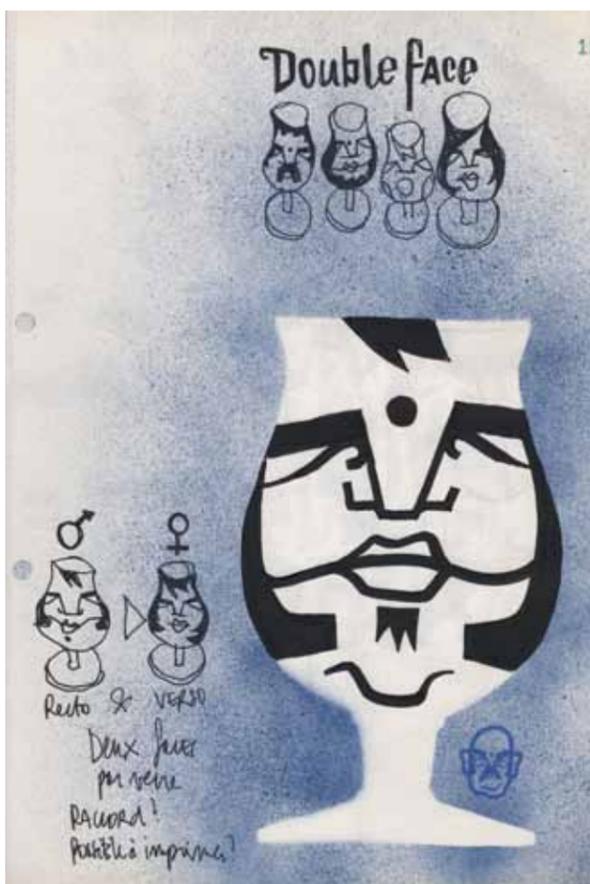
*Discover this limited edition series and
enjoy this special collaboration with us.*



DUVEL IS FAR MORE THAN
A PASSION FOR BEER.
IT IS A REAL PASSION FOR
GOOD TASTE.

EACH YEAR, A HOST
OF INTERNATIONAL ARTISTS
ARE CONTRIBUTING DESIGNS
REVOLVING AROUND
THE DUVEL GLASS FOR
THE DUVEL COLLECTION.

THE DUVEL COLLECTION GAZETTE
CONTENT



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BREAKFAST
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01. Parra

Amsterdam based artist and DJ Parra is an underground star who's spawned a new generation of design fanatics. Hugely prolific, his work can be found all over the city.

FEATURING ARTIST
PARRA



**i REALLY
like THE
PAINTING
BUT i'll GOT
THE PRINT**

FROM T-SHIRTS, SHOES AND BAGS DONNED BY IN-THE-KNOW STREET-WISE TREND-SETTERS TO PAINTINGS AND PRINTS THAT SET THE MOOD IN AMSTERDAM'S COOLEST SHOPS.

FROM RECORD SLEEVES TO PARTY PROMOTION FLYERS. PARRA'S DISTINCTIVE STYLE HAS BECOME SO COLLECTIBLE THAT EVEN THE FREEBIES ARE FOUGHT OVER.

Parra

The son of an artist, Parra grew up surrounded by paintings and sculptures. As with so many budding artists, the establishment didn't recognise his talent and he was rejected from art school. Through working at an advertising company, Parra gained knowledge about conceptual thinking and computer aided graphics which he went on to deconstruct and re-form into his now celebrated style. A style inspired by the music, humour, sarcasm and post rebel feelings of the early nineties skateboarding scene, which strikes as many chords today as it did back then.

—
"I find people funny—the way they act and manoeuvre themselves through life—and nearly all animals make me smile"
—

Parra's first solo gallery show, "Jobs I did for friends for under £100" took place at London's Kemistry Gallery in March 2005 and sold out in three days. His works have since been shown in numerous cutting edge art galleries around the world. Fast becoming recognized as one of the most distinct artists of our times, Parra's bold, hand-drawn graphics and tongue-in-cheek messages are challenging the established art-world's comfort zone and getting everybody's attention.

Exhibitions of Parra's work sold out in London and Los Angeles

On a global scale, well known brands including the likes of Nike, Volkswagen, Footlocker and Ben & Jerry have commissioned Parra designs for limited edition products. He's illustrated high-profile advertising campaigns and his own clothing line, Rockwell, has become a huge success with stockists in London, Tokyo, Berlin and New York.

But it's his roots in designing flyers, posters and identities for those close to him that continues to be Parra's first love. The bulk of what he produces remains available for everyone to use, keep or discard as they wish. It's an ethos in keeping with today's media-swapping generation which has undoubtedly played a huge part in building up his devoted following on the streets, while never diminishing the desirability of his work.

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A black and white photograph featuring two individuals. On the left is Eley Kishimoto, a woman with dark hair pulled back, wearing a patterned button-down shirt. On the right is a man with dark, wavy hair and a beard, wearing a light-colored button-down shirt over a white t-shirt. The background is plain white.

02. Eley- Kishimoto

To those in-the-know, Eley Kishimoto is the name behind the print designs featured in many of fashion's most influential collections.

FEATURING ARTIST
ELEY KISHIMOTO

EVEN IF YOU THINK YOU'RE NOT FAMILIAR WITH ELEY KISHIMOTO, THE CHANCES ARE YOU'VE ENCOUNTERED THE WORK OF THIS UK BASED DESIGN COMPANY MORE OFTEN THAN YOU REALISE.

ELEY KISHIMOTO

Their incisive, intelligent prints have been used to decorate everything from fashion to computers, buildings, furniture and even Volkswagen cars. And now of course, the iconic Duvel glass.

People who aren't familiar with Eley Kishimoto think this must be the name of some Japanese girl

Eley Kishimoto is the husband and wife collaboration of Welshman Mark Eley and Japanese born Wakako Kishimoto. Since the early 1990s, the duo have been wowing the fashion world through their work for renowned labels such as Louis Vuitton, Marc Jacobs, Alexander McQueen, Alber Elbaz and Jil Sander, to name but a few. While their sought-after prints and creative input continue to complement the work of many others, Eley Kishimoto also offers its own much-loved women's fashion label.

Eley Kishimoto are the Patron Saints of Print

A potent blend of British and Japanese influences has resulted in the Eley Kishimoto style which typically features bright colours, bold patterns and whimsical details. Insistently not succumbing to trends and fads, Eley Kishimoto has a distinctive timelessness which can surprise, delight or challenge. It's this very self-confidence which endears Eley Kishimoto to an ever-increasing following of fashionistas.

Fundamentally striving to make the world a prettier place

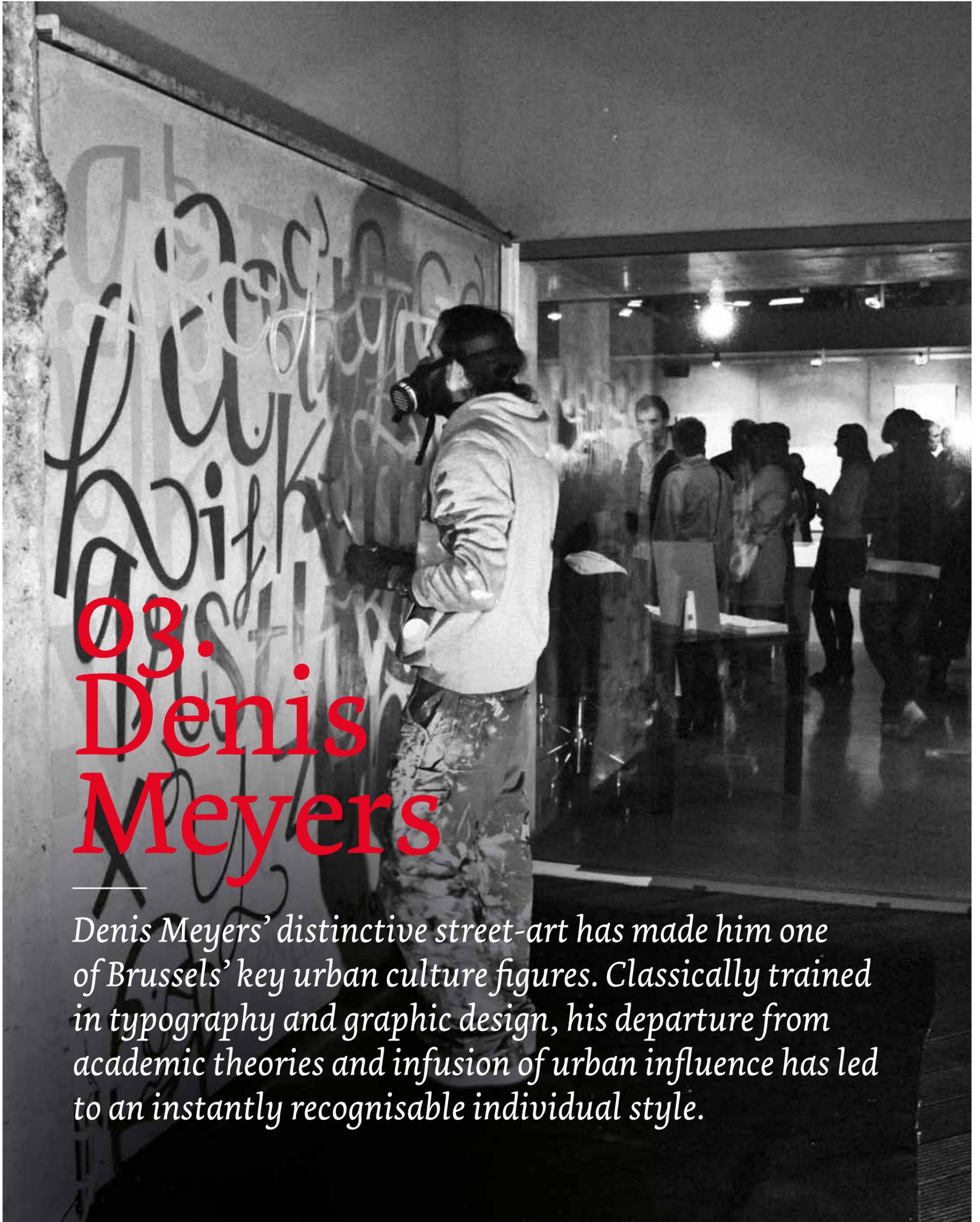
While most fashion labels rarely venture far from the clothing arena, Eley Kishimoto take a holistic approach that applies their creativity to every aspect of living. While collaborations with manufacturers of everything from footwear and hosiery to sunglasses, leather belts, watches and jewellery have stamped the Eley Kishimoto signature through the entire spectrum of women's apparel, use of their print designs on home decor such as wallpaper, furnishing fabrics, ceramics and glasswear has made Eley Kishimoto a way of life for many. Take a good look around you, and see how much Eley Kishimoto there is in the world.



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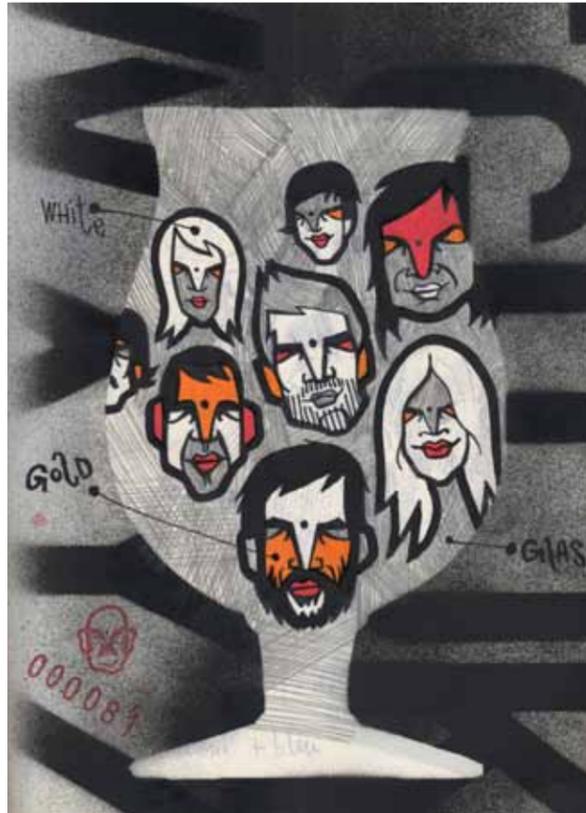
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03. Denis Meyers

Denis Meyers' distinctive street-art has made him one of Brussels' key urban culture figures. Classically trained in typography and graphic design, his departure from academic theories and infusion of urban influence has led to an instantly recognisable individual style.

FEATURING ARTIST
DENIS MEYERS



DENIS' PASSION FOR
SKATE CULTURE IS CLEARLY
DEMONSTRATED IN WORKS
THAT CELEBRATE ITS VIBRANCY.
CLEAN BLACK LINES AND
BOLD USE OF VIVID COLOURS
COME TOGETHER IN SIMPLE
YET POWERFUL, INTELLIGENTLY
CONSTRUCTED CHARACTERS.

DENIS
MEYERS

By combining disciplined precision with intuitive creativity, Denis has forged a unique identity that transcends the art and urban culture worlds.

—
“My earliest memories are designing
my first skateboard and a trip to
New York”
—

Denis Meyers' work is born and raised on the streets that he tirelessly surveys for further inspiration. By constantly questioning himself and his surroundings, he continues to broaden his repertoire of artistic experiences, and along with that the contemporary archive he is creating of our cities.

—
“My typography is inspired by
context. I just create it on the spot”
—

A multi-disciplined craftsman, Denis Meyers combines modern day techniques of screen printing, typography and photography with more ancient skills such as etching, engraving, painting and drawing. He works on paper, canvas and within the digital realm, with every work painstakingly hand-constructed to individual perfection.

Thanks to an army of enthusiastic fans, Denis' work has found its way into various cities around the world where home-printed stickers are to be found on walls and street furniture. Not so much vandalism as guerrilla art.

The city is my playground

As the established art world starts to wise up to the significance of Denis' work, it has been shown at a number of exhibitions including Alice Gallery, Jozsa Gallery, Devaux & Associates, Septantesept, Expo Plastic at Gezu and Bozar, the Centre for Fine-Arts in Brussels.

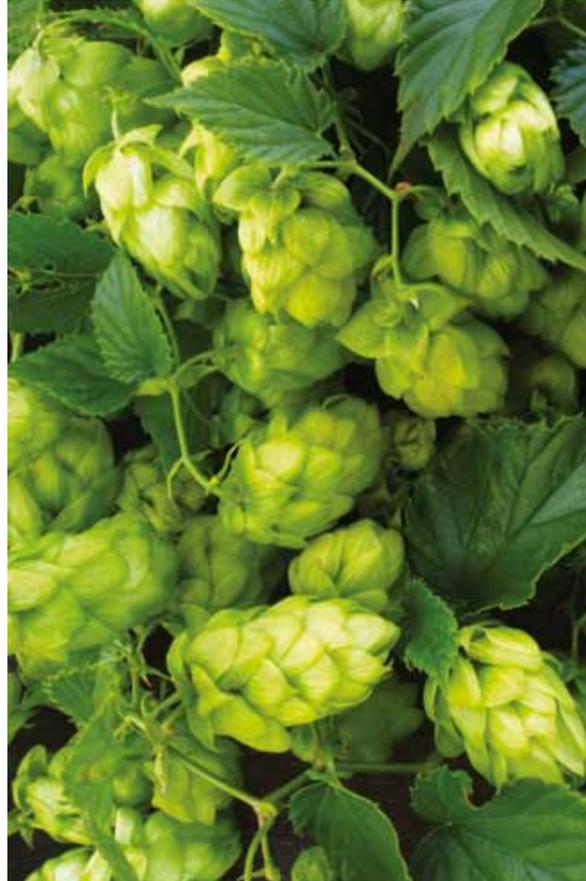
At the same time, well-known brands including Alfa Romeo, Eastpack and of course Duvel have given products a lift by embellishing them with the Denis Meyers touch.

Denis also devotes time and talent to supporting charities such as Sauvez mon Enfant (Save my Child) and those battling against AIDS.

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WITH ITS DISTINCTIVE FLAVOUR AND ICONIC PRESENTATION, DUVEL HAS BECOME THE BEER LOVERS' FAVOURITE IN OVER 60 COUNTRIES. STILL BREWED AT THE MOORTGAT FAMILY BREWERY FOLLOWING THE ORIGINAL RECIPE AND THE TIME IT NEEDS TO MATURE, DUVEL HAS GAINED WORLDWIDE ACKNOWLEDGEMENT AS THE STANDARD IN BOTTLE-CONDITIONED 'SPECIAL' BEERS.

While it is unmistakably Belgian, Duvel is an international triumph that blends the finest malted barley and carefully selected ingredients from around Europe with fresh water from the Moortgat Brewery's own 60m deep wells. 'Saaz-Saaz' hops from the Czech Republic and 'Styrian Golding' hops from Slovenia are the very best aromatic varieties. The yeast is cultured from a specific strain obtained by Albert Moortgat in 1918 from a brewery in Scotland.

The Moortgat family's insistence on quality back in the early 1900s means that Duvel still represents the pinnacle of beer craftsmanship today. The 90 day brewing process is only complete when Duvel's expert tasters are satisfied.

—
No other beer in the world is brewed with such care and attention as Duvel
—

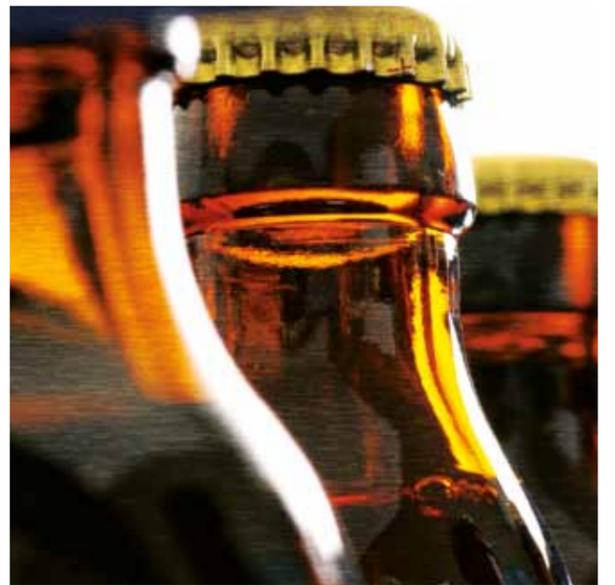
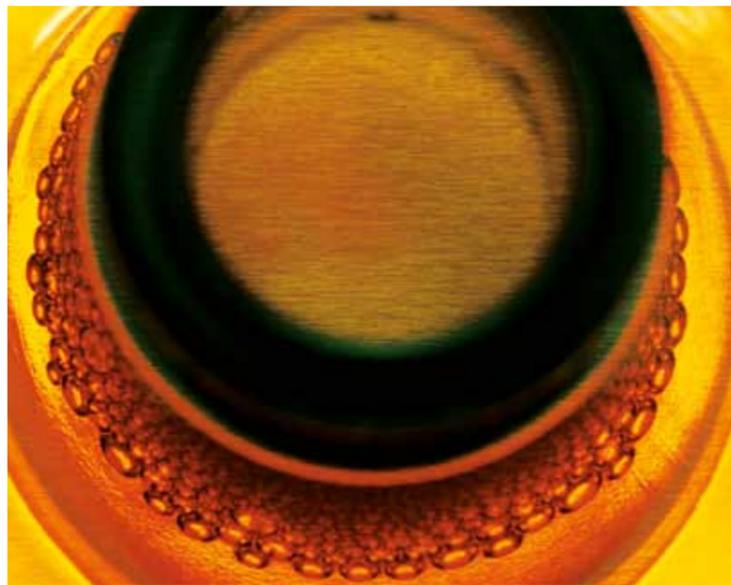
And the name? When it was introduced in 1923, shortly after the First World War, the beer was originally known as "Victory Ale". But during a tasting session for village notables, a local shoemaker was so amazed by its potent aromas that he exclaimed, "This is a real Duvel (Devil)." And so, Duvel was named.

By the 1960s Duvel's unique, innovative attributes had gained it an international following. The Moortgats of the time were convinced that such a unique beer surely deserved a suitably unique glass. And so the now familiar Duvel glass was created, as the first ever tulip-shaped beer glass.

Designed to hold the contents of an entire 33cl bottle, the Duvel glass was the largest beer glass of the time. Carefully designed to provide complete beer-drinking enjoyment, its rounded shape allows the exquisite flavour and aroma of Duvel to be fully experienced. The way in which the glass narrows towards the top also helps to retain the carbonation, thus preserving the head. Over 40 years later, the Duvel glass continues to command iconic status. Every year we celebrate its longevity as both a functional and aesthetically pleasing item by offering limited edition designs. The 2011 collection features work by three of today's most influential graphic artists: Parra (Amsterdam), Denis Meyers (Brussels) and Eley Kishimoto (London).

DUVEL IS BREWED WITH THE UTMOST PATIENCE AND PASSION. DRINK IT WITH LOVE.

DUVEL BEER
BREWED IN BELGIUM



Made in Belgium

*Duvel is far more than a passion for beer.
It is a real passion for good taste.*



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