

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. RUDE COLLECTION

5. PRIMA COLLECTION

1. WHAT IS WILD GLASS?

INTRODUCTION



PRODUCT OFFER BEC̄OMING 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 up to 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

UP TO 100%
RECYCLED GLASS

WILD C
OLOR

WELCOME
IMPERFECTIONS

WILD GLASS
TERRITORY

NEW FORMAL
LANGUAGE

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 full-page photograph of a welder in a factory setting. The welder, a man with a beard and safety glasses, is wearing a grey work jacket and gloves. He is crouched down, using a large industrial grinding wheel to work on a metal surface. Bright orange sparks are flying from the point of contact between the wheel and the metal. In the background, there is a large, circular metal structure, possibly a tank or a large wheel, and various industrial equipment and pipes. The overall scene is industrial and focused on manual labor.

THE ENVIRONMENT DETERMINES THE INDIVIDUAL

**UP TO 100%
RECYCLED GLASS**

For a more sustainable
manufacturing process and a way of
getting unique glass properties.

CONSEQUENCE

CONSEQUENCE

WILD COLOR

The unique color hues and its v
ariations are a distinctive
feature of the Wild Glass brand.

AESTHETIC IMPERFECTIONS

Imperfections are used to tell a
story of craftsmanship and legacy to a,
however, new brand.

WILD GLASS

RUDE SPECIES



CONSEQUENCE



RUDE DESIGN LANGUAGE

A new language that enhances and gives cohesion to all the other f
eatures making the whole greater than the sum of the parts.

RUDE DESIGN LANGUAGE KEYS

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

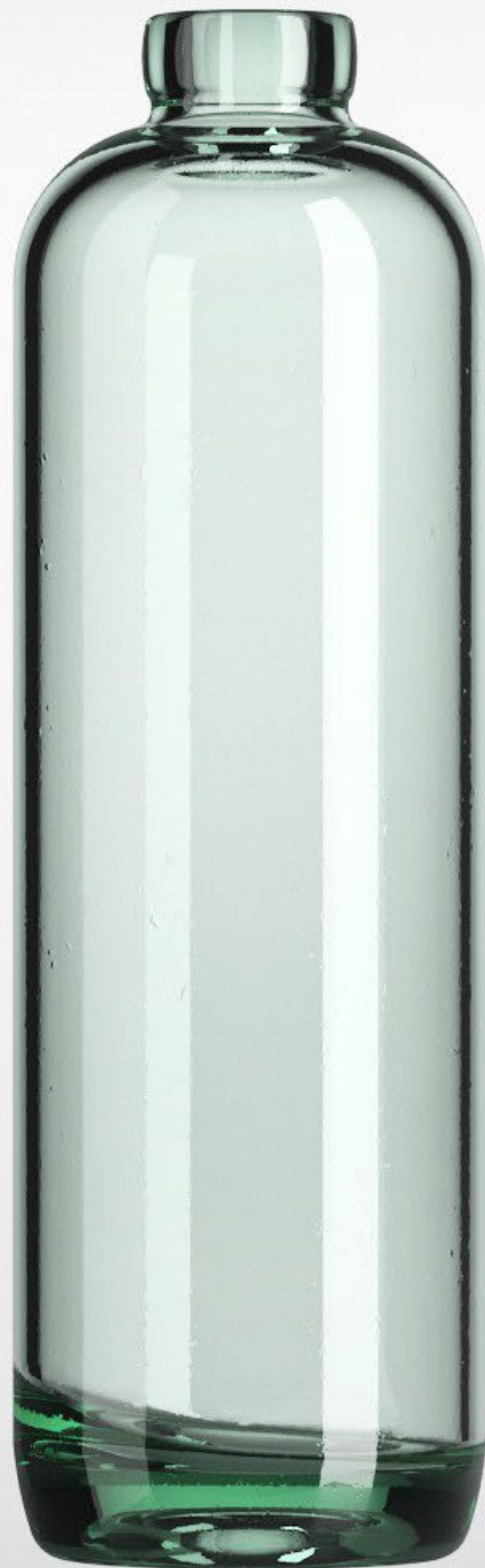
4. RUDE COLLECTION

CATALOGUE

WILD GLASS RUDE COLLECTION

PILOT BOTTLE



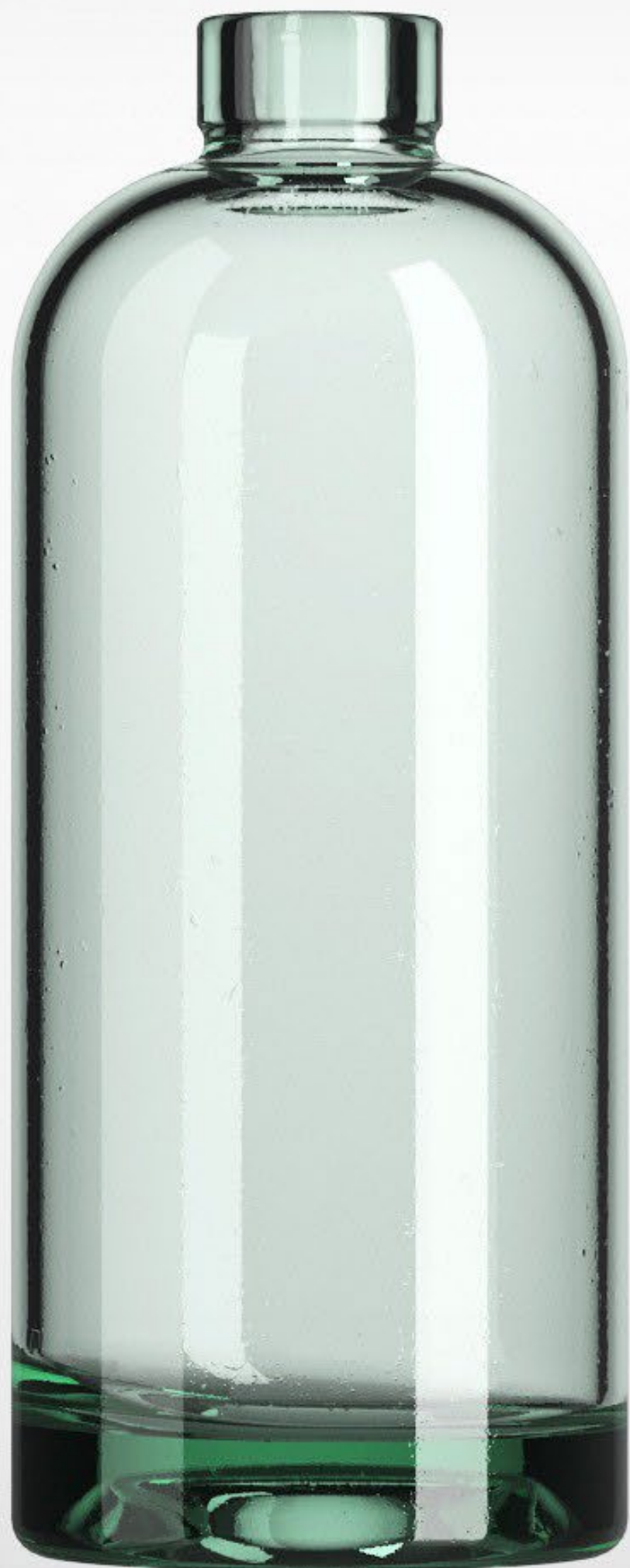




WILD GLASS RUDE COLLECTION

FARM BOTTLE





A photograph of two glass bottles lying on a light-colored, textured concrete surface. The bottle on the left is dark green and has a small, circular opening at its base. The bottle on the right is a lighter, translucent green and has a small, rounded protrusion at its base. The lighting is soft, creating subtle shadows and highlights on the glass and the concrete.

WILD GLASS RUDE COLLECTION

MELEE BOTTLE







WILD GLASS RUDE COLLECTION

BARREL BOTTLE









WILD GLASS RUDE COLLECTION

1919 BOTTLE





WILD GLASS RUDE COLLECTION

LANCE BOTTLE







5. PRIMA COLLECTION

CATALOGUE



WILD GLASS PRIMA COLLECTION

BORDEAUX BOTTLE







WILD GLASS PRIMA COLLECTION

BURGUNDY BOTTLE

VIEWS EVERY 90°





WILD GLASS PRIMA COLLECTION

SPARKLING BOTTLE







WILD GLASS PRIMA COLLECTION

RHINE BOTTLE



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