



THE CRAFT IRISH
WHISKEY CO.

PRESENTS

The Storyteller



THE STORYTELLER

INSPIRATION

More than a collectible, ultra-rare whiskey, more than pure visionary design, The Storyteller represents a true piece of Irish History.

Based on our Director, Ian Duignan's ancestors trade and lifelong tradition of being the country's storytellers, travelling from town to town delivering the news across the island, this is a meaningful, personal take on a whiskey experience that merges with design to create a moment in History, to recall old memories and create new, powerful ones around a glass of one of the rarest, most sought-after whiskeys Ireland has ever brought to the world.



THE STORYTELLER

THE BOTTLE STORY

Starting with the bottle, The Storyteller's vessel is an interplay of surfaces and geometries where half is fully frosted, and the other half, slightly recessed, is fully clear, revealing the whiskey inside in all its glory. The reason for this asymmetric creation was to create a visual play of slowly revealing the shades of the whiskey and the gold foiled writing across the bottle whilst viewing it from any angle.

In addition, the geometry finishes in a pointed angular base, making the bottle an irregular enneahedron that will only be placed on top of a surface on its side, allowing for the correct reading of the information written across the planar surfaces.

This becomes an augmented immersion and personal borderline intimist experience, through a vessel that must be held in one's hand, fully and truly appreciated upon glancing and handling, feeling the frosted and clear textures, the gold trims and knurl, and ultimately the obsidian details of the closure, in what is a fully sensorial and experiential bottle design.



THE STORYTELLER

THE BOTTLE STORY



THE STORYTELLER

THE BOOK TOWER DESIGN

Conceptually, The Storyteller's experience box brings a new, revigorated vision to the way a whiskey experience is revealed upon the user. For the first time and as part of the elevation and evolution of the brand, the interaction with the bottle and accessories within The Storyteller is embedded into a fully vertical design, the "book tower", where the upper half, enclosed in a clear display, reveals, from any angle, the bottle and nothing but the bottle.

Opening from the top in angled hinges with a golden frame, The Storyteller box opens exactly like two books together, making it only possible to remove the bottle from the top, held in a metallic tripod that elevates the vessel in a single position, slightly tilted upwards, allowing for a better read of the information embedded into the bottle. Underneath, a combination of optical illusion, LED and perspective reveals just a glimpse of the booklet that tells the story of the whiskey and meaningful moments of Irish whiskey heritage, hidden in plain sight, and only accessible by the front of the box, in the same way that all the other accessories are hidden at first sight, only to reveal the ultimate immersive experience by fully exploring the secrets The Storyteller has to offer.

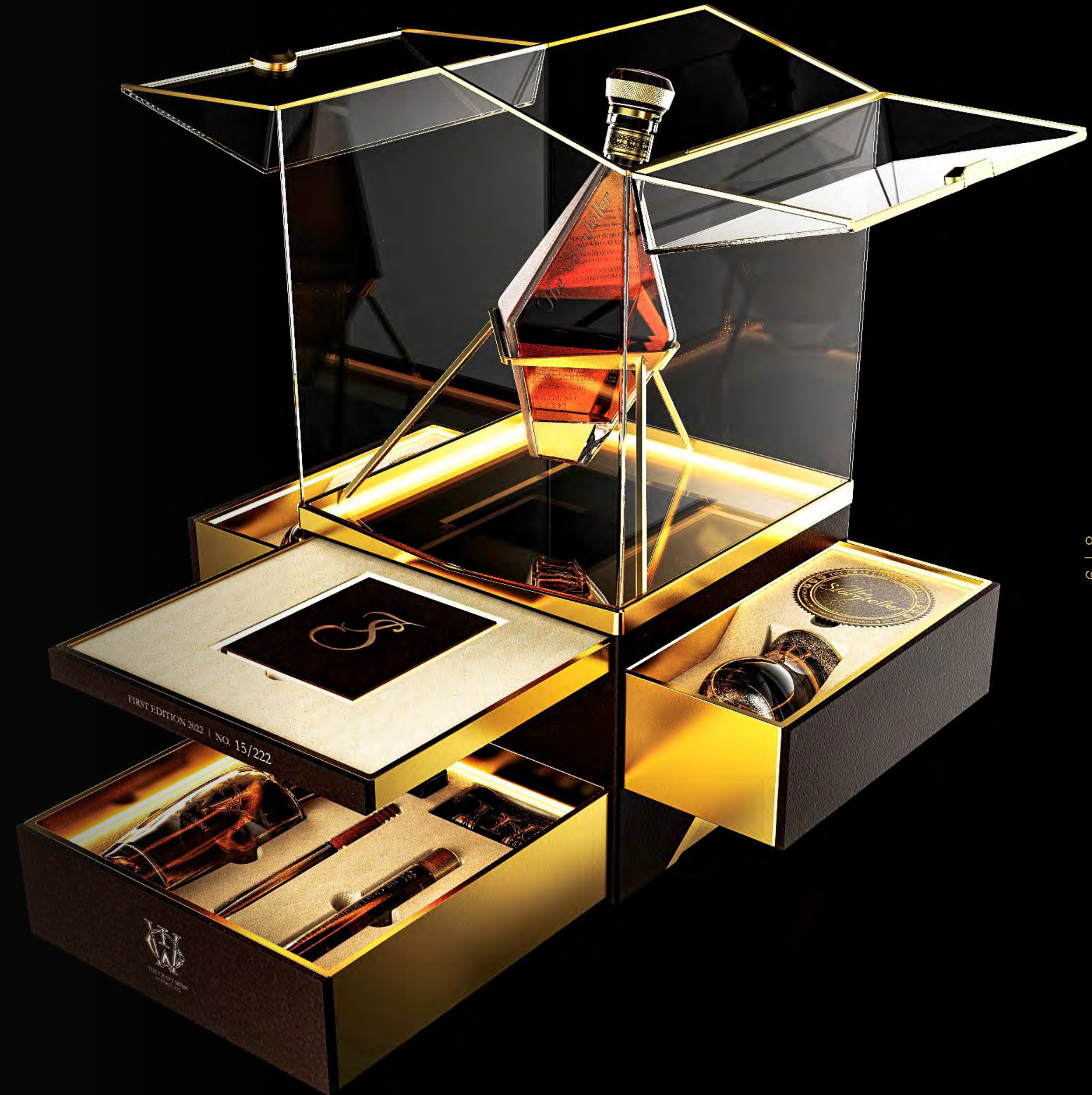


THE STORYTELLER

THE ULTIMATE TASTING REVEAL

Hidden in the lower dark leather casing are four push-to-open drawers, each one towards one axis, and revealing glasses, coasters, stones, pipette, carafe, and of course, the secret booklet. Each drawer can be interacted with on its own, with its own embedded lighting, allowing a more personal and sensorial journey, where the users tell their own stories on which way they want to interact with the experience box, in whichever order they choose to explore the tower and all the secrets it will gradually tell.

Behind, hidden controllers, keys and charging ports will guarantee the maintenance of this prominent tower, where dark leather contrasts with light cream suede, allowing a full contrast and enhancing of the whiskey natural colours through an interplay of light, shade and reflection, where delicate beauty meets functionality, where storytelling merges with the utmost sensorial of experiences, inscribed into a timeless design that reaches for the memories of whiskey History, whilst defining new paradigms of tasting experience.



THE STORYTELLER

THE ULTIMATE TASTING REVEAL





THE CRAFT IRISH
WHISKEY CO.

www.craftirishwhiskey.com

[@craftirishwhiskeyco](https://twitter.com/craftirishwhiskeyco)

Sales@craftirishwhiskey.com

Partnerships@craftirishwhiskey.com

London

51a George Street
TW9 1HJ

+44 (0) 20 8077 3632

Dublin

20 Harcourt Street
D02 H364

+353 (0) 1437 8570

Lisbon

R. Dr. Jose Joaquim de Almeida
Ed. Parque Oceano, 3-i

2780-322, Oeiras