DISCOVER WILD GLASS



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

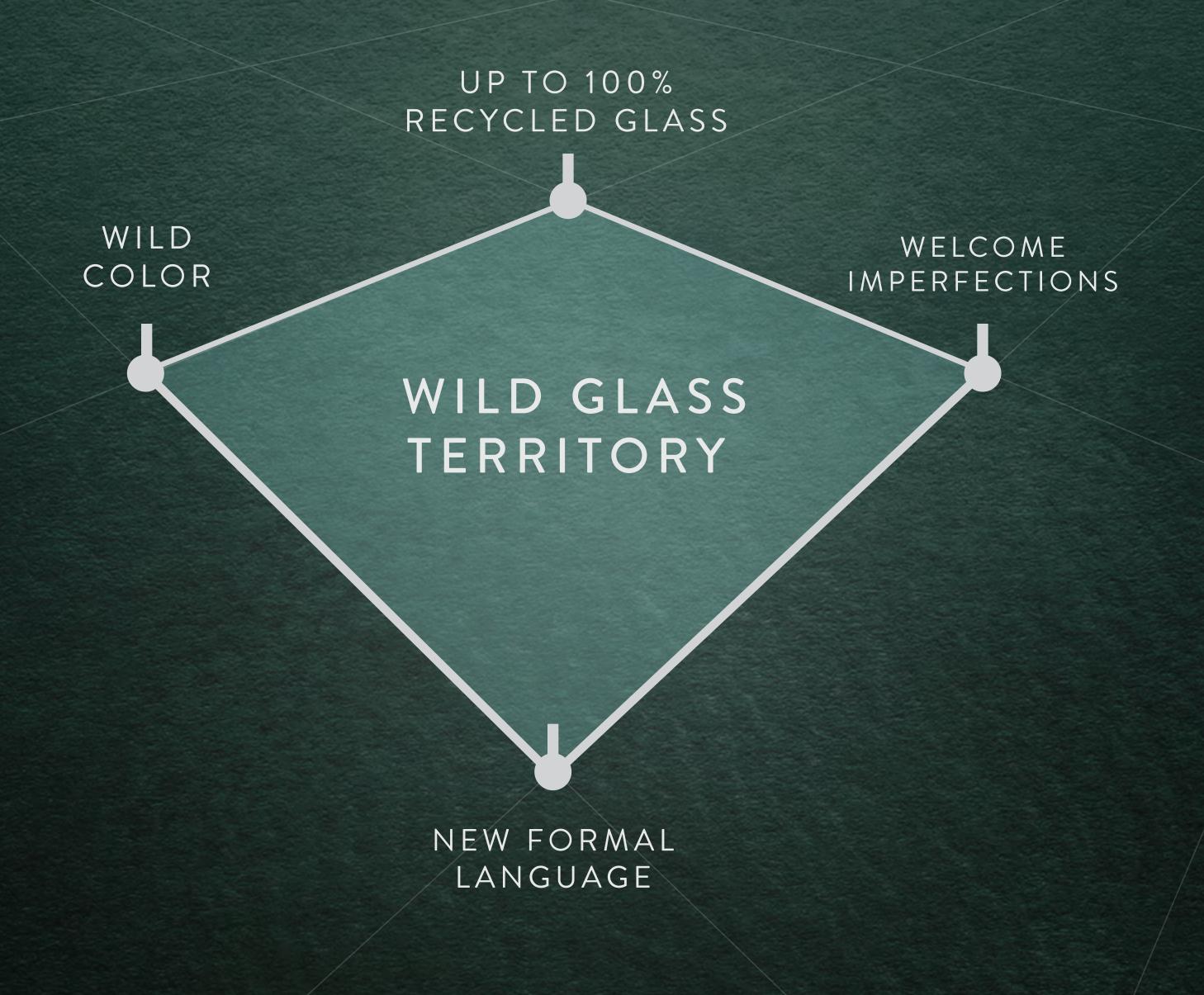


Wild Glass is a movement in which its identifying features are the cause and consequence of a more sustainable, efficient and honest production.

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

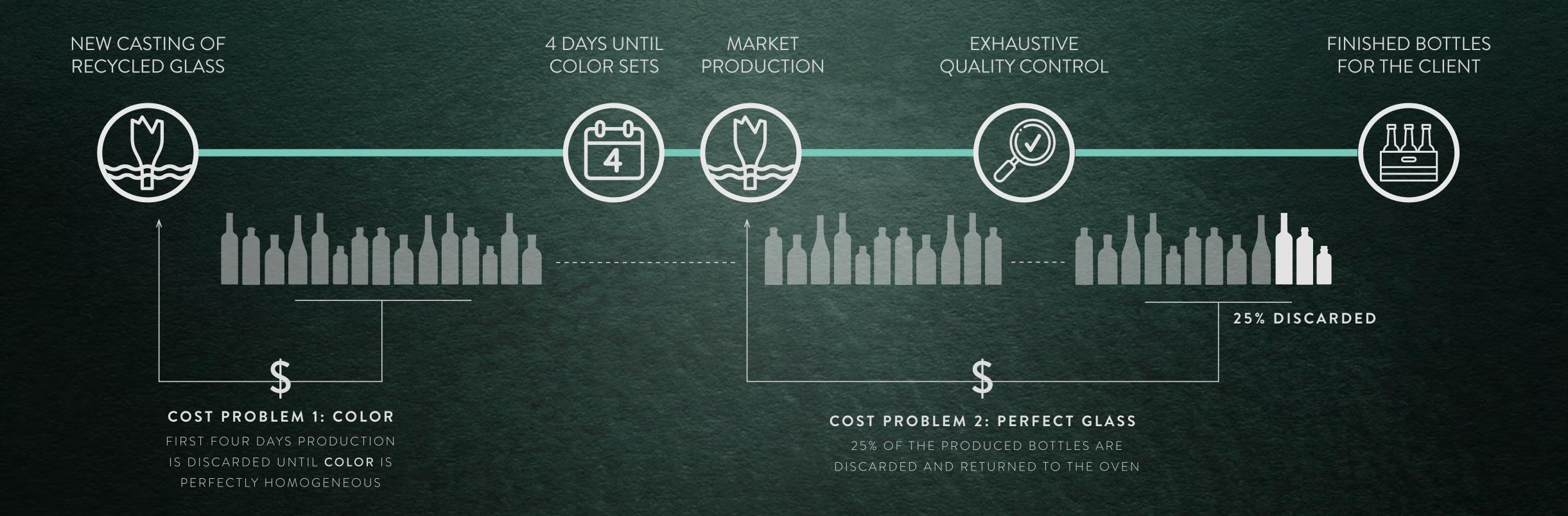
THE IMPACT OF WELCOMING AESTHETIC IMPERFECTIONS FROM A MANUFACTURING PERSPECTIVE







TRADITIONAL RECYCLED GLASS MANUFACTURING PROCESS



WILD GLASS MANUFACTURING PROCESS

NEW CASTING OF RECYCLED GLASS - FROM DAY 0 FUNCTIONAL QUALITY CONTROL FINISHED BOTTLES FOR THE CLIENT









<10% DISCARDED



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.



UP TO 100% RECYCLED GLASS

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

CONSEQUENCE

WILD COLOR

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

CONSEQUENCE

AESTHETIC IMPERFECTIONS

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

WILD GLASS

RUDE SPECIES

Control of the contro

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

DISCOVER WILD GLASS

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