



Open Call Brief

Redefining the Drinking Glass

TRAGA

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GLASS OBJECTS AND HOME ACCESSORIES
SHOP ONLINE TRAGA.IT



TRAGA, a newborn Milanese design brand, with the slogan 'redefining core utility objects,' strives to reconsider the items within our homes. With a focus on glassware, the products are designed to be functional and informal, made to spark a conversation. TRAGA is a collaboration-focused design brand, providing opportunities for young designers to submit their projects and potentially have their work produced.

About TRAGA



The Martini Shot Glass is a bifunctional glass: one side designed for Martini cocktails, the opposite side for shots. Each glass is crafted from borosilicate glass, known for its durability and resistance to hot and cold temperatures. It includes a steel skewer and comes with a signature recycled cardboard box. The Martini Shot Glass is available in four colorways: amber-lilac, blue-pink, teal-blue, and transparent, with each color carefully chosen to create a dialogue between classic and contemporary colors in glassware.

Existing Products Martini Shot Glasses



We encourage you to explore your creativity freely, whether your concept is radical, minimalistic, sculptural or multifunctional. We look forward to seeing your innovative ideas!

1. What do you need to design?

Design a drinking glass (tumbler). Redefine the everyday essential glass that accommodates beverages ranging from water, juice, and milk to sophisticated cocktails.

2. Dimensions?

You have the creative freedom to choose the dimensions of your tumbler, ranging from a low glass to a medium or tall one. The design should ensure the glass holds between 250 to 400 ml (25 to 40 cl).

3. Material?

Borosilicate Glass. Check the next page to understand the capabilities of the material.

4. How to approach this project?

Keep in mind what TRAGA is all about. We appreciate functionality, sculptural shapes, pure geometric forms, brutalism, and radical design. Please note that this glass doesn't have to serve a dual purpose, but you are free to explore this direction. Perhaps the glasses can stack in a way we haven't seen before. Or maybe your design is purely sculptural. These are just a few ideas, but feel free to create something entirely different.

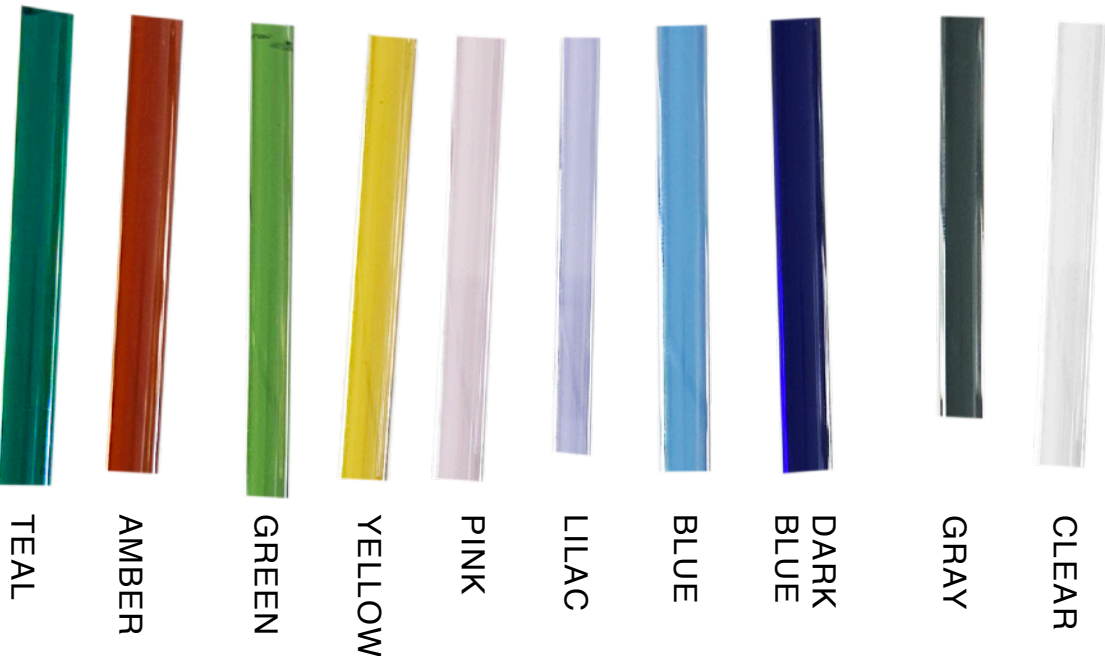


TRAGA uses borosilicate glass for all products. Here are some technical characteristics of the material:

- **Temperature Performance**
Ideal for both hot and cold beverages
- **Shaping Capabilities**
Its mouldable nature enables us to craft intricate designs and shapes.
- **Diverse Forms**
Available in tubes, rods, and flat surfaces, offering a wide array of options
- **Varied Thicknesses**
With options ranging from thick to thin, borosilicate glass allows for the creation of robust, chunky designs as well as thin and delicate.
- **Sustainability Focus**
As a recyclable material, borosilicate glass minimizes waste and environmental impact by facilitating endless remelting cycles.

Material Capabilities Borosilicate Glass

TRANSPARENT COLORWAYS



SOLID COLORWAYS



You can create the glass using a single color or multiple colors, with a maximum of three colors per glass.

Color Options
Borosilicate Glass

In order to submit your idea, please fill out this [form](#).

1. What do you need to provide?

PDF presentation including renderings or sketches, views, dimensions, glass color and any other information that may be necessary (maximum size 3 MB; name as follows: SURNAME_PROJECTNAME.pdf or STUDIO_NAME_PROJECTNAME.pdf)

2. Who can participate?

Designers, creatives and anyone passionate in design. Participants must be 18 years or older.

3. Deadline?

01 August 2024

4. What about the winning project?

If your project is selected, we will send you a contract to be signed, and your product will officially become part of TRAGA's family of objects. We will produce your product and sell it internationally.

5. Will there be a price?

Yes, you will be rewarded €300.

Submit your idea
Redefining the Drinking Glass

Please carefully review the open call Terms & Conditions of TRAGA, a registered company located at Viale Romagna 61, Milan, Italy, VAT number 10497990969. By submitting your project, you acknowledge and accept these terms.

1. To upload your project, provide your personal data (name, email, phone number). The company will decide whether to proceed based on technical feasibility and commercial viability.
2. If your project passes evaluations, you will receive an email, a contract, and information about the €300 award fee. If declined, the project will be deleted within twelve months but may be used in exhibitions, on our website, and social media during that period. If declined, neither party will have any further obligations or claims.
3. The company may suggest changes to your project. You will be notified via email and have the right to refuse. If you refuse, the company will not use the project, and both parties will be released from any obligations or claims.
4. If evaluations are successful, you will receive the contract terms via email. Project realization depends on accepting these terms. The proposed project fee is €300, to be confirmed once the finalist project is defined.
5. Your project may undergo public evaluation via online voting or other methods. Selected projects may be produced and marketed at Traga's discretion, which will determine the timing, methods, and conditions.
6. The company may extend the submission deadline if necessary.

Terms & Conditions

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Thank you!
TRAGA