

### BY

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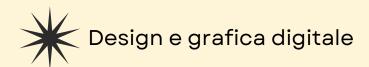




# THE MOTTO: Joy of everyday life

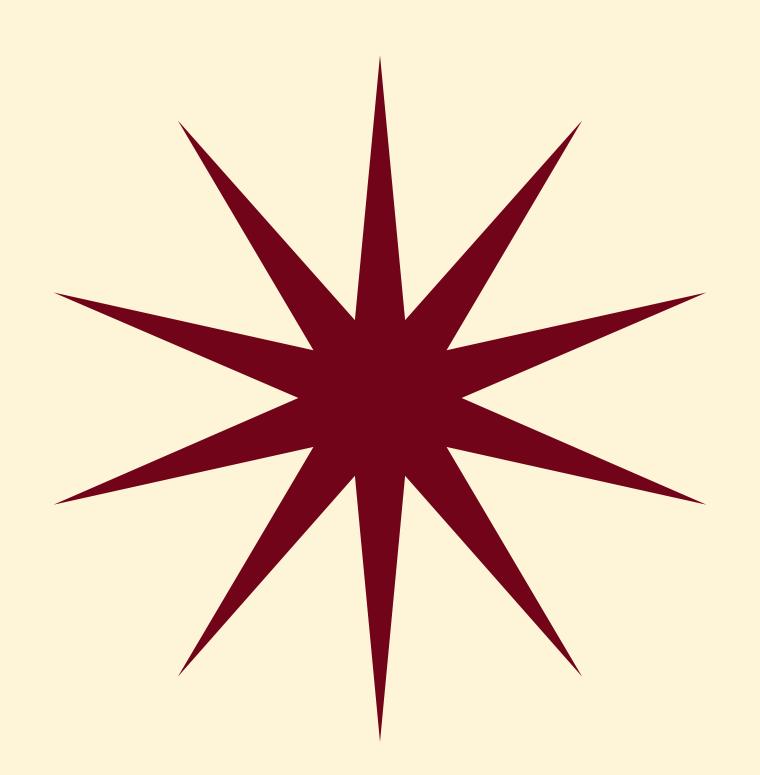






### Table of contents:

- \* Chapter 1
- **\*Chapter 2**
- \*Chapter 3



pag. 4

pag. 7

pag. 11

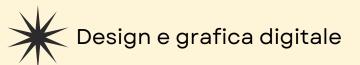




## Chapter 1: We are in Turkey The problem





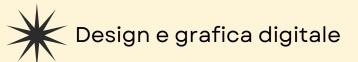




In Türkiye, *eating together* is more than just having food on the table, it's about love, connection, and showing care. Every weekend or on special days like Bayram, families visit their parents or grandparents to have breakfast or dinner together. The grandparents' home becomes the heart of the family, full of the smell of tea, freshly baked bread, and laughter.









But for many older people, especially those who have hand *tremors or Parkinson*'s, these gatherings can be hard.

They love hosting their families, but shaking hands often make them spill soup, drop tea, or struggle w(th small plates. Instead of enjoying the moment, they sometimes feel embarrassed or left out, even though everyone just wants to be together.



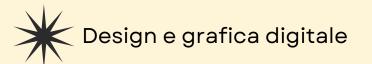




# **Chapter 2: Brand Identity**









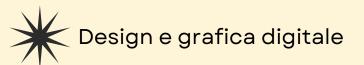
Turkish tea (*çay* pronunciated "chai") is the national beverage of Turkey, an intense and aromatic black tea with profound cultural importance. It is prepared using a special two-tiered teapot called a çaydanlık, where the concentrated infusion is diluted with boiling water to achieve the desired strength, from strong (koyu) to light (açık). It is a symbol of hospitality and a central element of social life, drunk throughout the day.

In Turkey, black tea (çay) is not just a drink, but a pillar of daily life and hospitality, and it is served with a distinctive ritual: the use of traditional,

tulip-shaped glass tea glasses. These glasses, known as ince belli, are much more than simple containers; their unique shape not only allows the tea to be enjoyed at its best by keeping it hot, but it also pays tribute to the tulip (lale), a flower that is a profound symbol of elegance and history for Turkish culture and the Ottoman Empire.









For the brand, the visual identity was built around a principle of oriental luxury and deep cultural resonance, starting with the color selection.

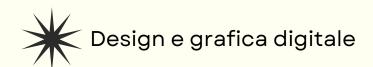
We did not choose red, blue, and silver by chance: the intense and contrasting red and blue are a direct tribute to the historical and bold pigments of Turkish craftsmanship, while silver introduces a note of modern sophistication and recalls the luster of serving objects.

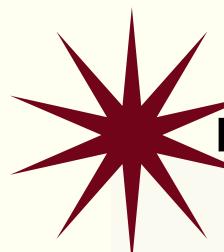
The core of the concept, however, lies in the idea of the "mosaic of colors". We did not limit ourselves to inspiration from ceramics, but rather elevated the magnificent Anatolian rugs as our muse; these artifacts, true masterpieces, are internationally renowned for their complex geometric designs and the motifs created through the ancient technique of the *Turkish knot* (Ghiordes).

This "textile mosaic" will be our distinctive pattern: a texture that evokes the historical heritage, the mastery of the knot, and the chromatic vitality of a millenary tradition. The objective is to communicate, through the packaging and communication materials, not only the quality of the tea, but also the narrative of lasting, artisan luxury.









# **Brand identity**



















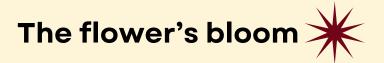


## Chapter 3: The idea







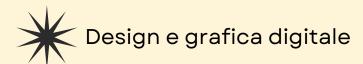


### The packaging:

The product's core is its packaging, designed to transform the opening into a scenographic moment, simulating the **blooming of a flower box**.

- → External design (the box): the box is conceived as a rigid and robust presentation case, featuring a clean and elegant design. The top surface of the lid is clearly branded with the logo, which can be hot-stamped or embossed for a high-quality tactile effect.
- → Glass presentation (the bouquet): upon opening the lid, the user is presented with an internal compartment, lined with velvet or a silky material, which houses the glasses. The six tulip-shaped glasses are strategically arranged to visually recall a small bouquet of flowers or a floral arrangement. The visual impact is amplified by the three-dimensional floral decorations (the stylized red flowers) that surround and frame the glasses, reinforcing the tulip theme.



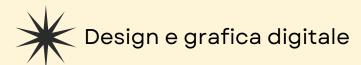




The flower's bloom











### The secret drawer and the tray:

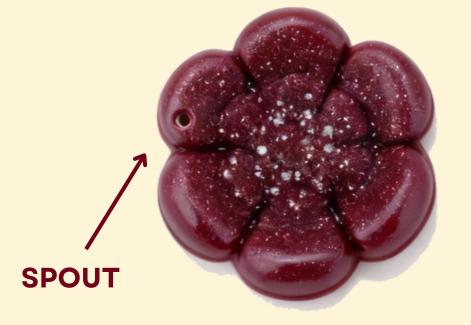
Beneath the main compartment that holds the glasses, the box hides a functional and surprising element: the pull-out drawer.

- Structure: the drawer slides smoothly out from the base of the box, revealing its contents.
- The tray (tray with magnets): housed inside the drawer is a coordinated tray. The additional specification of "magnets" suggests an innovative feature: either the tray itself or the glasses could incorporate small magnets, ensuring that the glasses remain securely in place during transport, or that the tray locks perfectly inside the drawer.











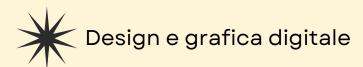
### The tulip-shaped glass:

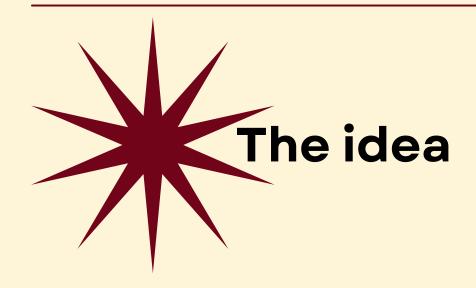
The glass is the main protagonist, combining the traditional Turkish form with modern functionality and nature-inspired design.

- Material and shape (glass): the body of the glass is made of glass, maintaining its iconic tulip silhouette, which is not only aesthetically pleasing but also helps to concentrate the beverage's aroma.
- Ergonomic detail (the leaf): the glass features a type of stylized side handle or loop, molded to resemble the elegant and sinuous shape of a tulip leaf. This detail not only provides an ergonomic and heat-resistant grip but also consolidates the set's floral aesthetic.
- The innovative lid: the most distinctive part is the top lid. It is made of food-grade silicone, ensuring safety and hygiene. The lid's design is shaped like tulip petals that close over the mouth of the glass.
- Functionality (drinking spout): this silicone lid incorporates a drinking spout a shaped and comfortable opening that allows the user to sip the beverage without completely removing the lid.









### The flower's bloom Estimated measurements

Box for 8 Turkish tea glasses, with a magnetic tray and mosaic decorations.

### Cantilever (or accordion) tray box

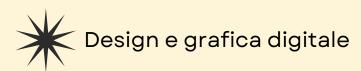
The box is constructed to open in multiple layers thanks to its cantilever mechanism, which simulates the blooming of a flower when the lid is lifted.

**Base** (lower layer): This is the foundation of the box. It is a fixed tray that contains the embedded spaces for the saucers, the sugar cups, and, in the center, features a housing hole.

Magnetic Tray (*intermediate element*): It is a unique component, made of ceramic and mosaic, which is inserted and stably fixed into the hole of the Base. This tray acts as a magnetic anchoring and stabilizing point between the layers.

**Upper layer** (mobile cantilever): This tray is connected to the outer lid via the cantilever mechanism. When the lid is lifted, the mobile layer rises and extends outward, elegantly revealing the glass cups embedded within it. The mechanism is designed to sequentially display, first the mobile layer and then, upon full opening, the fixed base.







### The flower's bloom Estimated measurements

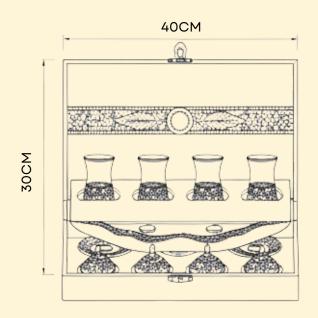
Total external height: 30 cm Total external length: 40 cm

Depth: 35 cm

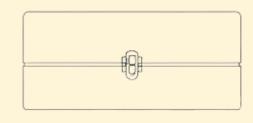
Height and width of layers (inserts): The internal trays (base and upper) each have a height of approximately 4 cm.

Hole for magnetic tray: This hole is carved into the base layer (polystyrene/foam). The height of the hole is equal to the thickness of the ceramic tray, approximately 4 cm. The length and width of the hole must be sufficient to house the removable tray, for example 25 cm×15 cm, leaving a minimal tolerance margin for insertion.

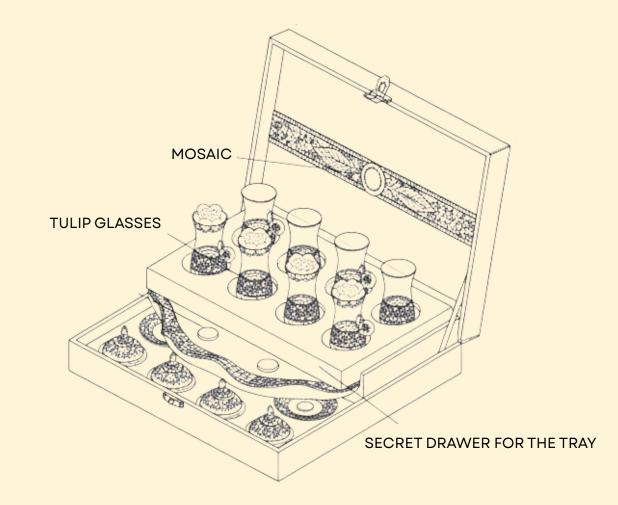
#### PRODUCT TECHNICAL SPECIFICATION SHEET



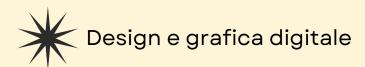
TOP VIEW - OPEN



FRONT VIEW - CLOSED











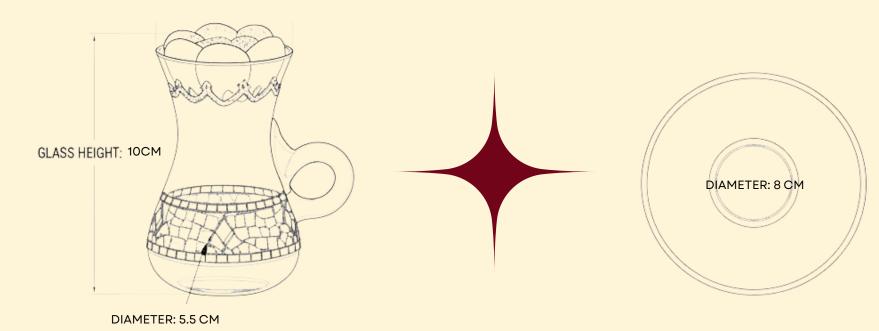
**Glass cups** (height): To make the best use of the casket's height and maintain an elegant design, the height of each cup (including the ring and silicone stopper) is 10 cm.

**Saucer**s: A diameter of 8 cm is used. They are arranged in pairs (two per hole). The holes are four.

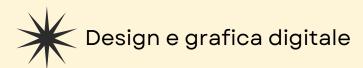
Diameter of the tulip glass: 5.5 cm

Magnet diameter: your choice

#### FRONT ELEVATION











## Holes in the upper polystyrene layer

Components: 8 Glass Cups. Number of holes: 8 Single Holes. Dimensions:

- Diameter: Must be equal to or slightly less than the diameter of the cup (DB) to ensure stability.
- Depth: Approximately 5 cm (equal to half the height of the glass cup).

### Holes in the lower layer (base)

Holes for saucers:

- Components: 8 saucers (stacked in pairs).
- Number of holes: 4 holes.

### Dimensions:

- Diameter: Must be equal to or slightly less than the diameter of the saucer.
- Depth: Approximately 3.5 cm.

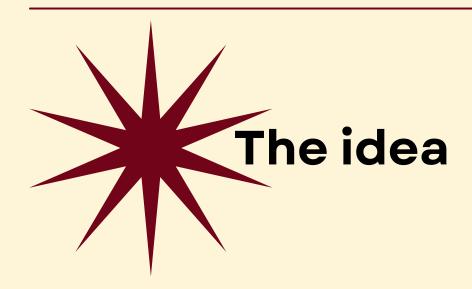
Holes for sugar cups:

- Components: 4 Cups.
- Number of holes: 4 Holes.

#### Dimensions:

- Diameter: Must be equal to or slightly less than the diameter of the cup.
- Depth: Equal to the height of the cup.





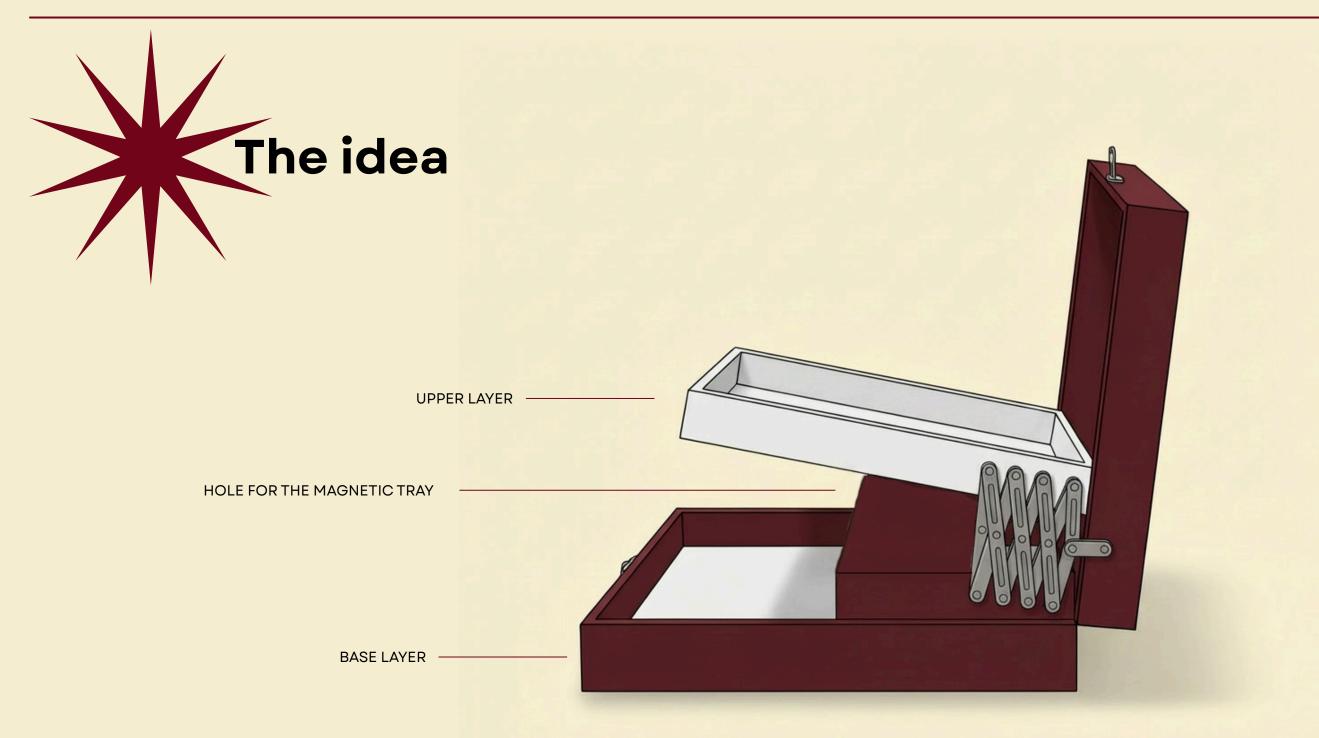


#### Box and aesthetic finishes

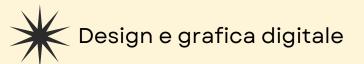
The outer box is constructed from robust wood to ensure structural rigidity for the cantilever mechanism. The casing is in burgundy velvet, and the two inner layers are made of polystyrene, with a wooden hole between the two layers for inserting the tray. The top features an elegant mosaic made with small pieces of colored glass, set in resin, and centered by a refined silver knob for opening.

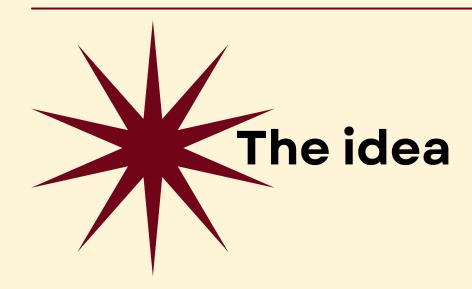












### The flower's bloom Assembly instructions

The removable magnetic tray is handcrafted using moldable clay (ceramic). After high-temperature firing, it is decorated with ceramic paints and further mosaic details (self-adhesive glass/mirror tiles), and then polished with resin.

Finally, the stabilizing magnets will be glued in place.









# THANK YOU DE'SIGNIFICANT!



