

print

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F.O.B.

PACKAGING

**I'chaim,
tillie!**



It wasn't the typical design crowd at the Palace of Wonders bar in Washington, D.C., last June, where Matt Polachek was hosting the launch of two new beers. The sword swallower in attendance, for example, was discussing his new career choice of walking on nails. Polachek, art director for Schmalz Brewing Company, works with his college pal Jeremy Cowan, a beer brewer with a great shtick. He'brow. The Chosen Beer, with titles such as Rejewvenator and Messiah Bold. The brewery's newest craft ales are named after Coney Island sideshow characters—The Human Blockhead, Sword Swallower, and Albino Python—as a tribute and partial fund-raiser for the nonprofit organization Coney Island USA, with labels drawn by tattoo artist Dave Wallin. This Halloween, Schmalz will release Freaktoberfest, bearing a frightening image of the Coney Island mascot, Tillie. Wallin's illustrations strike just the right retro, iconoclastic note; which, like the beer itself, balances its mishogoss with chutzpah. JAMES GADDY