

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 **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





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

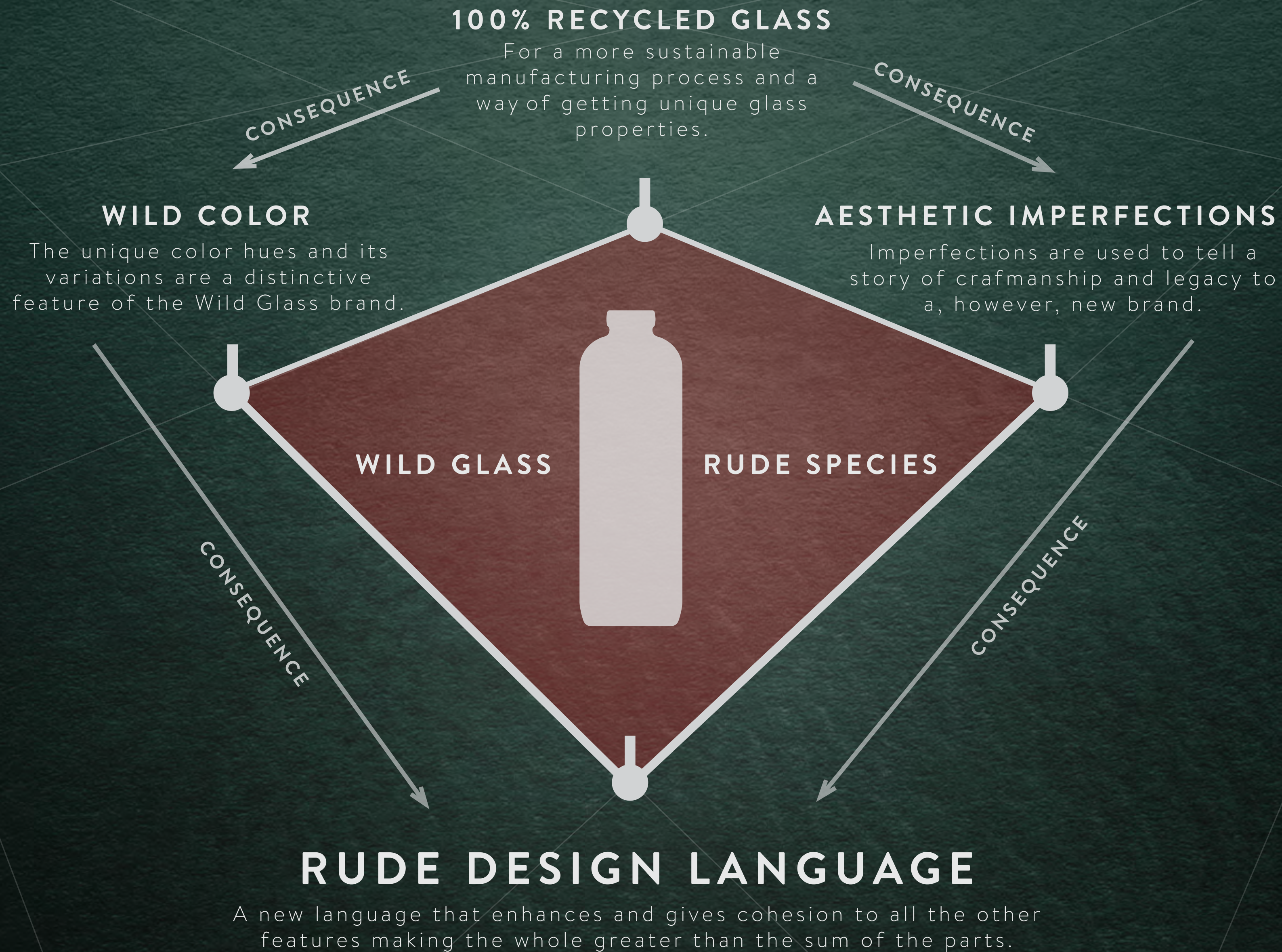
Welcoming color and texture imperfections in a market used to clean and crystal clear products must be done carefully.

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 factory. He is using a large industrial grinding wheel to grind a large metal ring. Sparks are flying from the point of contact. The background shows industrial machinery and metal structures.

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

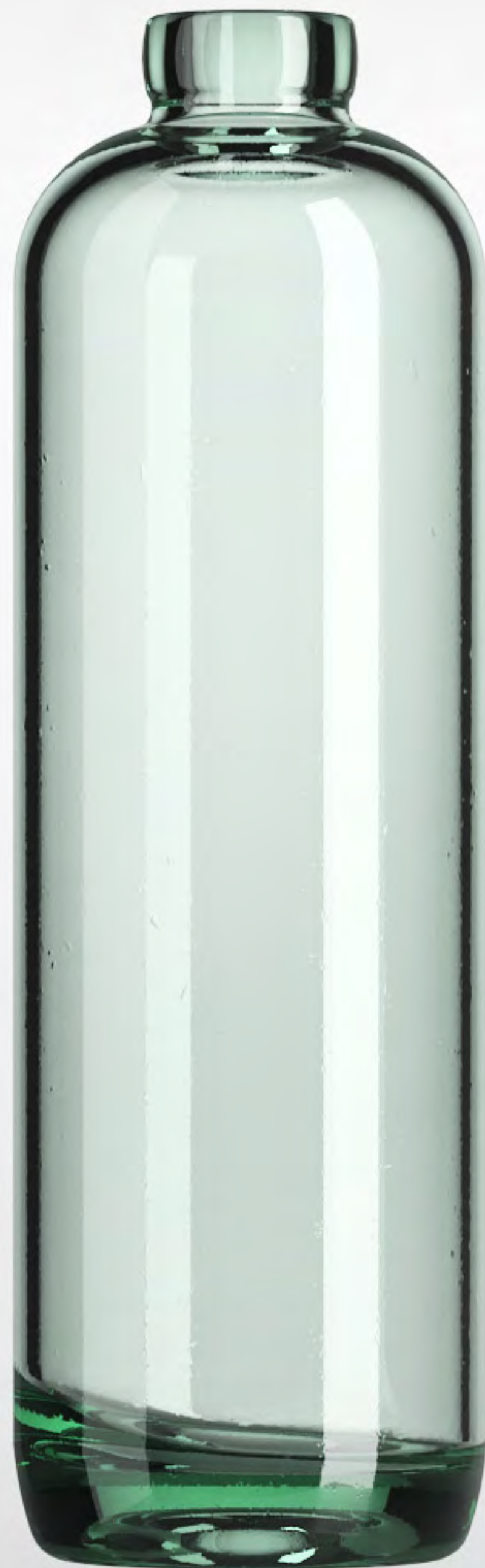
4. RUDE COLLECTION

CATALOGUE

WILD GLASS RUDE COLLECTION

PILOT BOTTLE



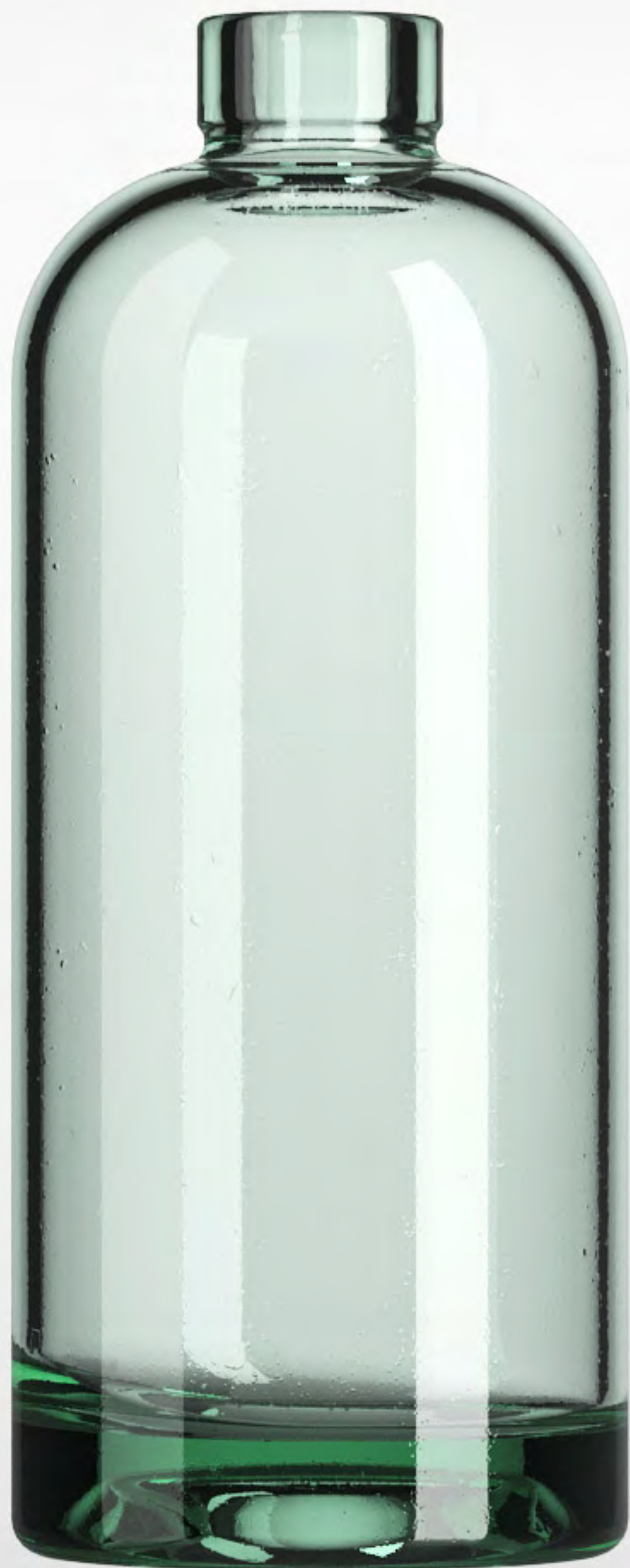




WILD GLASS RUDE COLLECTION

FARM BOTTLE





WILD GLASS RUDE COLLECTION

MELEE BOTTLE











WILD GLASS RUDE COLLECTION

BARREL BOTTLE





The image features two pieces of green glassware on a light-colored, textured surface. On the left is a 1919 bottle, which is a dark green, rounded, horizontal bottle with a small, rounded stopper at one end. On the right is a tall, slender, light green glass tumbler. A semi-transparent dark grey rectangular box is positioned in the upper right area, containing white text.

WILD GLASS RUDE COLLECTION

1919 BOTTLE





WILD GLASS RUDE COLLECTION

LANCE BOTTLE







5. PRIMA COLLECTION
CATALOGUE



WILD GLASS PRIMA COLLECTION

BORDEAUX BOTTLE



VIEWS EVERY 90°





WILD GLASS PRIMA COLLECTION

BURGUNDY BOTTLE







WILD GLASS PRIMA COLLECTION

SPARKLING BOTTLE







WILD GLASS PRIMA COLLECTION

RHINE BOTTLE



DISCOVER WILD GLASS

estal.