

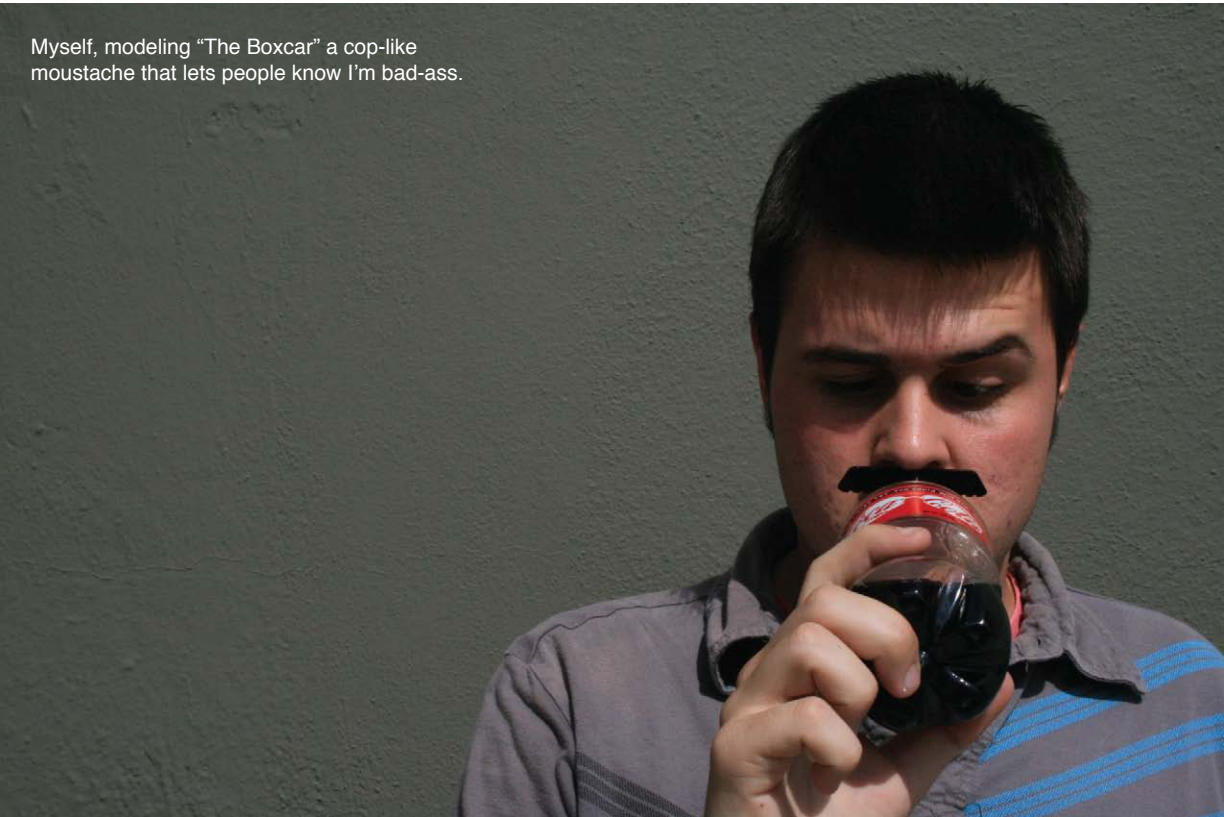
Original Pop's 'Stach cut from a piece of sketchbook paper, (designed to fit a Vitamin Water) and, the original Illustrator drawings of the four models.

POP'S 'STACHE

What is more fun than a moustache? Nothing.



The first laser-cut acrylic prototype atop a very lucky bottle.



Myself, modeling "The Boxcar" a cop-like moustache that lets people know I'm bad-ass.

the story

This project, believe it or not, was conceived during the senior studio class presentations, and is a product of sheer miscommunication. Shane Blomberg and I were sitting in a stale classroom listening to our classmates present what they had done over the last ten weeks. We were sketching, as we often would, trying to silently explain to each other random ideas. Shane showed me a doodle he had done of a man with a moustache drinking from a bottled drink. The bottle was also sporting a nice stache. I immediately saw, or at least thought I saw, what he was thinking and the first paper prototype was constructed. It wasn't till after the presentations that I learned that Shane's idea was for a "prank device" that would give the drinker a temporary tattoo on their bare upper lip.

We commissioned John Healy, a fellow ID student, to whip-up a quick layout which we submitted to NOTCOT.ORG, a design website, and posted on our coroflot pages. Within a few hours we were receiving messages asking how much they were and when they were going to be available for purchase. We even received messages from publishing companies, radio talk shows, and magazine journalists who wanted phone interviews and hi-res images. Who knew that so many people thought drinking a soda is way more badass with a moustache.



a quick solidworks model, rendered in bunkspeed's hypershot.



Pop's Stache - A collaboration by Industrial Designers Shane Blomberg, John Healy, and Andrew Reeves. These hilarious moustaches serve as drink identifiers and remind everyone that there is nothing more fun than a moustache.