DISCOVER WILD GLASS
estal.

1. WHAT IS WILD GLASS?

INTRODUCTION

PRODUCT OFFER **BECOMING A BRAND**

THE CHALLENGE

Wild Glass is a movement in which its identifying features are the cause and consequence of a more sustainable, efficient and honest production.

Wild Glass uses **100% recycled glass** in the production process and **accepts the defect** through a **unique design language** which translates to a new and unique range of **glass colors**.

In Wild Glass the whole is greater than the sum of its parts.

DEFINING THE TERRITORY

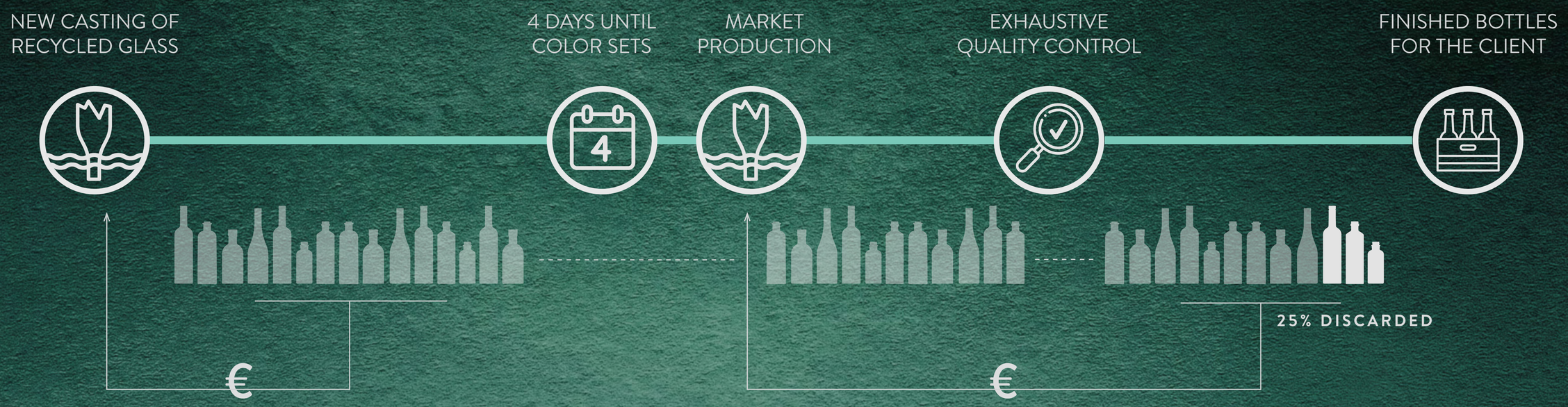
2. AESTHETIC IMPERFECTIONS: A NATURAL ADVANTAGE

THE IMPACT OF WELCOMING AESTHETIC IMPERFECTIONS FROM A MANUFACTURING PERSPECTIVE

AESTHETIC IMPERFECTIONS ARE
NATURAL AND BEAUTIFUL

WILD GLASS IS A 100% NATURAL COLOR, NO COLORANTS.

TRADITIONAL RECYCLED GLASS MANUFACTURING PROCESS



COST PROBLEM 1: COLOR

FIRST FOUR DAYS PRODUCTION IS DISCARDED UNTIL **COLOR** IS PERFECTLY HOMOGENEOUS

COST PROBLEM 2: PERFECT GLASS

25% OF THE PRODUCED BOTTLES ARE DISCARDED AND RETURNED TO THE OVEN

WILD GLASS MANUFACTURING PROCESS

WHY ARE THE CONSUMERS GOING TO ACCEPT AESTHETIC IMPERFECTIONS?

BECAUSE THEY CAN TELL A STORY...

3. RUDE DESIGN LANGUAGE

THE NEED FOR A NEW SPECIES

Welcoming color and texture imperfections in a market used to clean and crystal clear products must be done carefully.

While these imperfections in many products can be perceived by the users as defects in a bad way, in others can be perceived as authentic, unique and ultimately as a seal of quality.

The challenge is to create a design language that allows for the creation of a new bottle collection that embraces and is enhanced by the properties of Wild Glass.

CONTEMPORARY CLASSICAL AESTHETICS IN VOGUE...

THE IMPERFECT BEAUTY OF 100% RECYCLED GLASS

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