

DISCOVER WILD GLASS NEW TERRITORY

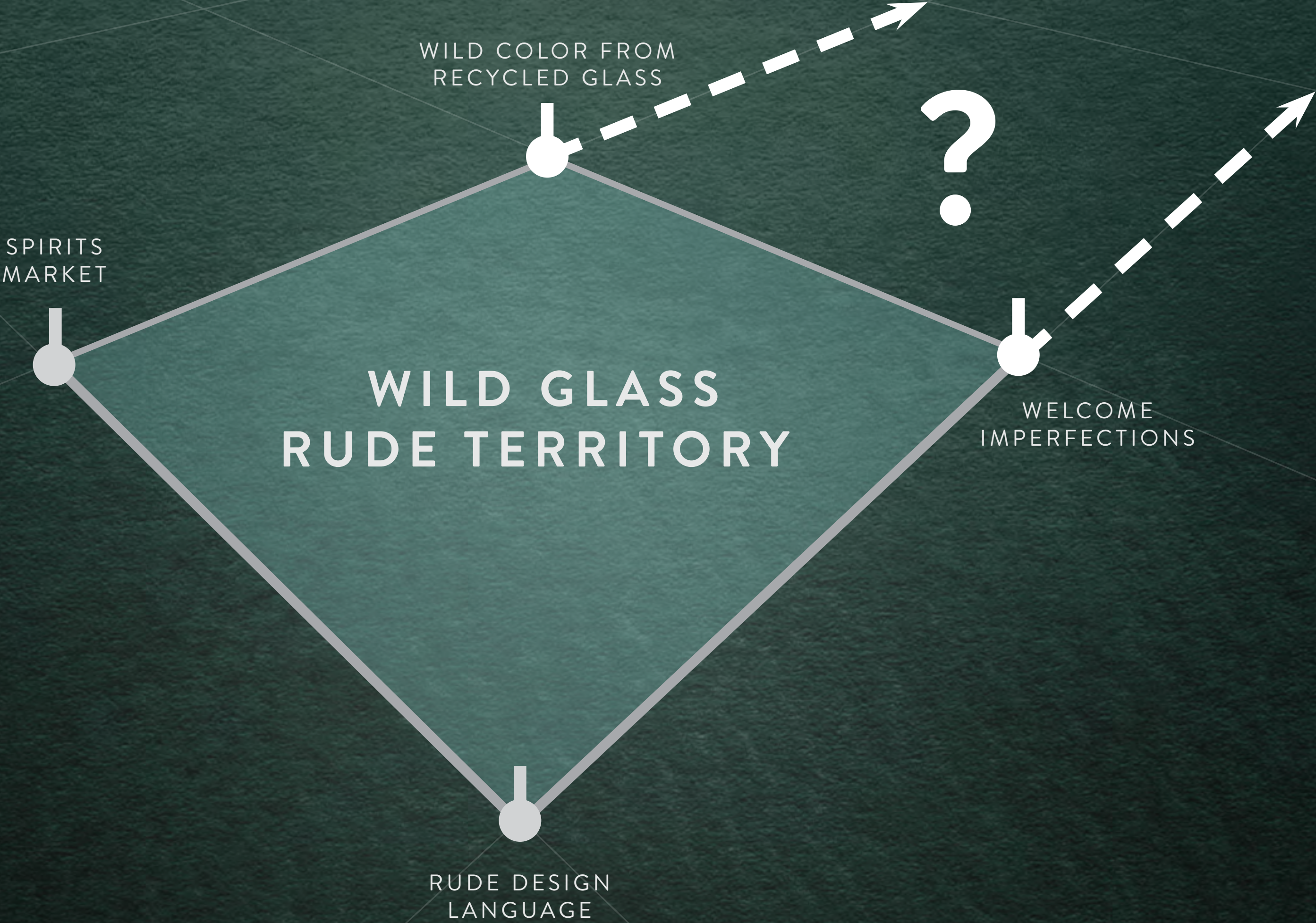
WILD GLASS WINE COLLECTION

estal.

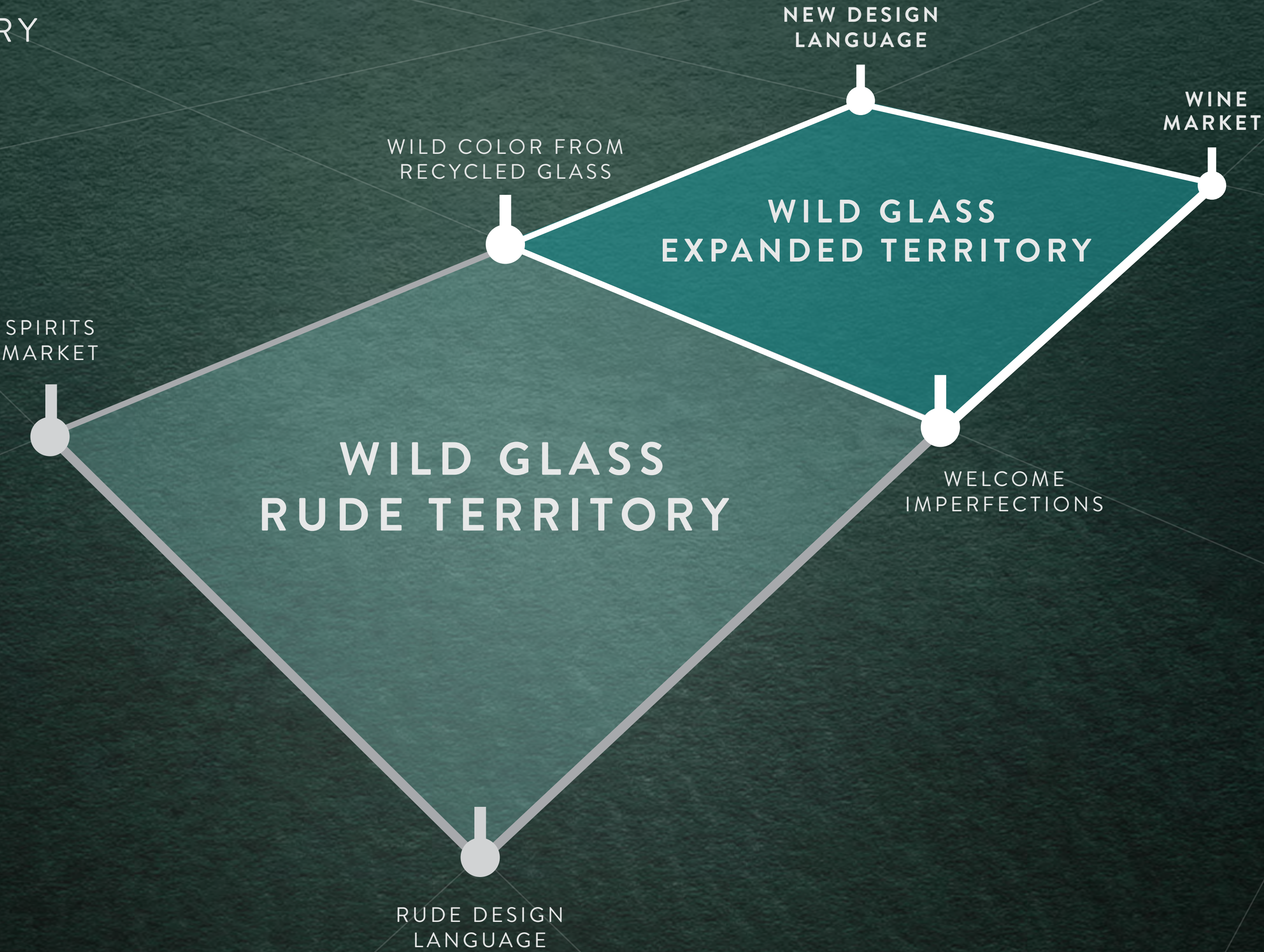
DEFINING THE TERRITORY



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Taking some key and common elements from the Wild Glass Rude territory, we can expand the Wild Glass brand into new undiscovered limits.

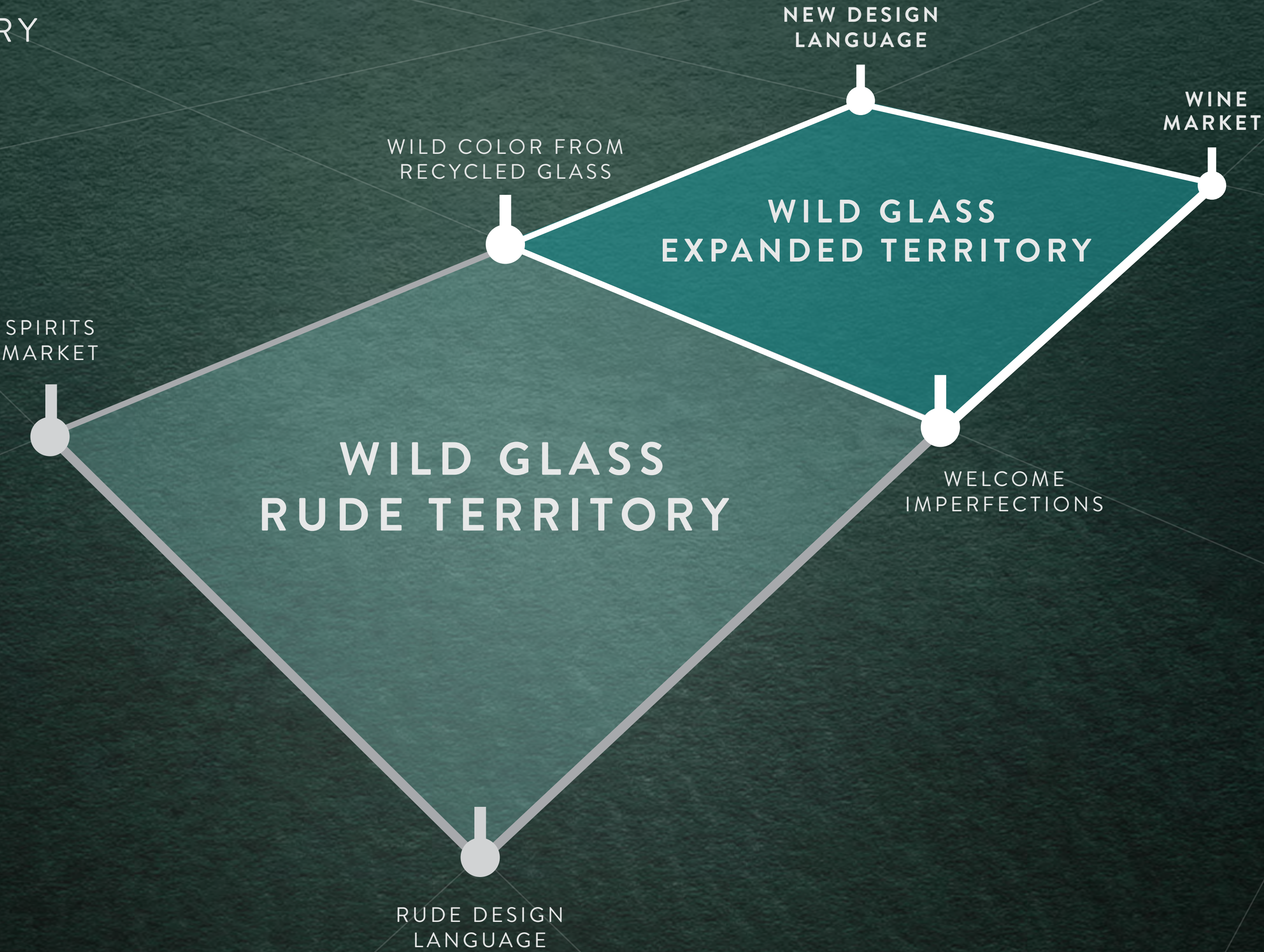
This new expansion **makes the Wild Glass brand stronger** at the same time it gives more cohesion to the whole catalog and possibilitates a more powerful commercial speech.

Since we already have three of the four defining points of the new territory already set, we only need to set what **the new design language** will define this new space.

1. DESIGN LANGUAGE

INSPIRED BY THE FIRST INDUSTRIAL BOTTLES


DEFINING THE TERRITORY





THE FORMAL CONSISTENCY IN THE HANDCRAFTED BOTTLES AND EVEN IN THE FIRST BOTTLES WAS NOT REGULAR. THIS CHARACTERISTIC HAS BEEN LOST AS WE HAVE IMPROVED THE INDUSTRIAL PROCESSES.

HOWEVER, WE CAN RECOVER THEM WITHOUT COMPROMISING THE INDISPENSABLE FUNCTIONAL ASPECTS OF A BOTTLE OF OUR TIME.



WILD GLASS IS THE PERFECT MATERIAL FOR THIS DESIGN LANGUAGE.
THE BUBBLES AND THE COLOUR ARE A CLEAR TESTIMONY OF THIS





WILD FLINT & WILD DARK ARE 100% NATURAL COLORS, NO COLORANTS.
WILD FLINT IS 100% MADE OF CLEAR PCR GLASS AND **WILD DARK** IS MADE OF 100% DARK PCR.

PRIMA DESIGN LANGUAGE KEYS

- Using simple and imperfect objects or objects worn out by time: **Asymmetry and faulty finishes are welcome.**
- Out of excess: **Forget about visual and cumulative stress.** Nor is it a question of 'less is more'. We must have what we need, neither more nor less.
- **Natural colours: is in line with the materials used, which remind us of nature,** not very saturated and with discontinuous shades.
- Hello textures: recover the sense of touch through textures, which natural materials already have in themselves: the knots in wood, the veins in stone, the wefts in textiles...
Good news: wrinkles are welcome as part of imperfections.
- Decorative details: What for? They fall into the category of the superfluous.



2. THE BOTTLE PROPOSALS

FIRST VIEW AT THE CATALOG



WILD GLASS PRIMA COLLECTION

BORDEAUX BOTTLE



VIEWS EVERY 90°





WILD GLASS PRIMA COLLECTION

BURGUNDY BOTTLE



VIEWS EVERY 90°





WILD GLASS PRIMA COLLECTION

SP PROSECCO BOTTLE







WILD GLASS PRIMA COLLECTION

RHINE BOTTLE



3. RESUME

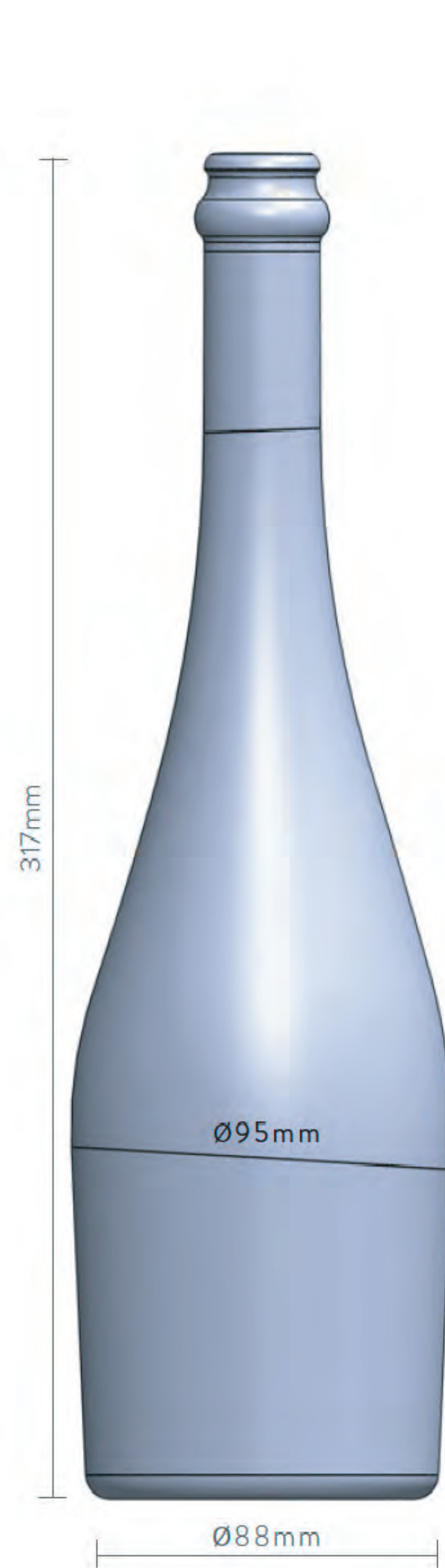
LIGHTNESS

100% RECYCLED GLASS, SMALL AESTHETIC DEFECTS ARE WELCOME AND
THE ASYMMETRY OF THE BOTTLES GIVES US LIGHTNESS.

SP PROSECCO

750 g - 750 ml

-60 g



RHINE

550 g - 750 ml

-55 g



BURGUNDY

550 g - 750 ml

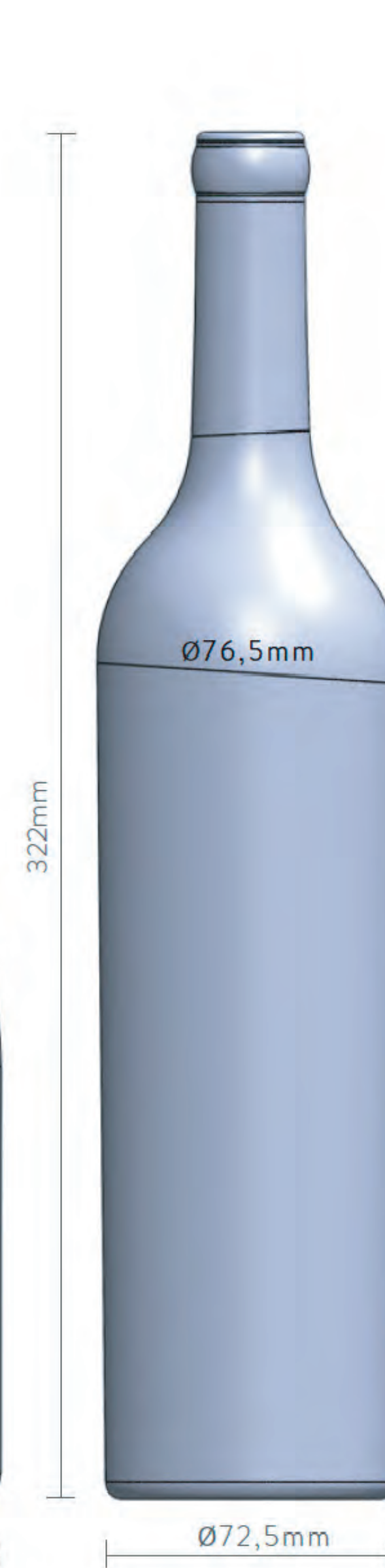
-60 g



BORDEAUX

550 g - 750 ml

-30 g











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