

BERGAMOT

project description

A 2012 study of how tea is served, this tea set aims to change the modern tea culture from being a personal event to a group interaction by allowing the tea to be visible to all involved.

target audience

Affluent modern chic women age 20 to 40 years who drink tea, preferring loose leaf tea and frequent boutique tea shops.

key idea

Easy to pour loose leaf teapot with complementing cups.

tone and manner

Clean with lots of clear glass to show off the tea instead of hiding it behind porcelain.

Tea service