



Pendulum Brew

Cold Brew Tea Maker



Project Brief

Pendulum Brew is a cold brew tea maker that transforms brewing into an interactive ritual. Unlike traditional methods, its swinging motion enhances infusion while creating a calming, rhythmic experience. The transparent body allows users to visually engage with the gradual extraction, while a perforated ice container ensures slow, controlled cooling without refrigeration. Inspired by the passage of time, Pendulum Brew integrates movement, ritual, and sensory engagement, redefining the cold brew experience.



● *How cold brew tea is currently made at home*

Why does cold brew tea need a dedicated brewer?

Cold brew tea is growing in popularity, but product innovation lags behind

Cold brew tea is emerging as a modern tea-drinking method, yet lacks dedicated brewing equipment.

The current brewing process lacks engagement

The cold brew tea process is passive and unengaging, missing the sense of ritual and immersion found in traditional tea-making.

A dedicated design enhance user experience

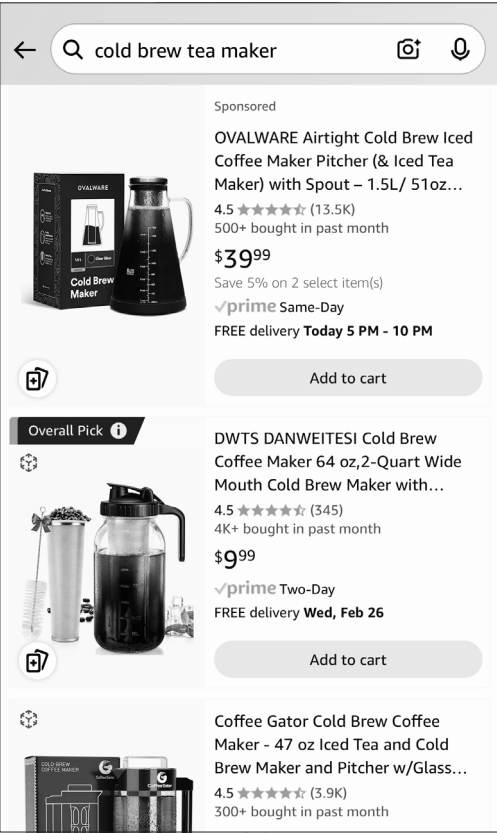
Aims to transforming the brewing process from passive waiting into an enjoyable ritual, creating a richer sensory experience.

User needs & Market gap



“Cold brew tea is emerging as the third major innovation in the tea industry, following bagged tea and instant tea”.

—Gongyan Industry Research Institute



Existing alternatives are not optimized for cold brew tea

Users rely on bottles or coffee cold brew makers, which lack specificity and unable to optimize the unique infusion process of cold brew tea.

Cold brew tea lacks a dedicated product category

A search for cold brew tea makers on Amazon returns few results. Most existing options are coffee-focused, and there seems to be no distinct market segment specifically for cold brew tea.

Who is Pendulum Brew designed for?

Pendulum Brew is tailored for users who seek *more than just a drink* — it’s for those who appreciate the art of brewing and the ritual behind it.



Home users

Seeking a relaxing tea ritual, turning cold brew tea into a moment of tranquility.



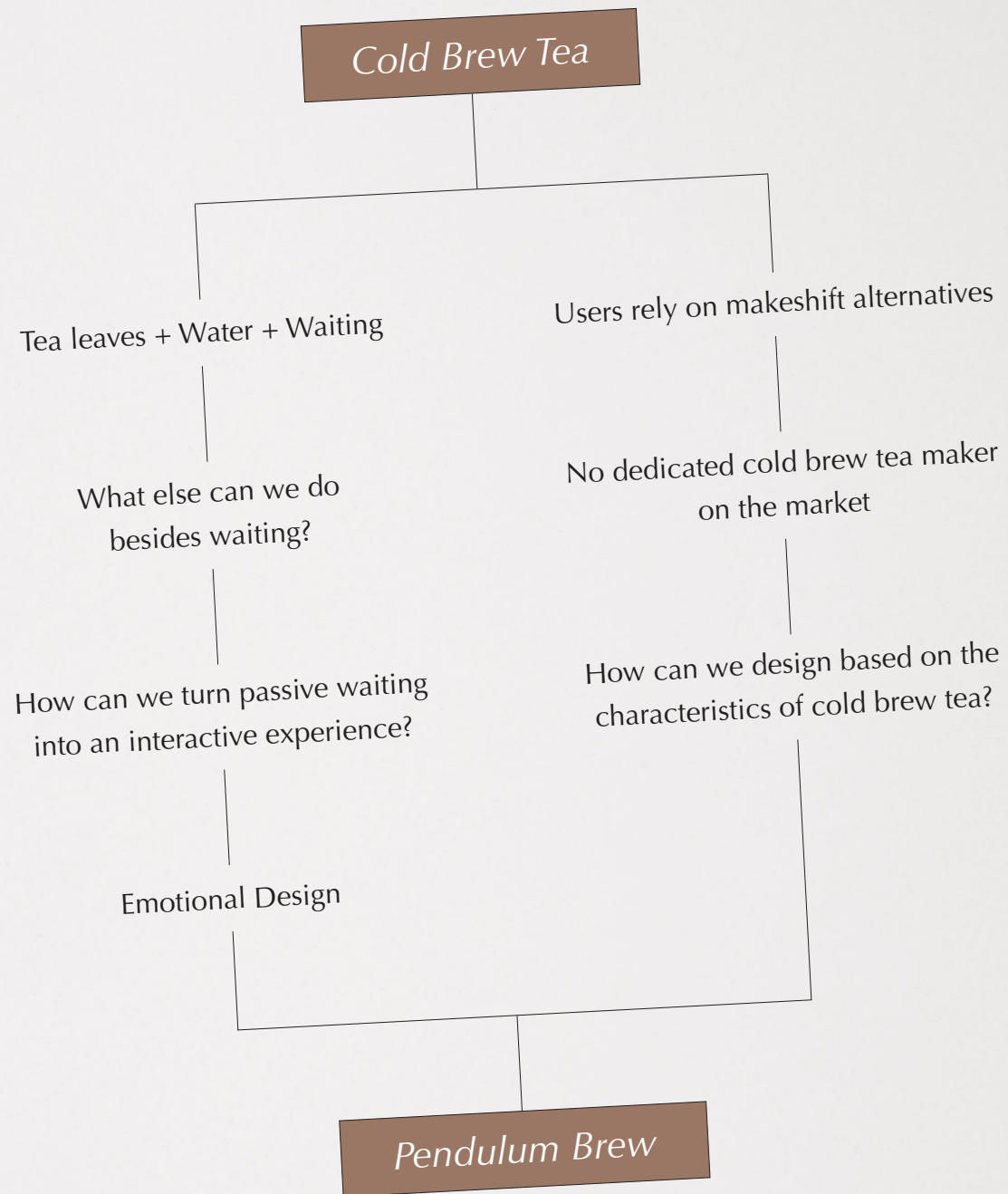
Remote workers

Looking for a simple, mindful tea-making ritual to bring balance to their routine.



Tea enthusiasts

Passionate about exploring new brewing methods and enjoying the visual and sensory experience of slow infusion.



How might we transform the passive waiting process of cold brew tea into an interactive and sensory-engaging experience?

Reimagining cold brew tea

Problem

Cold brew tea is a slow process, often leaving users disengaged.

Solution

By introducing motion, Pendulum Brew lets users actively participate in the brewing process.

Design Consideration

Every aspect is tailored specifically for cold brew tea. Transforms passive waiting into a sensory ritual.

Inspirations

Tea ceremonies:

A ritualistic, mindful approach to tea-making.

Bauhaus design principles:

Clean, functional, and aesthetically refined.

Cold brew tea as a global beverage:

Emphasizing cultural fusion through design.



● *A pendulum-like swinging motion*

By leveraging the principle that movement accelerates infusion, Pendulum Brew introduces a teapot that gently swings back and forth, allowing users to interact with the brewing process through a simple push.

This motion not only enhances flavor extraction but also creates a soothing experience.



● *Aesthetic inspiration from the passage of time*

The dynamic form, inspired by the passage of time, creates a sense of continuous flow. The asymmetrical design gives the teapot a lively, diving motion. The thickened handle on one side makes it more comfortable to hold.

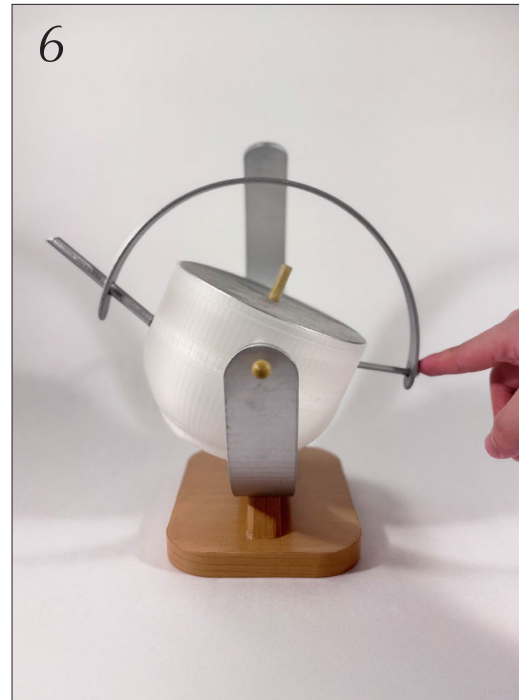
● *Innovative ice-drip design*

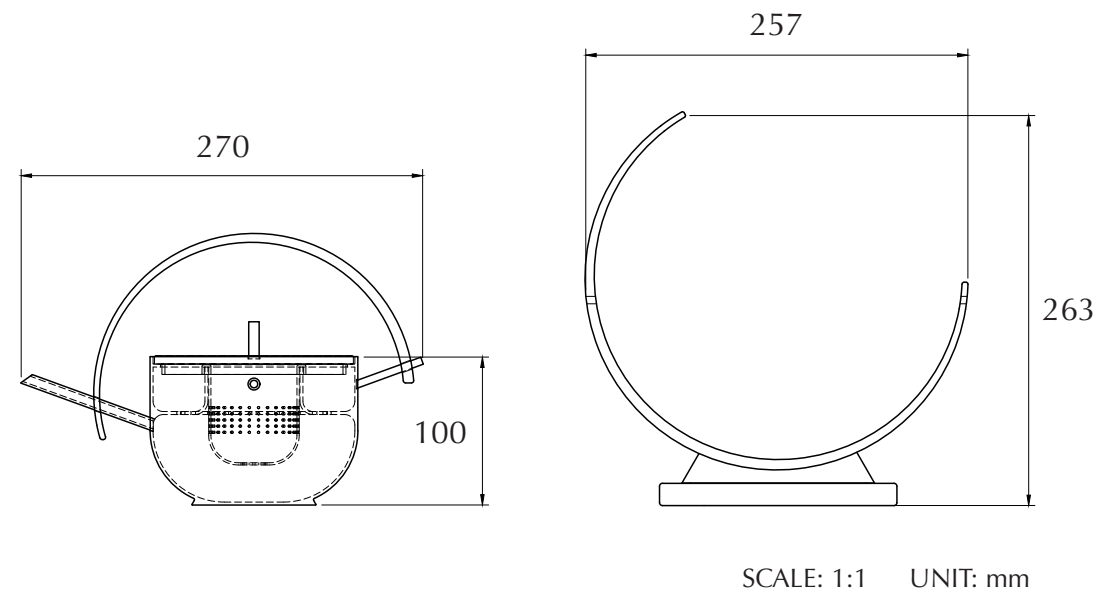
The ice container features small holes that allow melted ice water to drip into the tea chamber below. It gradually cools the tea in non-refrigerated settings and enables users to add ice at any time.





• Pendulum Brew redefines the cold brew tea experience.





#	Part Name	Material
1	Lid	3003 Aluminum Alloy
2	Tea Leaves Filter	3mm Borosilicate Glass
3	Teapot Handle	3003 Aluminum Alloy
4	Ice / Tea Liquid Container	3mm Borosilicate Glass
5	Connecting Rod	304 Stainless Steel
6	Frame	304 Stainless Steel
7	Stand	Red Oak