

P1

INTERNSHIP REPORT

TOPIC: LUXURY ALCOHOL BOTTLE DESIGN

STUDIO: FUTURING DESIGN

LOCATION: PUNE

DURATION: 7 WEEKS

Apurba Mondal
M.Des 1st year
Industrial Design

DESIGN BRIEF

To Design Luxury Alcohol Bottles for an Indian Distillery for
Whiskey, Vodka and Rum.

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OBJECTIVE

To study the existing Indian and Global market regarding the trends in liquor consumption and how much branding as well as packaging plays a role in the success. Based on User preferences and context of usage, building up Luxury bottle forms as well as branding for the Indian market but also resonates with the global trends and aesthetics.

PROJECT RESEARCH

A brief History of Alcoholic Beverages

Fermented beverages existed in early Egyptian civilization, and there are evidences of an early alcoholic drink (Rice Wine) made out of fermentation of Rice, Honey and Fruits in China around 7000 B.C and are known to have independently mastered the process of distillation. In India, an alcoholic beverage called sura, distilled from rice, was in use between 3000 and 2000 B.C. Much before the birth of Christ, consumption as well as celebration of the beverages was a part of many ancient civilizations such as the Babylonians worshiped a wine goddess as early as 2700 B.C. In Greece, one of the first alcoholic beverages to gain popularity was mead, a fermented drink made from honey and water. [1]

<https://www.drugfreeworld.org/drugfacts/alcohol/a-short-history.html>

Evidences of alcoholic beverages have been found in ancient Egypt as well during 3150 BC. Beer, which is an alcoholic beverage of low alcohol volume, was an everyday drink for people of all classes in Europe during the middle ages. Native South Americans produced beer like beverages by fermenting readily available produces like maize.

Whiskey was invented in Ireland during the early 15th Century which led to the advent of further experiments to add taste and benefits throughout Ireland and Scotland.

Most common usage of alcohol (spirits) was for medicinal purposes and were being mass manufactured only after the 17th Century and gained momentum only after the British parliament passed a law encouraging the usage of grains for distilling spirits. But after rising incidents of citizens breaking law under the influence, the American as well as British government imposed a ban on the manufacturing, Sale, Import as well as Export on intoxicating liquors.

During the mid 19th century, with the advent of fast mould manufacturing for decorative flasks, which used to take painful amount of time to carve the body, now was done in few seconds. The following were the most common mass manufactured alcohol beverage bottles.

SCROLL FLASKS



SUNBURST



CORNUCOPIA



HISTORIC



CUBOIDAL



CYLIDRICAL



After advent of mass manufacturing during the 1880's, before which bottles irrespective of being detailed or simple, were hand blown, now produced as many bottles in an hour which hand blowers made in a day. These bottles need not be carved or the ribs on the neck needed to be carved, a cap could be directly screwed upon. Modern methods of mass scale Bottle manufacturing takes less time and human power. The two most widely used methods are Blow and Blow, and, Press and Blow whose details would be covered later.

Alcohol Consumption in Indian and Global market

According to World health organisation's 2014 Global Health report, an Individual's consumption every year of alcohol is 6.2 Litres whereas an average India consumes 4.3 Litres but India is the 2nd Largest consumer of Scotch Whiskey and the market has been growing ever since whiskey has been introduced into the Indian market. Out of the total population, about 30% consumes alcohol on a regular basis and about 11 % are moderate to heavy drinkers but the largest market is in the rural area where annual consumption is 11.4 litres where drinks like toddy and country liquor is preferred due to its cheap cost and local manufacturing. Country liquor is especially favoured in the states- Andhra Pradesh, Madhya Pradesh, Punjab, Haryana, Chhattisgarh. Beer and imported alcohol is mostly consumed in Andhra Pradesh, Karnataka, Kerala, Sikkim, Arunachal Pradesh, Delhi .



38.3 %



6.2

Litres of alcohol
consumed per person
per year in the
WORLD



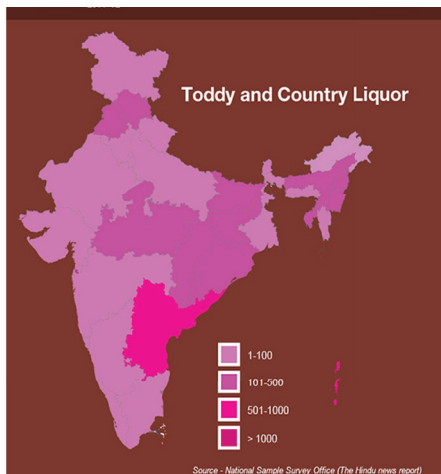
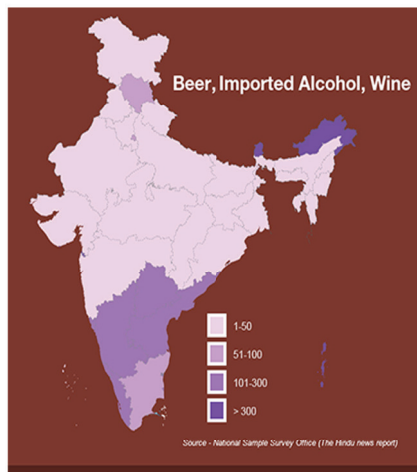
30 %



4.3

Litres of alcohol
consumed per person
per year in
INDIA

STATE WISE ALCOHOL CONSUMPTION 2011-2012



USER STUDY QUESTIONS

1. What is your name?
2. What is your Profession?
3. Which age group do you fall into?
4. Which drink/drinks do you like?
5. On what occasions do you drink?
6. What objects or image comes to your mind when you think of 'LUXURY' ?
7. What objects or image comes to your mind when you think of 'EXPENSIVE' ?
8. What objects or image comes to your mind when you think of 'TIMELESS' ?
9. What objects or image comes to your mind when you think of 'ENJOYMENT' ?
10. What objects or image comes to your mind when you think of 'CLASSY' ?
11. What would go along with your Alcohol bottle of choice?
15. Which price range is preferable to you for Luxury drinks? (in INR)
16. Which materials would you like the bottle made of?

12. Assuming all are the variant of Whiskey of your own preference and preferable price range, which Bottles would you choose?



Op1



Op2



Op3



Op4



Op5



Op6



Op8



Op9



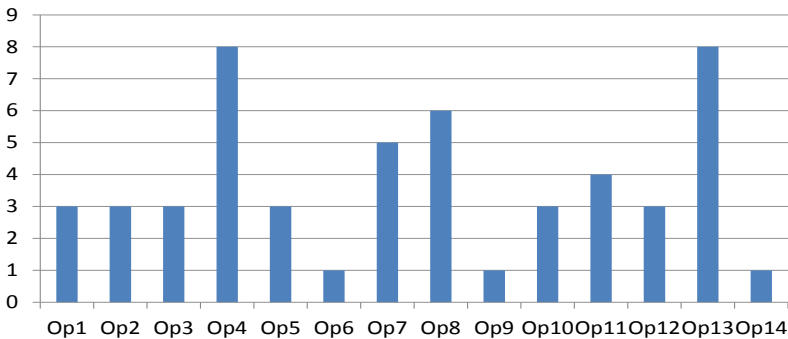
Op10



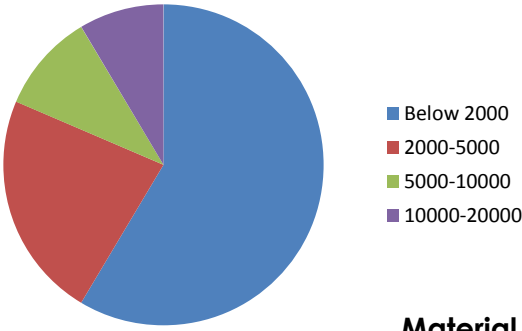
Op12



Op13

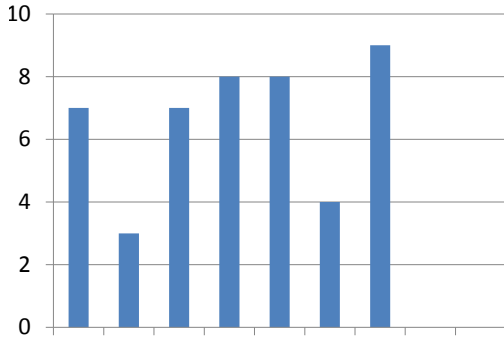


Price Range

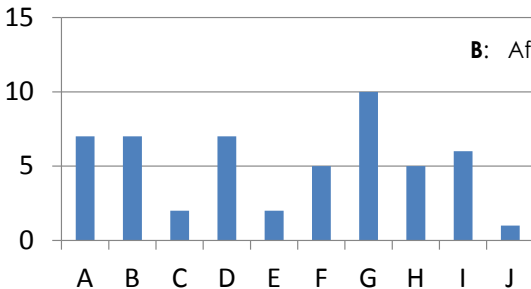


Material Preferences

- A : Transparent Glass
- B : Textured Glass
- C : Frosted Glass
- D : Glass and Metal
- E : Glass and Ceramic
- F : Ceramic and Metal
- G : Glass and Wood
- H : Glass and Plastic
- I : Opaque/ Transparent/ Translucent Plastic



Occasions



- A: Office Parties
- B: After Work Leisure and Unwinding
- C: Festivals
- D: Party at the Club
- E: Weddings
- F: With Friends on weekdays
- G: With Friends on weekends
- H: Birthdays
- I: General Parties
- J: Other

13. Assuming all are the variant of Vodka of your own preference and preferable price range, which Bottles would you choose



Op1



Op2



Op3



Op4



Op5



Op6



Op7



Op8



Op9



Op10



Op11



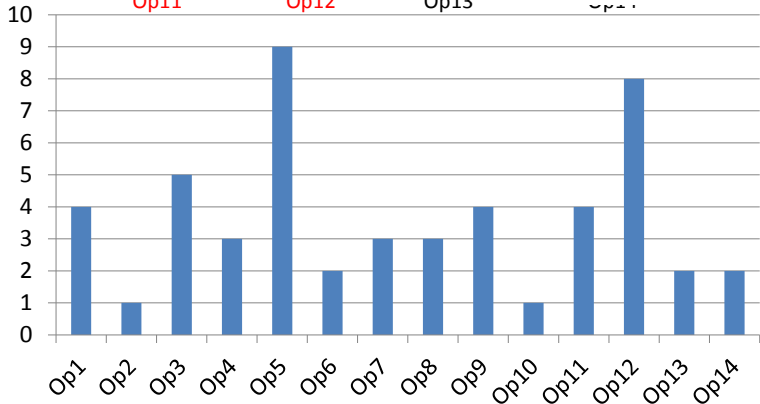
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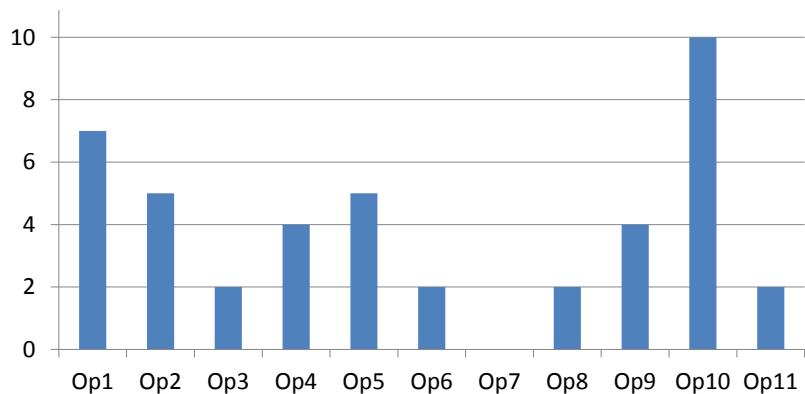
Op13



Op14



14. Assuming all are the variant of Rum of your own preference and preferable price range, which Bottles would you choose?



Based on the responses of questions 6-11, the mood boards for setting the ideation process was done. Keywords were chose from the list of descriptions, Luxury, Expensive, Timeless, Enjoyment, Classy, the board was set up:

MINIMAL

Matte
Clean
Seamless
Wine Glass
Black Leather

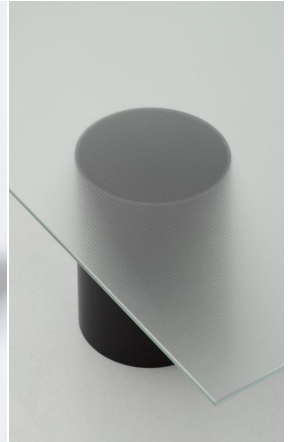
Speedboat
Yacht
Jaguar
Bentley
Swiss Watches
Gold
Polished Wood
Jewelry

DELUXE

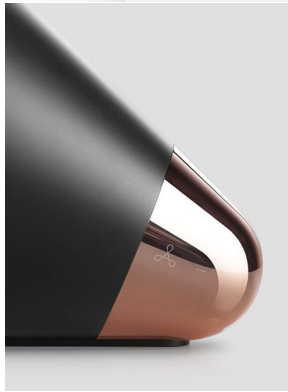
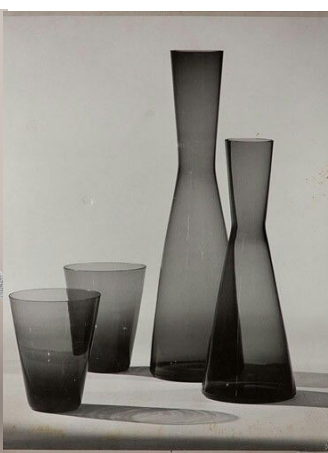
MODERN

Clean
Seamless Edges
Sleek
Black Leather
Glass and Metal

MINIMAL



MODERN

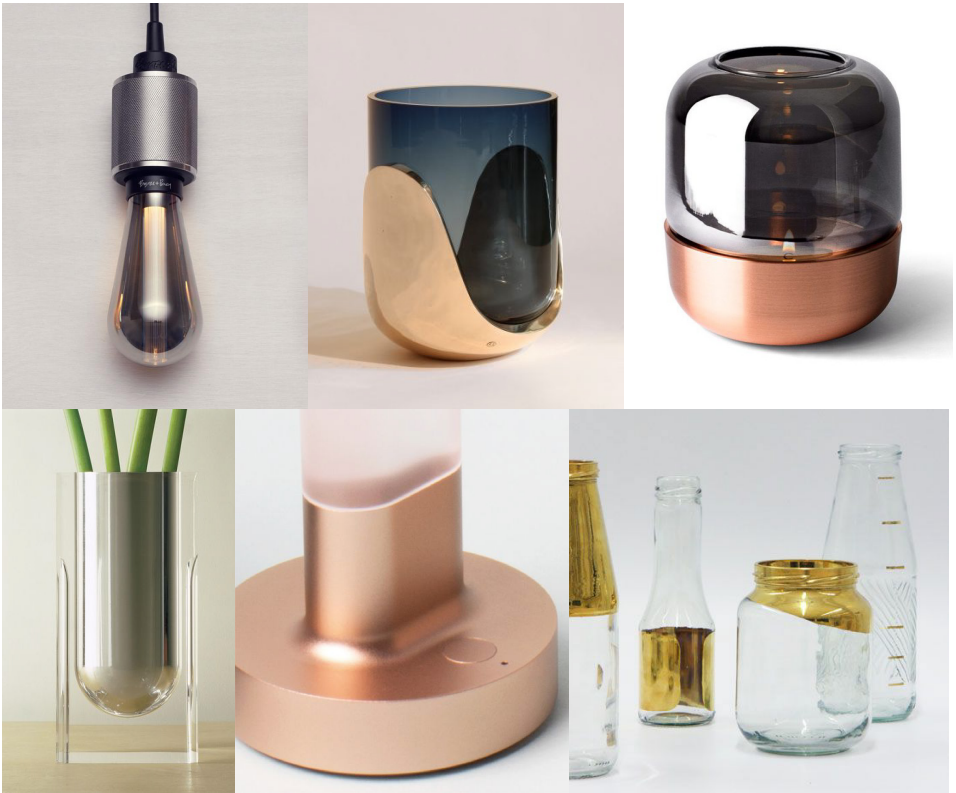


DELUXE



MATERIAL BOARD

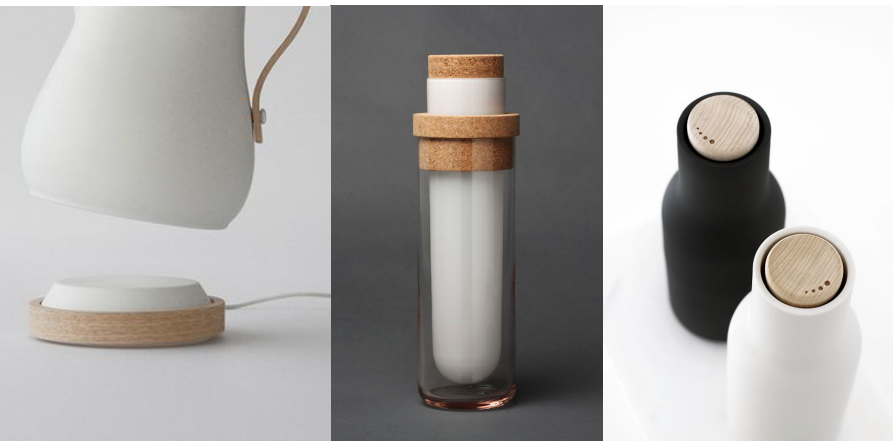
GLASS AND METAL



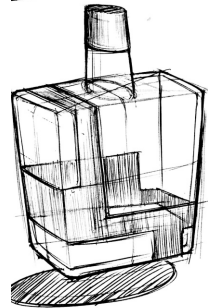
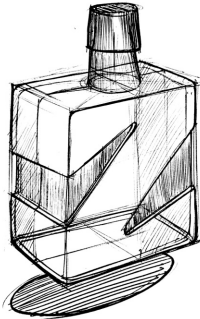
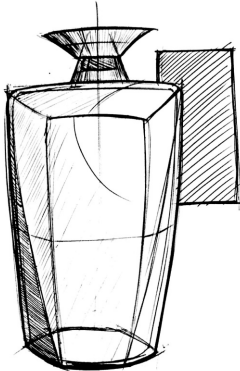
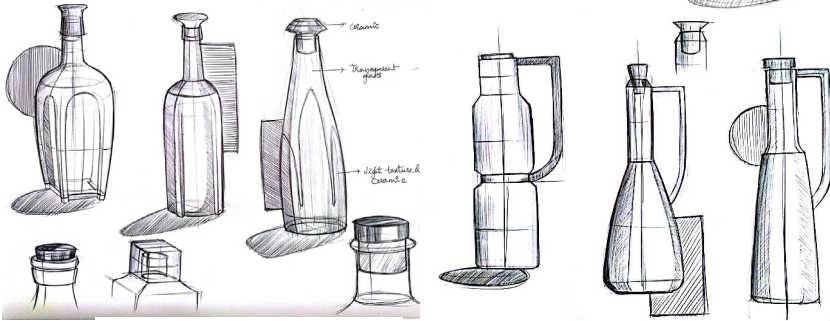
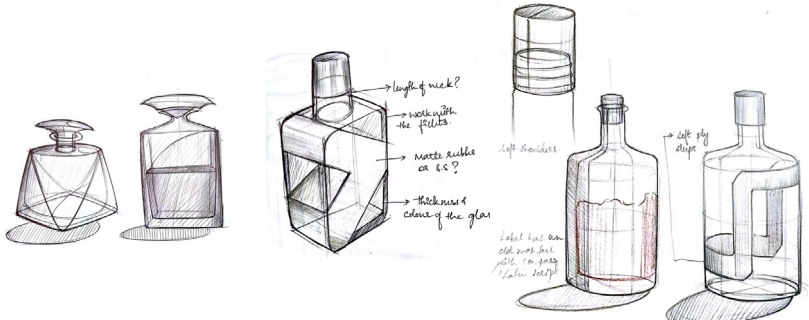
FROSTED GLASS



GLASS/CERAMIC AND WOOD



IDEATIONS



THUMBNAIL IDEATIONS



TITLE FOR BRANDING

WHISKEY

‘ DURBAR ’

A regal Indian touch to the identity of Whiskey and moving away from it being a Scottish drink.

‘ AQUA VITAE ’

Latin for ‘Water of Life’

An alternative and modern name for the Scottish drink which caters to the iteratioal market as well

VODKA

‘ DRUZHBA ’

Keeping in mind the origins of vodka, druzhba means friendship in Russian.

RUM

‘ The Hull ’

The popularity of the beverage rose after the kown notoriety of the carribean Pirates in the 17th-18th Century



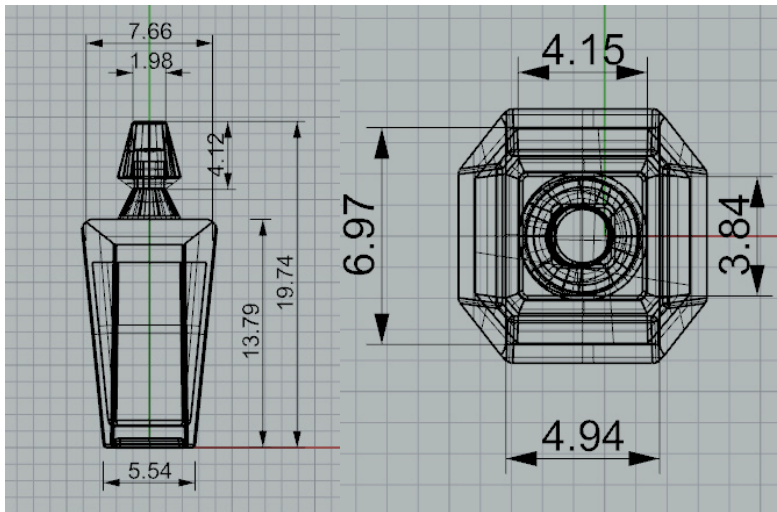
DURBAR SCOTCH WHISKEY



ABOUT

Keeping the general form of Whiskey bottles in the market, a trapezoidal form was chamfered to give it a more grand as well as modern look due to the multiple reflective surfaces. The branding was done for two contexts and the label was put as such not to divert attention from the bottle's form.

DIMENSIONS

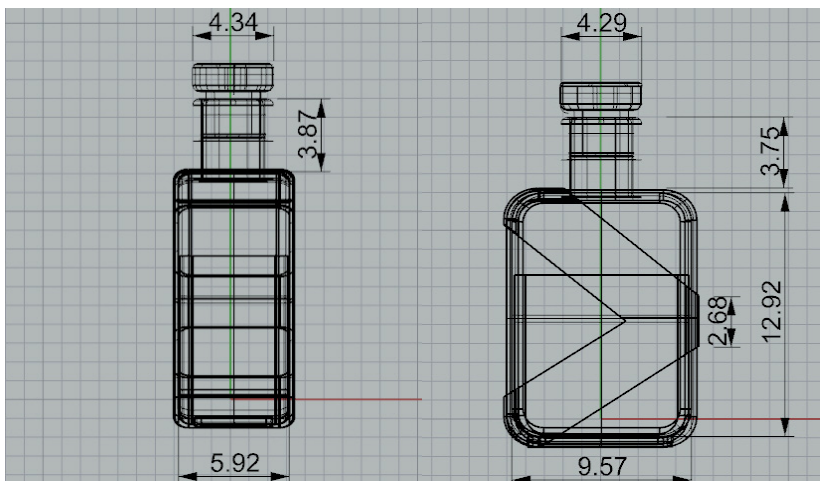




Rum Bottle form
with iterations of
different finishes and
colour for the met-
al sleeves as well as
frosted glass.



WHISKEY BOTTLE WITH METAL SLEEVE





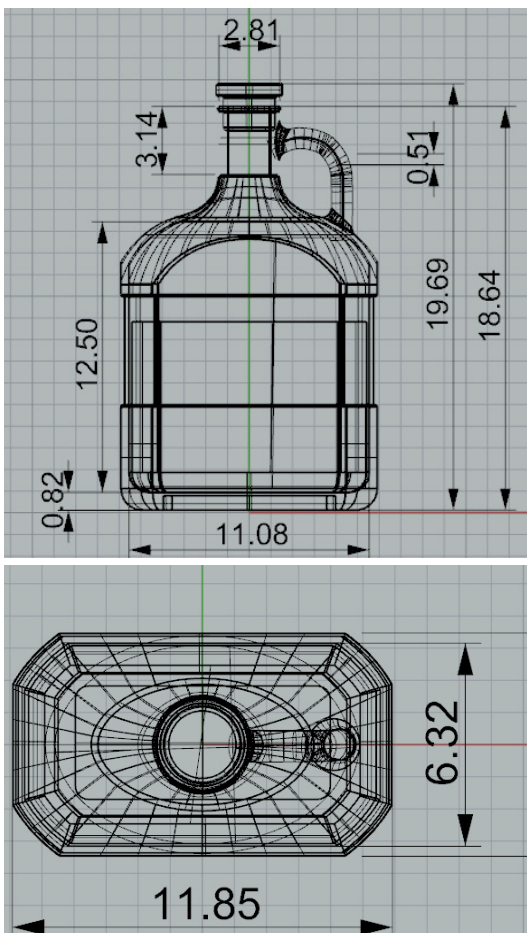
WHISKEY BOTTLE FROM GROWLER



ABOUT

Beer Growlers are a common sight in pubs all over the world and the form has a vintage worker class value to it and to shift whiskey from a rich man's drink to everyday person's drink with a touch of subtlety was the aim of the meaning conveyed in this form.

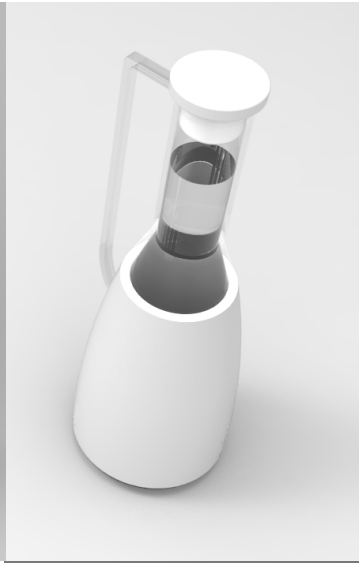
DIMENSIONS





VODKA





VODKA

Play between two different materials. Ceramic and Glass with focus on a minimalistic look and delicate handling.

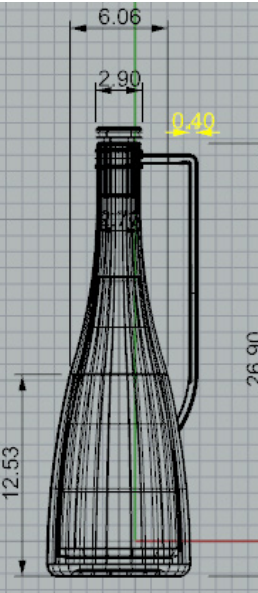
Branding is the key focus here to not let the label destroy the simple form transitions. Pastel and monochromatic palette are used to give a feeling of it being a sophisticated yet versatile drink. ie, Vodka.



VODKA

DRUZHBA

Form Iteration of the previous design.

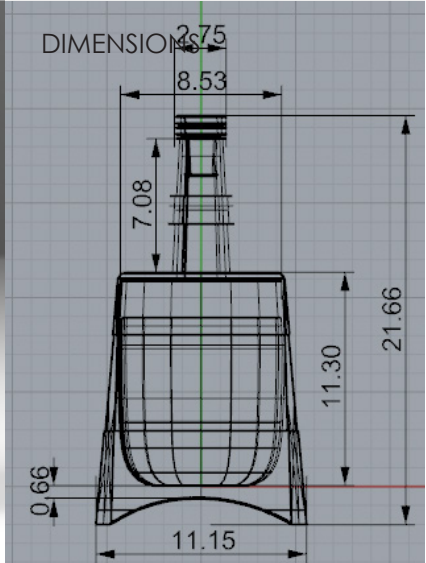




VODKA

Persian Hookah inspired vodka bottle form which gives a feeling of ancient alchemy and different colored glass adds more character.







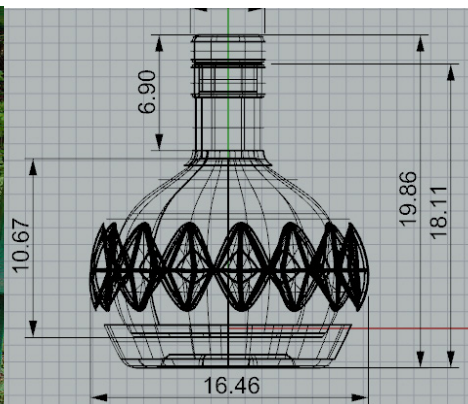
THE HULL RUM

Inspired from the dried flasks used by many old cultures across the world but mainly from the rum flasks carried by the pirates during their journeys to the sea. Keeping the bottom part bulbous and neck narrow, a vintage yet luxurious effect is added.



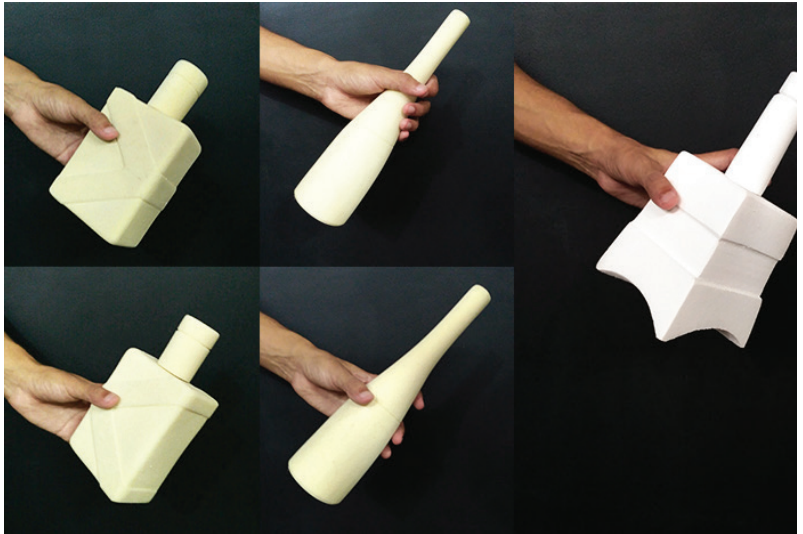


OLD GOURD FLASKS



DIMENSIONS

FOAM MODELS



REFERENCES

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<https://www.mapsofindia.com/my-india/india/alcohol-consumption-in-india>

<https://ourworldindata.org/alcohol-consumption>