

DISCOVER WILD GLASS

estal.

SUMMARY

1. WHAT IS WILD GLASS?

2. AESTHETIC IMPERFECTIONS: A NATURAL ADVANTAGE

3. RUDE DESIGN LANGUAGE: THE NEED FOR A NEW SPECIES

4. BOTTLE PROPOSALS

5. MANUFACTURE FRIENDLY

6. FINISHES COMPATIBILITY

6. RESUME

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 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.

TRADITIONAL RECYCLED GLASS MANUFACTURING PROCESS

NEW CASTING OF
RECYCLED GLASS

4 DAYS UNTIL
COLOR SETS

MARKET
PRODUCTION

EXHAUSTIVE
QUALITY CONTROL

FINISHED BOTTLES
FOR THE CLIENT



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

NEW CASTING OF
RECYCLED GLASS - FROM DAY 0



FUNCTIONAL
QUALITY CONTROL



FINISHED BOTTLES
FOR THE CLIENT



<10% DISCARDED



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

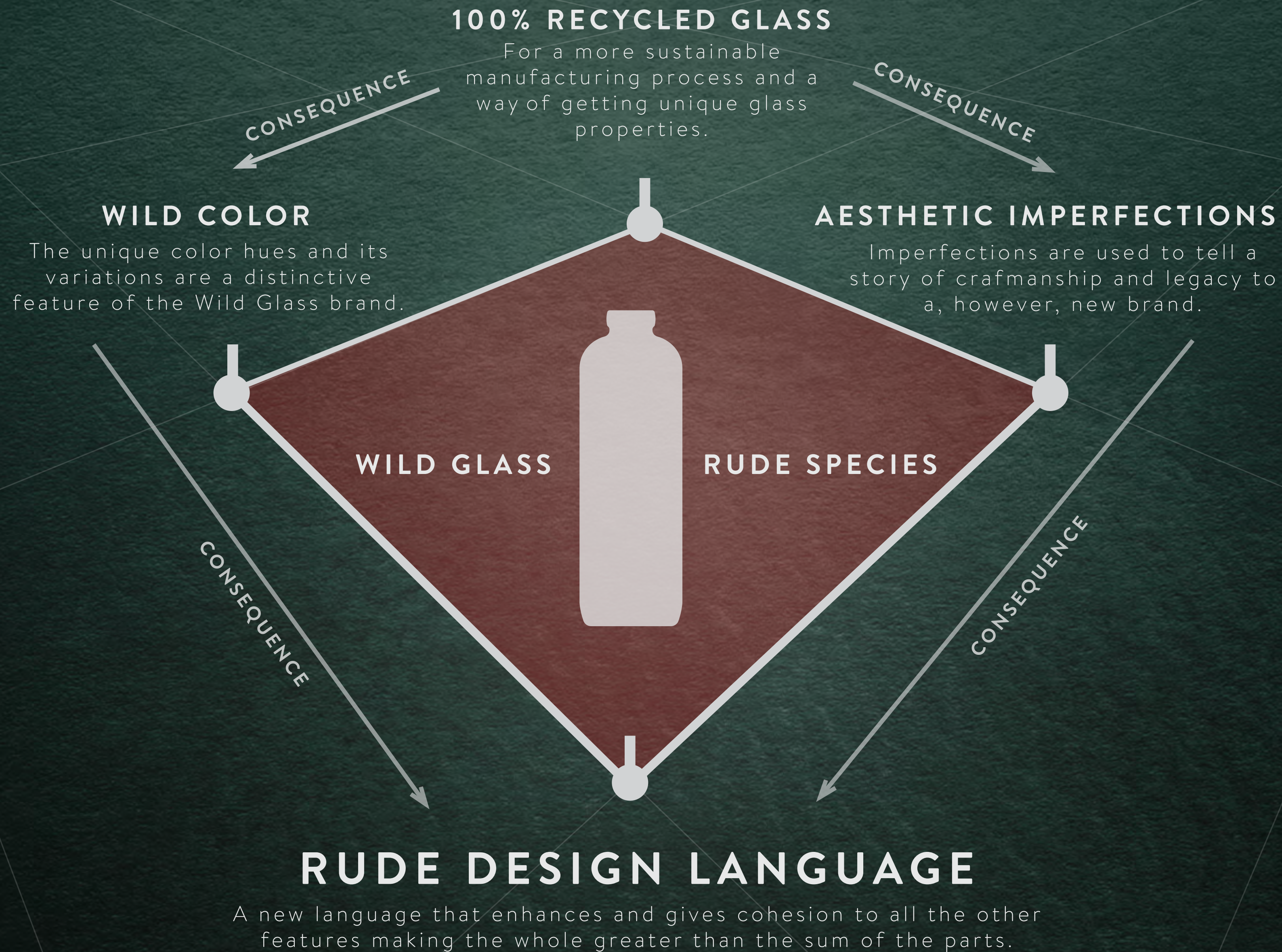
Welcoming color and texture imperfections in a market used to clean and crystal clear products must be done carefully.

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.

A man with a beard and safety glasses, wearing a grey work jacket and gloves, is kneeling in a workshop. He is using a large angle grinder to grind a metal surface, which is causing a large amount of bright orange sparks to fly. In the background, there is a large, circular metal structure and various industrial equipment. The text "THE ENVIRONMENT DETERMINES THE INDIVIDUAL" is overlaid in the center of the image.

THE ENVIRONMENT DETERMINES THE INDIVIDUAL



RUDE DESIGN LANGUAGE KEYS

- PRIMITIVE SILHOUETTES
- ULTRA-SHORT NECKS (CHOKER FINISH)
- VISUALLY HEAVY
- NATURALLY ROUGH LOOKING GLASS
- UNEVEN GLASS DISTRIBUTION

4. THE BOTTLE PROPOSALS

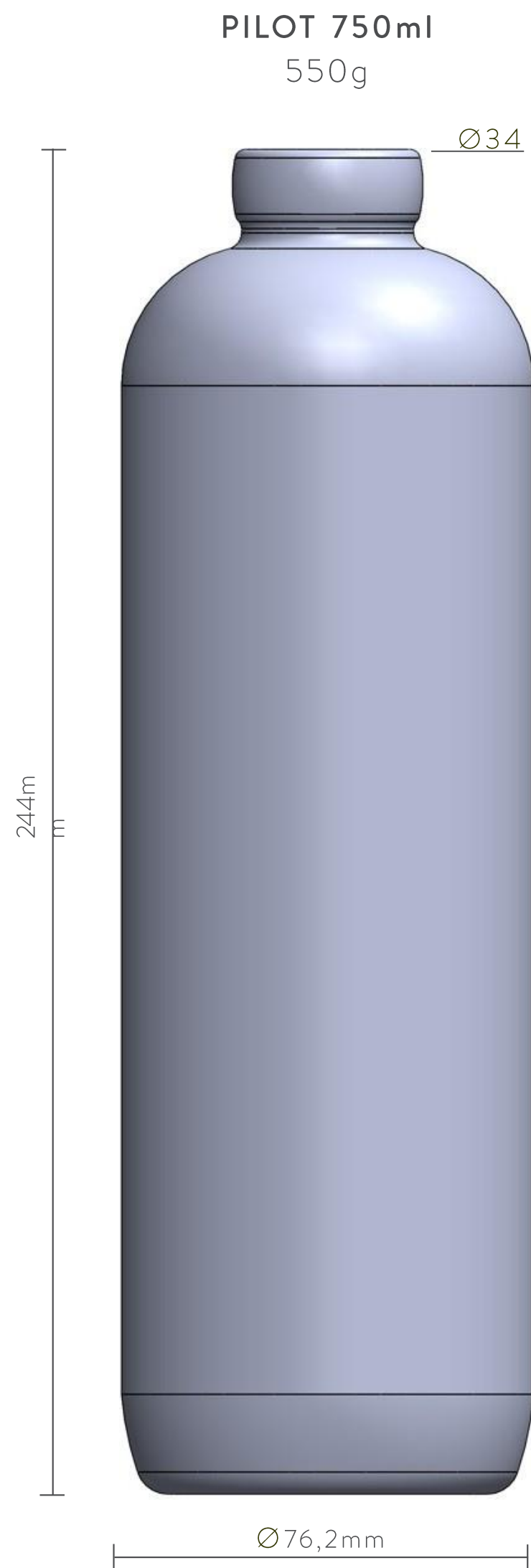
FIRST VIEW AT THE CATALOG

WILD GLASS RUDE COLLECTION

PILOT BOTTLE







PILOT 750ml

550g

Ø34

244m

Ø76,2mm

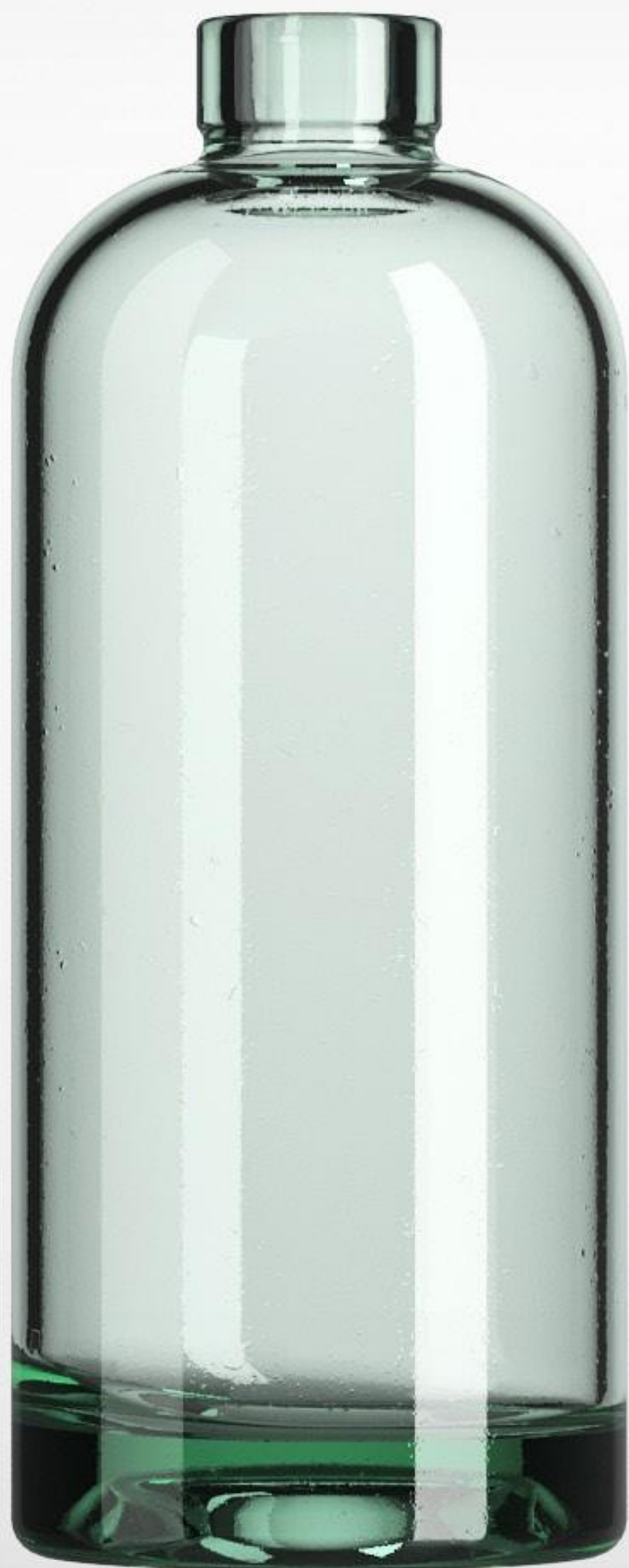
*Dimensions and weight are subject to further adjustments.



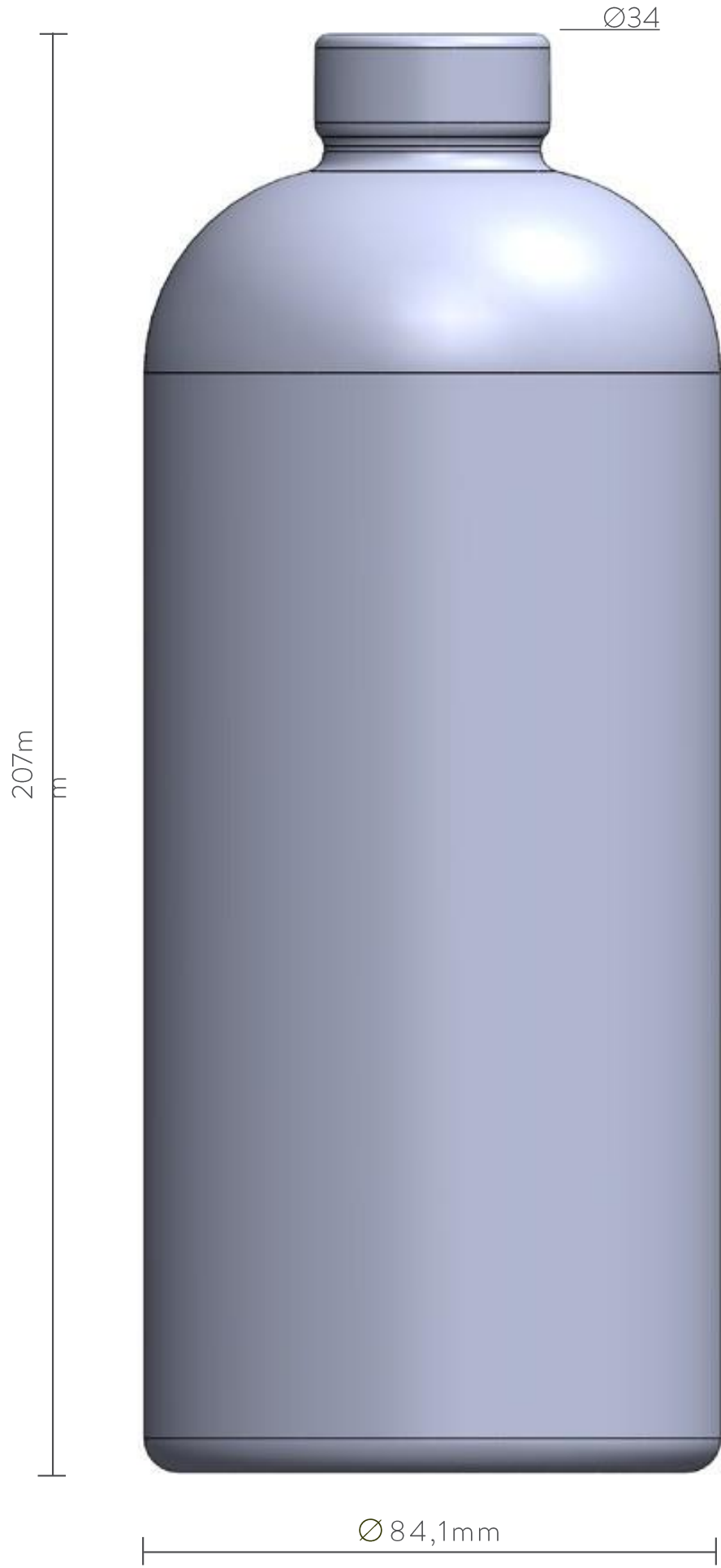
WILD GLASS RUDE COLLECTION

FARM BOTTLE





FARM 750ml
550g



*Dimensions and weight are subject to further adjustments.

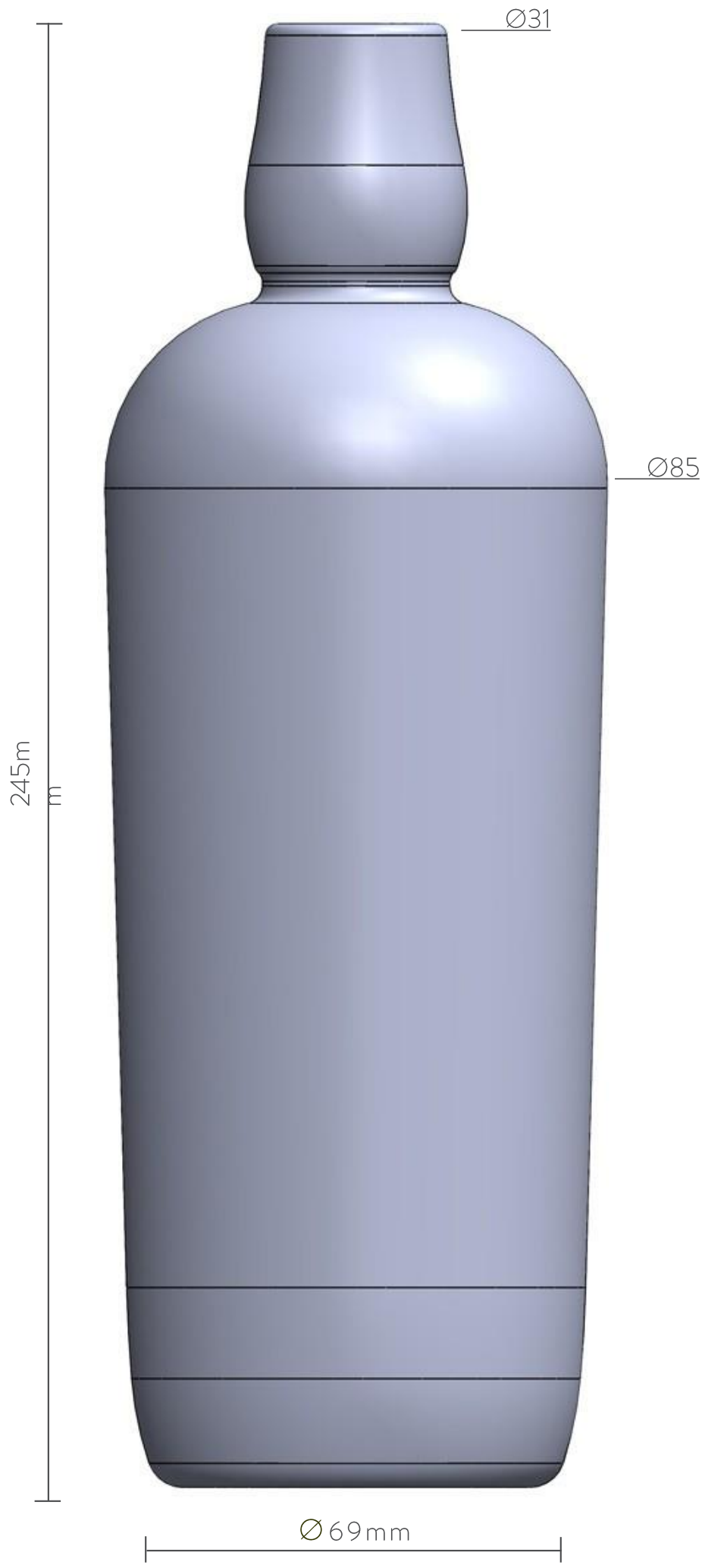
WILD GLASS RUDE COLLECTION

MELEE BOTTLE





MELEE 750ml
550g



*Dimensions and weight are subject to further adjustments.





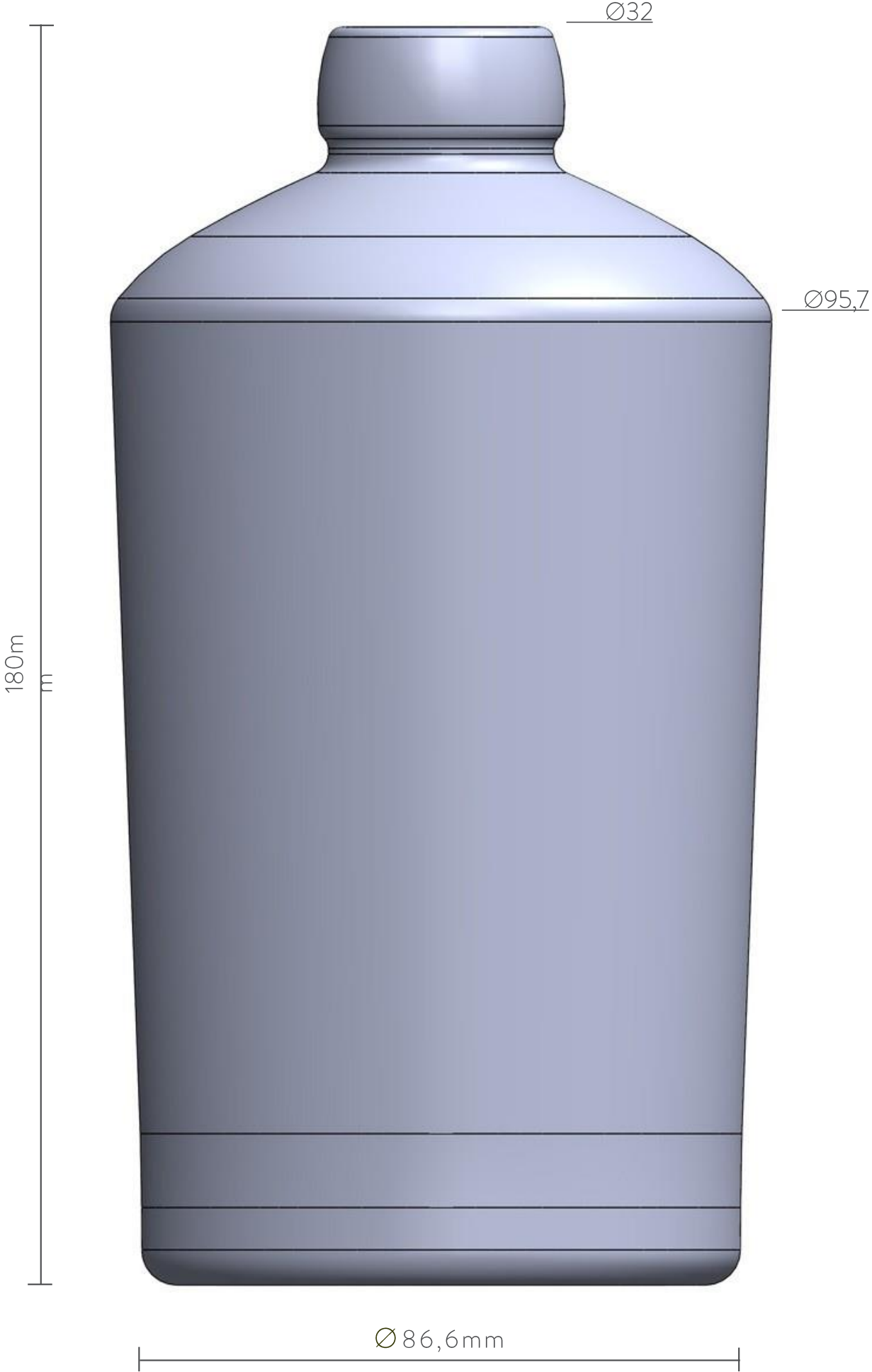
WILD GLASS RUDE COLLECTION

BARREL BOTTLE





BARREL 750ml
550g



*Dimensions and weight are subject to further adjustments.



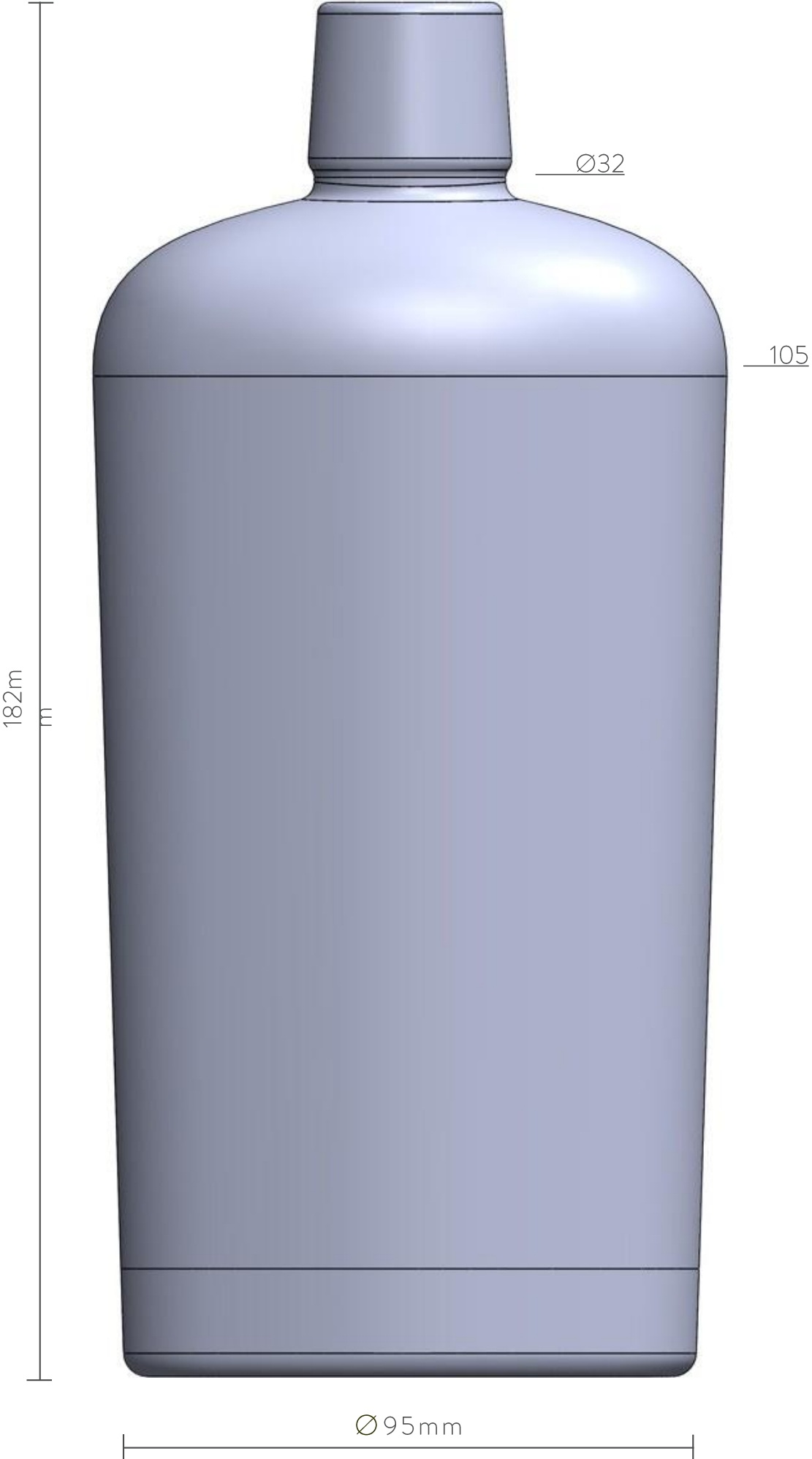
The image features two pieces of green glassware on a light-colored, textured surface. On the left is a dark green, rounded bottle with a small, cylindrical protrusion at the top. On the right is a tall, slender, light green glass. A semi-transparent dark grey rectangular box is positioned in the upper right, containing white text.

WILD GLASS RUDE COLLECTION

1919 BOTTLE



1919 750ml
550g



*Dimensions and weight are subject to further adjustments.



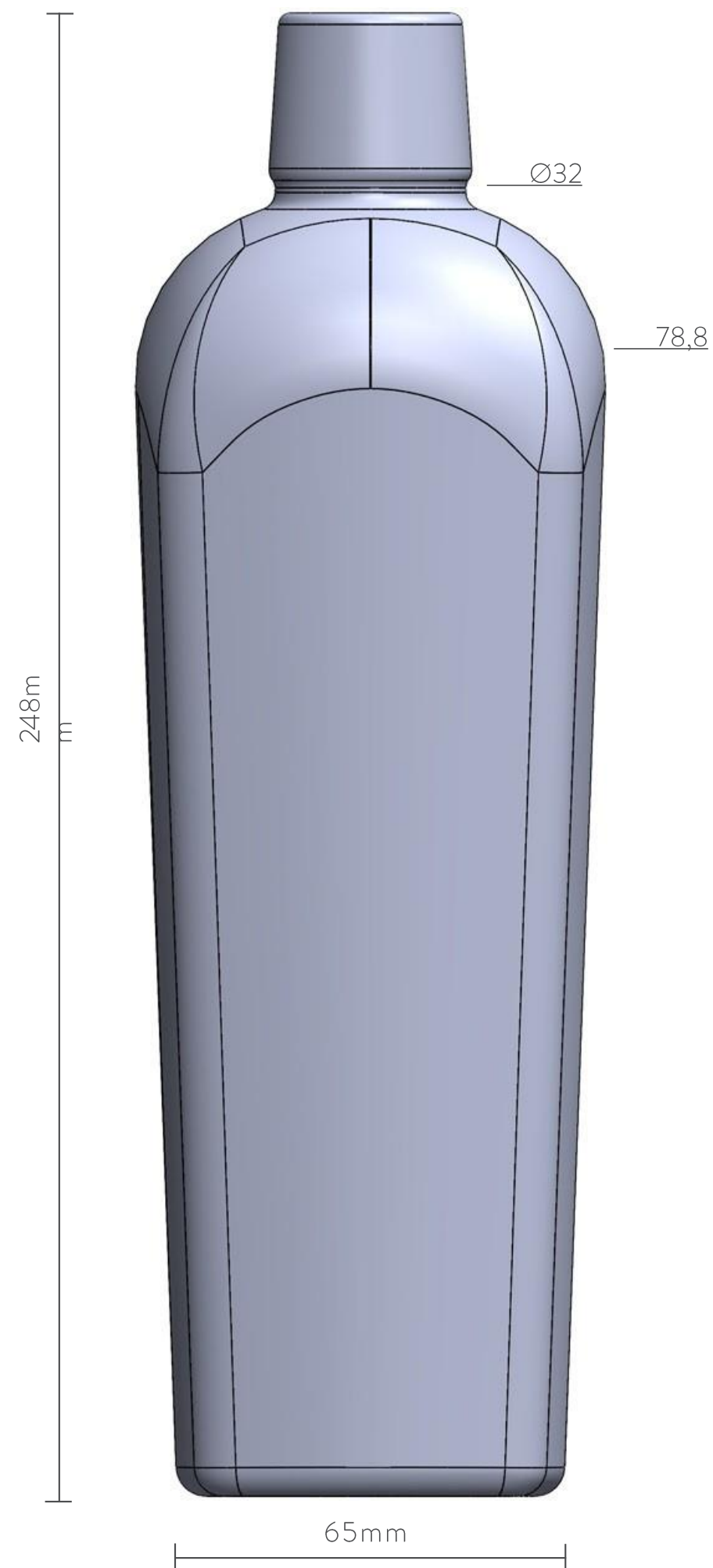
WILD GLASS RUDE COLLECTION

LANCE BOTTLE





LANCE
550g



*Dimensions and weight are subject to further adjustments.



5. MANUFACTURE FRIENDLY

DESIGNING CONSCIOUSLY THROUGH OUR EXPERIENCE



1. CONSCIOUS LINES

The RUDE bottle collection was designed in a way that facilitates the manufacturing process.

Form favors the glass distribution with subtle curves where usually you would find straight lines finishing on sharp edges and small radiuses, which are usually way more problematic.

2. COLOUR & IMPERFECTIONS

Uneven colours and aesthetic imperfections are welcome, allowing for less bottles to be discarded in the manufacturing process resulting in a more cost effective, eco-friendly and sustainable production.





3. LIGHTWEIGHT

All 700ml bottle models target the 600g weight mark while the 750ml models go as light as 550g.

This improves the glass distribution even more and helps reducing the cost of manufacturing obtaining a competitive price advantage and a more sustainable product.

6. FINISHES COMPATIBILITY

AN EFFICIENT WAY TO EXPAND AND CUSTOMIZE THE COLLECTION

CHOKER DIAMETER STAYS CONSTANT THROUGH THE COLLECTION











6. RESUME

LANCE



FARM



PILOT



BARREL



1919



MELEE





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