

DISCOVER WILD GLASS

estal
GLASS ATTITUDE

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

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 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



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 welder wearing a grey protective suit, safety glasses, and gloves is kneeling in a workshop, using a grinding wheel to smooth a large metal component. Bright sparks are flying from the point of contact. The background shows industrial machinery and metal structures.

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
variations 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

CONSEQUENCE

RUDE DESIGN LANGUAGE

A new language that enhances and gives cohesion to all the other
features 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

THE RUDE COLLECTION...

COMING SOON

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