

WHERE DO WE FIND MEMORIES?



Concept

The formal inspiration for our project is inspired by the **city of Venice**. Why Venice? Firstly, because of the **"Veneto" region** which is one of the highly wine productive regions in Italy. Secondly, for the particular shape of the city which reminds like a **fish**.

INSPIRATION



WHY THIS FORM?

- It is very functional (check down)
- It holds the traditional value of the Italian wine
- It gives a special sculptural and elegant value to this product

HOW DID WE GET TO THIS SHARPLY CUTTED ORGANIC FORM?

- Through research of the form of the **city of "Venice"**
- Deforming** the shape



PROBLEM



Many regular wine drinkers state that: **1/2 a bottle** of wine is satisfactory for an **evening drinking**.

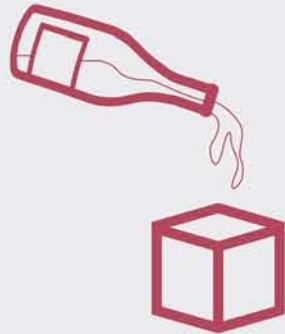


But, what to do with the wine **after opening** the bottle? Even if you put the cork back, it doesn't keep the wine **as fresh** as when you open it.

SOLUTION

The solution is **DECANTING** the wine into suitable container, **re-cork it and put it in refrigerator**.

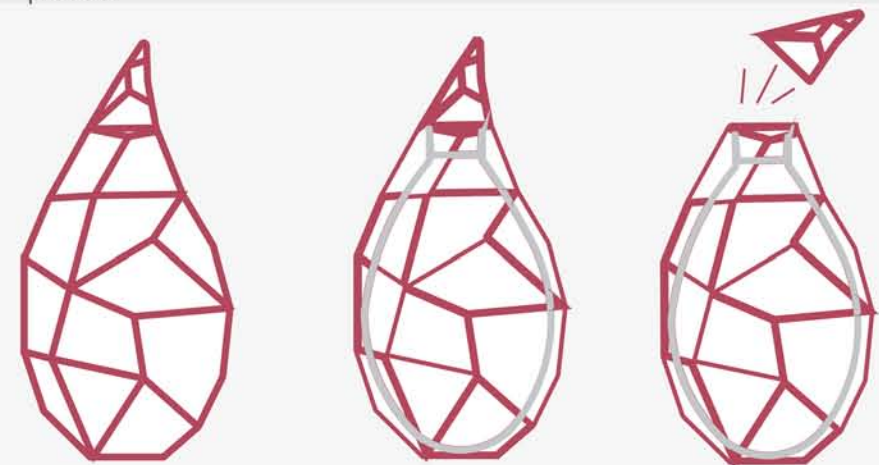
According to many books for wine this is #1 rule for extending the lifetime of the freshness of the wine.



WHY DECANTING WINE?

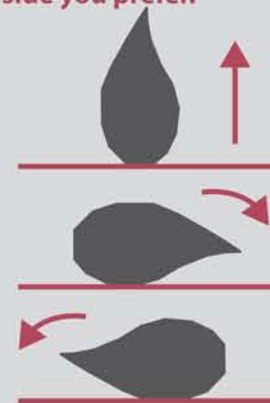
- stops oxidising of wine
- keeps the same taste of the wine as when you first open it
- keeps the right temperature

FORM



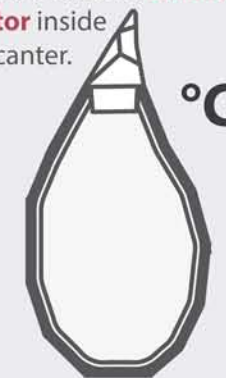
FUNCTION 1:

The possibility to **place "Winezia" on the side you prefer**.



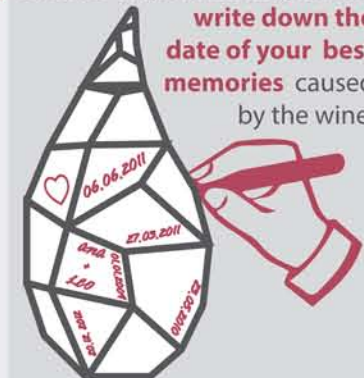
FUNCTION 2:

"Winezia" keeps the wine temperature, thanks to **chrome steel** outside on purpose so, you can **insulator** inside the decanter.



FUNCTION 3:

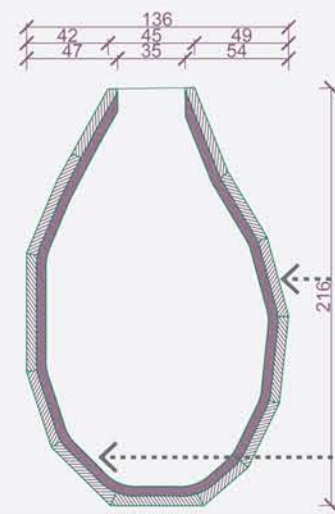
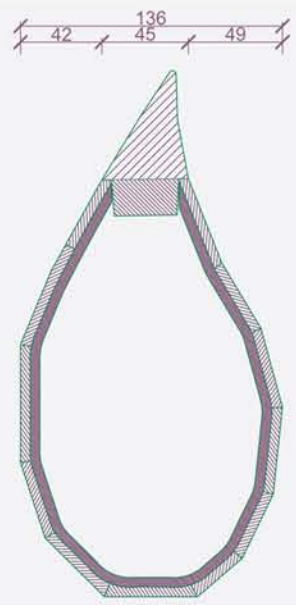
"Winezia" is done in wood on purpose so, you can **write down the date of your best memories** caused by the wine.



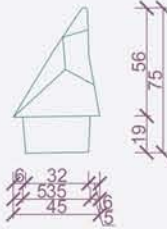
NEW SOLUTION

Multifunctional wine decanter:



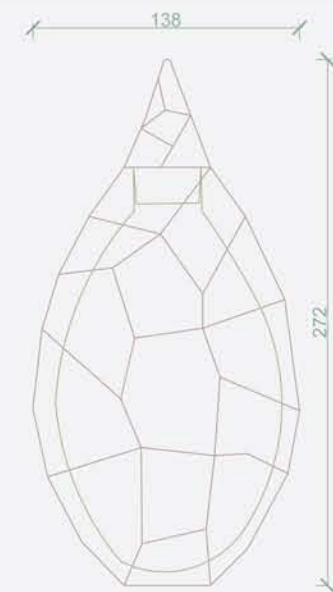


Bottle cap:



Maple wood with matt finish for the outer shell of the product.

Chrome steel for the inside of the product. Chrome steel acts as very good insulator.



*The measurments are in millimeters

