

The Science of Periodic Tableware

Lab-grade beakers and flasks are making their way to the table and bar thanks to Marshall Jamshidi's Periodic Tableware. The company sells wine glasses, highball glasses, kettles and even coffee makers for consumers looking to make a science of their drinking.

BY TORI LINVILLE



The Beaker Highball Glasses and the Laboratory Flask Carafe/Kettle help to pour drinks with methodical ease. Periodic Tableware. ptware.com CIRCLE #800



Marshall Jamshidi began a Kickstarter campaign in June 2013. Periodic Tableware is now manufactured in Shelton, Conn.

When Marshall Jamshidi was in graduate school for industrial design at Savannah College of Art and Design, he watched a terrible documentary. In his boredom, he noticed a beaker sitting on a shelf within the scenery of the film, and the idea for Periodic Tableware grew from that background glimpse. "In my mind's eye, the beaker wine glass just popped into my head. I went to a glass shop and I prototyped it, and it wasn't the same one I have now, but it looked pretty cool," Jamshidi said. "I saw that it wasn't really just this glass but it was an idea of bringing beakers and lab glass, which are so iconic and nostalgic in their own way, to the home and bar and combining them in ways that people hadn't thought of before."

Bringing the lab glass to retailers has been a road filled with milestones for Jamshidi, who launched a Kickstarter campaign in June 2013

to crowdsource fund the store. In a little less than a month, Jamshidi surpassed his \$30,000 goal, and Periodic Tableware was fully funded at \$38,722 with 281 backers.

Two weeks after the Kickstarter campaign began, Periodic Tableware was already seeing press coverage and grabbing the attention of customers and retailers alike. While the crowdsourcing got the company where it is today, Jamshidi said the press coverage was vital to increasing the number of backers for the glassware.

"My Kickstarter campaign—for the first three-quarters of it—was on the fence. The thing that pushed it through was the press that I got and telling this little narrative about what this glassware is," he said.

"I learned how important that is to selling the product—I kind of knew it, but it's one thing to know it and another thing to live it."

The glassware ranges from its ever-popular beaker wine and highball

glasses to flask cocktail shakers and kettles. Manufacturing in Shelton, Conn., the company provides customers with individually handmade lab-grade glassware made from soda lime and borosilicate glass.

The glassware is durable, lasting for more than 40 washes in Jamshidi's own dishwasher, but determining exactly what products to sell is a science all its own. As the designer, Jamshidi said he's played around with test tubes, petri dishes and more, but there's nothing like the iconic beakers and flasks everyone thinks of when they're thinking of a laboratory.

"I've dropped a lot of ideas that I've had because I find that there's a lot of lab glass that is lesser known than a beaker or a flask," he said. "It's still very cool to look at, and I was like, 'Oh, I want to take this and I want to do something with it,' but I find it doesn't work because it works best when you're looking at stuff that's really familiar, but used in a way that's