

spanish

furniture, textiles, lighting

40

autumn 2012

Inside:

Habitat Valencia

US showrooms

Company profiles

Orgatec Review

Swinging into autumn

Outdoor furniture for
year-round pleasure



contents

03 News

Teixidors' Integrate collection; eco-friendly new launches; Tagar's 50th anniversary

08 New talent

Grisverd is a new award-winning urban furniture company, while Bo!ng is bringing us bouncing basins

10 Awards

A Delta gold for Alex Fernández-Camps' Grow bicycle and awards for LZF and Vibia at IIDA in Chicago

14 New faces at Valencia

Review of Habitat Valencia, where Carménés and Albiol were among fresh faces showing new ranges

18 London calling

London Design Festival was centred around 100% Design at Earls Court

20 Westward ho!

Spanish companies are finding success in the US with their own showrooms and distribution centres

23 A moveable feast

Orgatec in Cologne showed us workplaces of the future

24 Projects

Enea in Sydney, Figueras in Melbourne, Andreu World in Newport and Sancal at a Madrid cheese bar

28 Value design

Arlex has launched a new catalogue and is concentrating on export markets, particularly the UK

30 Walls of clay

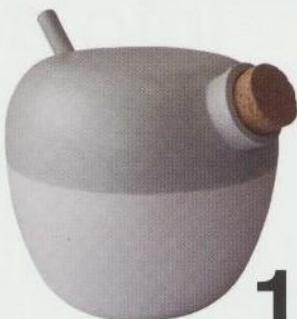
Cerámica Cumella is the Barcelona studio you need if you have a large scale ceramics project in mind



14



30



10



08

EDITOR'S LETTER

Welcome to our autumn issue. It's been a hectic few weeks with both the **London Design Festival** (p18) and **Habitat Valencia** and Valencia Design Week (p14), and we bring you comprehensive reviews of both. It's encouraging that despite the ongoing economic woes of the world, the public's interest in and appetite for good design remains high.

In this issue we introduce you to two fairly new companies you may not yet be familiar with, **Grisverd**, which manufactures environmentally-friendly urban furniture, and **Bo!ng** which is hoping to win us all over to the joys of flexible, polypropylene basins. See p8.

Spanish firms continue to work on major projects around the world. Enea's Lottus seating collection has now travelled to Sydney, while Figueras has supplied seating to a refurbished arts complex in Melbourne.

We profile **Cerámica Cumella** (p30), a fascinating business that undertakes major ceramics projects. It dates back to the late 19th century and inspires huge interest in the medium as a material for cladding buildings.

And an exhibition showing work by Cerámica Cumella is on show at the **Architectural Association Gallery** in London's Bedford Square until **December 15**. It's called Shaping Ideas and is curated by Mis-Architecture.

With best wishes,

abby.trow@virgin.net

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spanish 40
furniture, textiles, lighting autumn 2012



Swinging
into autumn
Outdoor furniture for
year-round pleasure

Cover: Nautica swing chair by Mut Design for Expormim

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news

Fruit of the loom: acclaim for Zuzunaga/Teixidors range

They've proved a winning combination: the contemporary textile designer with a gift for mixing colours, and one of Spain's most respected weaving companies that still uses manual looms.

Integrate: Time and Space

is the award-winning collection of blankets and throws designed by London-based **Cristian Zuzunaga**, known for his uplifting and visually-demanding 'pixel' designs, and **Teixidors**, a co-operative weaving business based in Terrassa close to Barcelona.

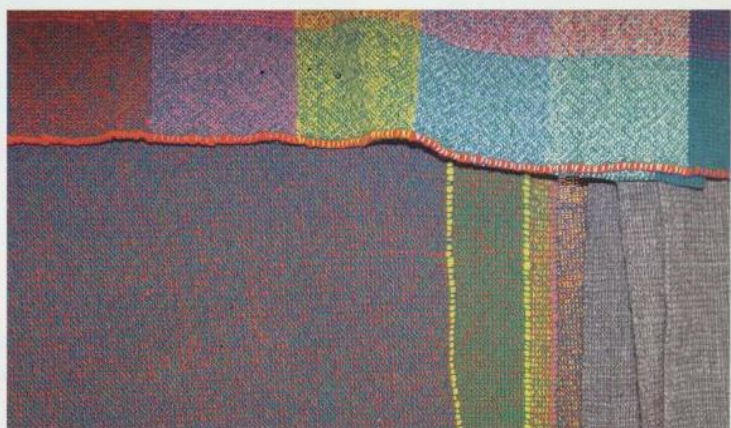
Integrate pieces have complex yet subtle colourways that close-up have Zuzunaga's trademark pixel design. 'Yes, the collection is a further evolution on the relationship between digital and analogue technologies,' he says. 'In this collection I wanted to explore colour and texture. The plaids are woven with a manual loom, with the human at the core of production. The final designs when looked at from a certain distance appear to have qualities that are inherent of digital technology, a certain glow and flicker effect.'

Responses to the collection have been hugely positive, says Zuzunaga: 'I think what people pick from it is the use of colour plus the way the textile is constructed and the quality of the yarns. And the designs are



'open' in a way that seems random, unexpected and fresh. That was the point of Integrate, to do something fresh, that would attract people and heighten their senses.' Integrate won an **Editors Award** at this year's **ICFF** furniture exhibition in New York. It was shown last month at **Tent**, part of London Design Festival.

www.teixidors.com
www.zuzunaga.com



news

Point to manufacture Estudi Hac's Japan range

Six years after **JM Ferrero** presented his **Japan** collection of in/outdoor furniture at the the Valencia Furniture Fair, the Estudi Hac designer is delighted to have a large-scale manufacturer to produce it: Spanish outdoor furniture company **Point**.

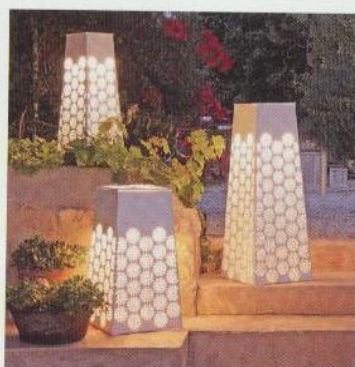
Japan is an unashamedly pretty collection made from lacquered metal with a floral cut-out design. Ferrero says he wanted to combine simple geometric shapes with an intricate cut-out pattern to allow an interplay of light and shade. On

sunny days, as you can see in the photographs, the pattern on the furniture is mirrored on the ground.

Point, which is based at Jalón in Alicante, is a family-owned company and it's one of Spain's leading manufacturers of high-end contemporary outdoor furniture. It likes to work with a variety of top designers, including El Último Grito, Gabriel Teixidó, Alfonso Gallego and Juan Santos.

www.estudi hac.com

www.point1920.com



Strong roots prove secret of success for Mut Design

Mut Design's modular **Roots** system of planters by **Alberto Sanchez** is delighting shoppers at fashion chain COS. The retailer has installed it at its stores in London, Stockholm and Paris – and the All England Lawn Tennis Club has invested in it too.

The innovative system allows you to create **mini-gardens** of whatever

size you like, using the beech wood stands and ceramic pots. The stands are based on a reversible structure with many legs, forming 120 degree angles, which fit together to form modules. So if you've not experimented with vertical gardening, here's your chance.

www.mutdesign.com



news

CincobyCinco: Tagar celebrates its 50th anniversary

Furniture company **Tagar** is marking its half-century with a timeline design project led by **Ximo Roca**.

Five of Spain's most prestigious designers were invited to design a new chair to mark the occasion, with each designer representing a specific decade from 1962 onwards.

So **Miguel Milá**, who was already an established designer when Tagar was born, was the first to be commissioned, representing, so to speak, the 1960s. His **Gadea** chair is a made from a single piece of wood on chrome legs. Milá says of his design: 'I tried to make a chair that combines maximum comfort with maximum elegance.'

Flying the flag for the Seventies is **Jorge Pensi**, whose **Tango** chair with its cut-out in the back rest reflects his expressive minimalist style and love of colour.

Moving into the 1980s and **Ximo Roca** takes the baton with his **Uit** chair. It has refined tapered backrest and can be upholstered.

A younger generation of designers moves into the fore with the Nineties, and **Martín Azúa** presents the curved wooden **Soo** chair, which has a cut in the backrest. The chair comes on castors or legs...and is considerably more exciting than a lot of office furniture.

Luis Eslava embodies the new millennium, and his **Marie** chair has V-shaped legs that taper to a point. The design was, he says, inspired by ballerinas dancing 'en pointe'.

www.tagar.es



From top to bottom: Red stackable Marie chair by Luis Eslava; Black Soo chair on castors by Martín Azúa; Purple Uit chair with arms

by Ximo Roca; Orange Tango chair by Jorge Pensi; Natural wood Gadea chair by Miguel Milá; Soo chair on legs; Marie chair in blue

news

Designers get the recycling habit, from tyres to glass

Spanish designers are ahead of many of their European counterparts when it comes to using recycled and environmentally-friendly materials.

Durbanis, which manufactures modern urban street furniture, has launched a new bench made from 90 per cent recycled material, namely 16 discarded rubber car tyres.

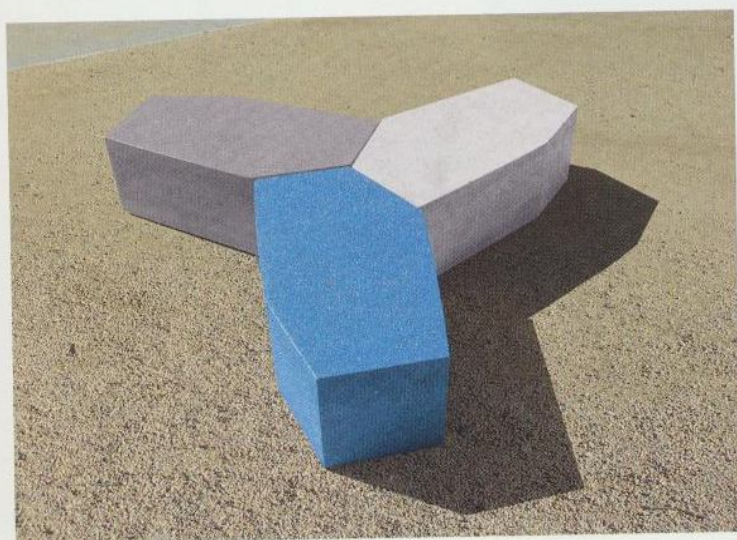
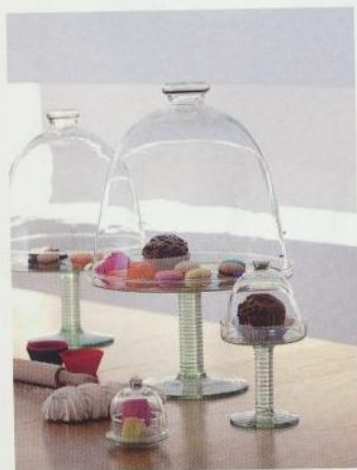
The **Deconscient** bench by **Alex Fernández Camps** and **German Rubio** is available in three colours and in a large and a smaller size – the latter is ideal for children's playgrounds.

La Mediterránea continues to add to its range of products made from 100 per cent recycled glass. The **Matra** Collection, out next year, offers delicate jugs and jars, some

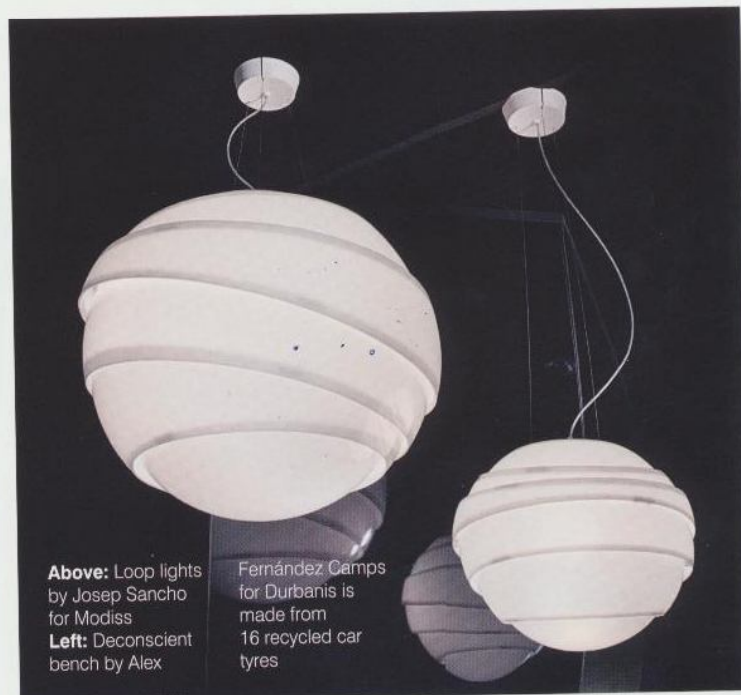
with oak lids, while the new **Doria** collection comprises cake stands and serving dishes with grand domed lids.

Edeestudio has designed the **Sis** and **Tres** shelving systems for **Imaginaierro**, a company that launched five years ago to manufacture fun, innovative storage products mainly in recyclable metal.

New from lighting manufacturer **Modiss** is the **Loop** light by **Josep Sancho**, which was launched at this year's Light + Building exhibition. www.alexfernandezcamps.com
www.durbanis.com
www.edeestudio.es
www.imaginaierro.com
www.lamediterranea.es
www.modiss.com



Right: Sis and **Below right:** Tres shelving, both by edeestudio for Imaginaierro **Below left, from left:** Doria glass cake stands and Matra storage jars by La Mediterránea



Above: Loop lights by Josep Sancho for Modiss **Left:** Deconscient bench by Alex

Fernández Camps for Durbanis is made from 16 recycled car tyres

news

Nani Marquina celebrates 25 years of glorious rugs

Spain's First Lady of rugs, **Nani Marquina**, has been celebrating her eponymous company's first quarter of a century. Celebrations included decorating Barcelona's **Virreina Square** with some 60 rugs in a huge array of colours and textures, and the public could sit or lie down on them and enjoy a tactile, restful experience.



Nani Marquina has been something of a trailblazer when it comes to contemporary rugs and innovating with different techniques and materials. Her carpets are characterized by an ebullience that results from the use of bright colours and impactful designs, whether they are abstract or feature distinct motifs.

Marquina has always collaborated with independent designers, including Javier Mariscal, Martín Azúa, Tord Boontje, and more recently Cristian Zuzunaga. This approach has ensured the brand has never become one-dimensional.

Carpets are manufactured in countries with an ancient history of hand-tufting and hand-weaving, such as India, Nepal, Pakistan and Morocco. The company strives to be environmentally-responsible and it ensures no child labour is involved in the manufacture of its products.

www.nanimarquina.com



Above left: Nani Marquina and **Above:** Virreina Square in Barcelona, carpeted, much to the delight of passers-by **Top right:** Some of the memorable designs from Nani Marquina's studio

Right, designers who have worked for Nani Marquina, top row, from left: Javier Mariscal; Rafael Marquina; Pati Nuñez **Second row, from left:** Emili Padrós and Ana Mir of

Emiliana Design Studio; Sybila; Martí Guixé **Third row, from left:** Tord Boontje; Martín Azúa; Ron Arad **Bottom row, from left:** Ronan & Erwan Bouroullec; Oscar Tusquets; Cristian Zuzunaga



Street eco cred



This image and below: The Aalb bench is made from weather-resistant corten steel and recycled plastic

Bottom right: Award-winning Nuu chair
Bottom left: Eko streetlights have photovoltaic panels

GRISVERD

Grisverd is an urban seating and lighting manufacturer that puts the environment at the core of what it does.

Launched in 2009 as a new division of metalworks company Alazor, Grisverd makes products from sustainable or recyclable materials, and designs are vandal-proof, long lasting and require very little in the way of maintenance.

Corten steel, which has a weathered look, is a material used for bench frames and streetlight

columns because it can withstand bitter weather – not to mention rough treatment at the hands of exuberant teenagers.

Grisverd, based south of Barcelona, concentrates on contemporary design, with pieces available in modular form. Its street lamps help boroughs reduce energy consumption because they incorporate photovoltaic panels, and so don't need to be connected to the electricity grid.

Grisverd has been awarded the ISO 2001:2008 Quality Management System certificate, and last year it won Spain's **Ebreambient** sustainability award for its ergonomic **Nuu** series of seats and benches, designed by **Nut Creatives**. Made from steel and a recycled plastic, Nuu products require no maintenance.

Grisverd is run by **Josep Oriol** and **Asun Colom**, and they strive to ensure that all the stages of their products' life cycles are considered during the design process. www.grisverd.com



Bouncing basins

BOING

We've all been hard-wired to expect basins to be made from cold, white vitreous china. It's certainly a material that's stood the test of time, but **BOING** would like us to open our minds to a new world of soft, flexible, colourful basins.

It might seem a strange idea, but **BOING** basins are hard-wearing and practical, as well as fun and attractive. They'll certainly make children want to wash their hands and faces at every opportunity...

Made from PUR, a flexible polyurethane, these contemporary basins are proving popular with families, because if children fall against them they won't be hurt. They are also a good option for hotels and nightclubs wanting to make a strong design statement.

The polyurethane material has the properties of vitreous china. It has no surface porosity, and doesn't absorb water. It's easy to keep clean using a mild detergent.

It withstands extremes of temperatures (from 70 degrees C down to -30 degrees C), and the colour won't fade. The shapes are formed so there aren't crevices where dirt can accumulate, while the material is not affected by bleach, ammonia, hair dyes, nor will it be damaged in the unlikely event of a lighted cigarette touching it. (That said, as common sense would suggest, products are not indestructible.) The **BOING** range includes shower bases and shelving.

www.boingoriginal.com



Top right: red Kubo basin and
Bottom right: Circular yellow Salvagente basin, both are made from polyurethane.

Above left: Biscuit shower base in flexible polyurethane.
Below: Tipo white polyurethane hand basin.



awards

2012: a vintage year for prizes

Spanish designers have continued to garner a variety of prestigious awards throughout 2012.

The **Delta Awards**, held in Barcelona, is one of Spain's most prestigious ceremonies, organized by ADI-FAD, the Association of Industrial Design. This year the Gold award was given to **Alex Fernández-Camps** for his **Grow** bicycle, manufactured by **Orbea**. Grow is designed to start life as a child's bike, but can be modified to grow with the child and take him/her into their teens.

Three Spanish companies won **Silver** Delta awards: **Santa & Cole**, for its BlancoWhite table lamps, designed by Estudi Arola; **Estiluz**, for the Balloon lights by CrousCalogero, and **Leds-C4** for its Baliza Pile lights by Nahtrang Disseny.

Across the Atlantic, lighting manufacturers **LZF Lamps** and

Vibia, and furniture company **dd by Resol** enjoyed success at the **International Interior Design Association** awards in **Chicago**. LZF's Spiro fixture by Remedios Simón and Vibia's minimalist Rhythm light were praised by IIDA judges for their originality.

At the **Best of Neocon** in Chicago, **Sellex** won an Innovation award for its Fast table by Carlos Tiscar and **Andreu World** won a silver award for its New Brandy chair.

The **Salone Satellite Student Awards** at the Milan Furniture Fair demonstrated Spanish commitment to eco design. **Raúl Laurí** won **first prize** for his biodegradable **decafé** material made from used coffee grinds, while **Mariana Lerma** and **Mónica Thurne** from Wow Studio won second prize for their **El Botijo Flask**, which cools down water with no need for refrigeration.

Below: Grow bicycle, winner of the Delta Gold award, designed by Alex Fernández-Camps and manufactured by Orbea. It's a bike that grows up with its owner. **Top right:** Balloon lights by

CrousCalogero for Estiluz. **Right:** BlancoWhite table lamps by Estudi Arola for Santa & Cole. **Below right:** Baliza Pile lights by Nahtrang Disseny for Leds-C4. All three won a Delta Silver award.

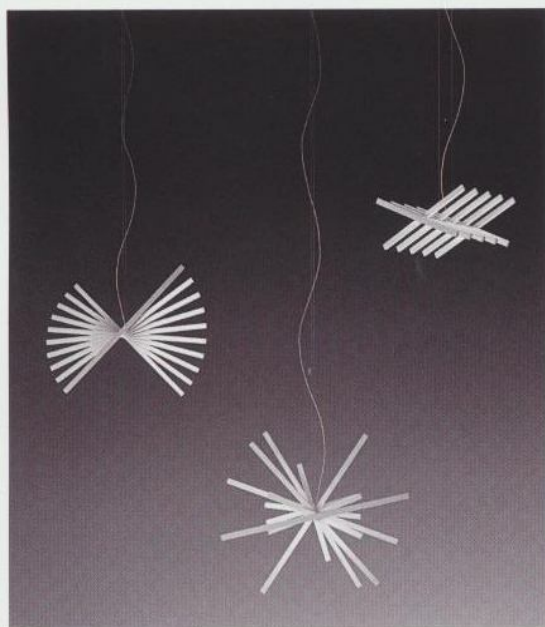


estiluz



IIDA Awards
CHICAGO

Top right: Spiro ceiling lights by Remedios Simón for LZF
Right: netKat chair by Josep Llusca for dd by Resol
Below: Rhythm lights by Arik Levy for Vibia



awards



**SALONE
SATELLITE
AWARDS**
MILAN



**Top left and
above:** Lamp
shades made from
Raúl Lauri's Decafé
biodegradable
material, which is
formed from used

coffee grinds
Left: El Botijo Flask
by Mariana Lerma
and Mónica Thurne
cools down water
without needing to
put in a fridge

Contacts

www.alexfernandezcamps.com
www.andreuworld.com
www.estiluz.com
www.leds-c4.com
www.lzf-lamps.com
<http://rlauri.com>
www.resol.es
www.santacole.com
www.sellex.es
www.vibia.com
www.wowqstudio.com

Above and below:
Fast table by Carlos
Tiscar for Sellex
won the Innovation
award in the
Training and Work
category

Right: New Brandy
chair by Liévore
Altherr Molina for
Andreu World won
silver in the Best
of Neocon's Guest
Seating category



**NEOCON
AWARDS**
CHICAGO



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Delta'12
Awards
Δ
Silver





ALMERICH

www.almerich.com



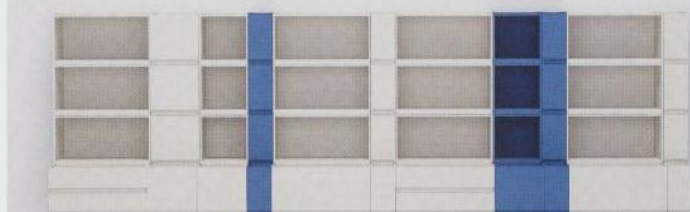
Above: Raining Day by Mermelada Estudio **Right:** Tower standard lamp with shell by Hugo Tejada **Left:** Hood pendant by Ivan Casari



ALBIOL

www.albiolmodular.com

Below: Dado storage and shelving system by odosdesign



ZIRU

www.zirucontract.com

Below: Vant armless chairs by Yonoh



CAPDELL

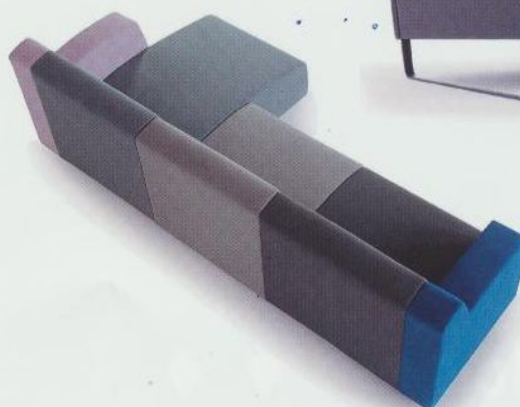
www.capdell.com

Below: ICS upholstered chairs by Fiorenzo Dorigo



CÁRMENES

www.carmenes.eu



Above: Afrika chair by Jorge Pensi **Left:** multicoloured Bambú sofa by Ferran Estela

New faces at Valencia

Some new players in the furniture industry unveiled their collections at Habitat Valencia *Text: Abby Trow*

Spain's largest and most prestigious furniture fair, **Habitat Valencia**, ensured the airlines were kept busy in September. Some 45,000 people from 100 countries descended on Valencia to see the latest launches in modern furniture and lighting. Fair organizers say there was a marked increase in visitors from Scandinavia and Latin America, while Russian and Middle Eastern buyers were also a strong presence.

This year's event saw some new faces in the market take stands: **Cármenes** and **Albiol**. The former is a new brand from highly experienced designers including **Jorge Pensi**, while Albiol is an online business that offers modular storage systems. Among many new designs which caught the imagination were the **Agatha** outdoor collection from **Vondom**, which has something of Alice in Wonderland about it. **Almerich's Raining Day** wall light is fun, resembling the outside of umbrellas, while **Sancal's** high-backed **Float** sofa by Karim Rashid is an intriguing item of furniture that is almost a private room in itself.

VONDOM

www.vondom.com



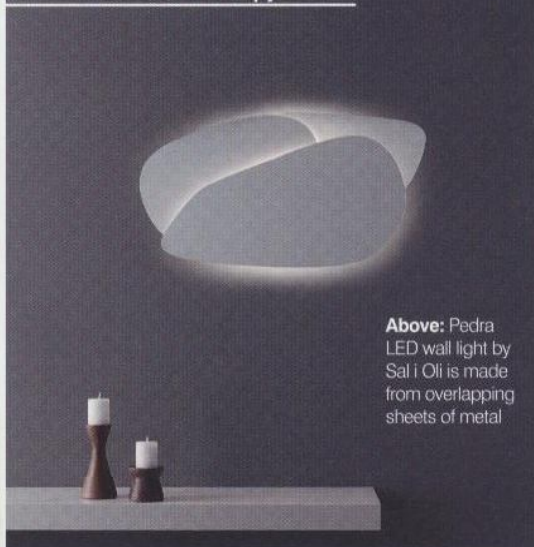
Above: Agatha collection by Agatha Ruiz de la Prada

Right: Chrismy tree with internal lights by Teresa Sapey



CARPYEN

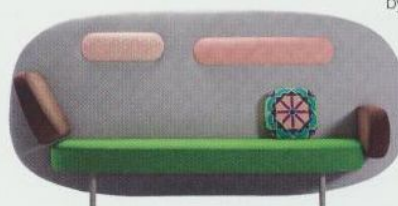
www.carpyn.com



Above: Pedra LED wall light by Sal i Oli is made from overlapping sheets of metal

SANCAL

www.sancal.com



Left: Nudo wooden tables by Juan Ibáñez **Below:** Float modular sofa with high back rest by Karim Rashid

Right: Copla padded armchair by Rafa García

LZF

www.lzf-lamps.com



Below: Raindrop pendant light by Javier Herrero Studio is made from strips of wood veneer



VICCARBE

www.viccarbe.com



Above: Maarten swivel chairs by Victor Carrasco

EXPORMIM

www.expormim.com

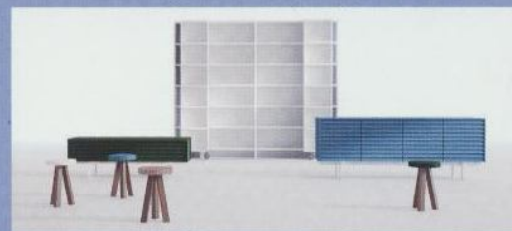
Right and below: Fontal bent wood seat by Oscar Tusquets



NATIONAL DESIGN AWARD WINNERS

A retrospective of products that have won Spain's coveted **National Design Awards** over the past 25 years was held during Habitat Valencia.

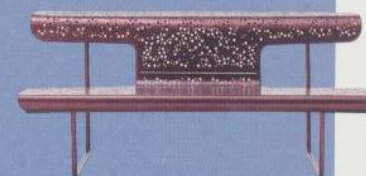
It was a chance to see some of the timeless designs from manufacturers which are still leading the field in contemporary furniture. Winning companies have included **BD Barcelona** (1989) **Punt** (1997), **Amat** (1998) **Santa & Cole** (1999), **Akaba** (2000), **Mobles 114** (2001) **Nani Marquina** (2005), **Andreu World** (2007), **Stua** (winner 2009), **Kettal** (2010) and **Sellex** (2011). The National Design Awards are given to companies which the Spanish government considers have put innovation and design at the heart of their business.



Above: Literatura storage system by Vicent Martínez for Punt **Below centre:** Bichos y Flores rug by Javier

Mariscal for Nani Marquina **Bottom right:** El Poeta bench by Alberto Häberli for BD Barcelona **Below**

centre: Onda stool by Jesús Gasca for Stua **Bottom left:** Maia chair by Patricia Urquiola for Kettal



GAN

www.gan-rugs.com


Left: Naidu rug by odosdesign **Above:** Canevas collection by Charlotte Lancelot features embroidery on a wool felt base

GANDÍA BLASCO

www.gandiabrasco.com


Below: Atlantic outdoor collection by José A. Gandía Blasco

PUNT

www.puntmobles.com


Above: Ernest small desk by Borja García **Left:** Re-edited Niza octagonal tables by José Martínez-Medina

KOO INTERNATIONAL

www.koointernational.com

Right: Nest modular sofa by Lagranja



INCLASS

www.inclass.es

Right: Arc chairs with steel frames and plywood backrests by Yonoh



VALENCIA DESIGN WEEK

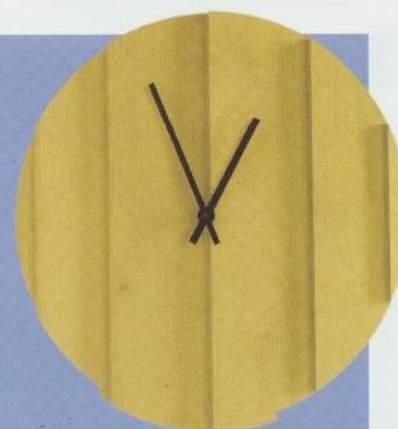
The whole city of Valencia was caught up in design mania, and visitors had plenty of exhibitions and events to attend outside the main Habitat Valencia fair. Among highlights was **Greenlight**, a display of planters by **Mermelada Estudio** for **Systemtronic**. 'Making off' was a chance for **alegreindustrial** to show people the design process involved in the making of the TNK A500 and Uka chairs, which it has designed for office furniture giant **Actiu**. And the showroom of interior accessories **Omelette-ed** exhibited the latest designs for the brand by **La Mamba**.

Contacts

www.alegreindustrialstudio.com
www.mermeladaestudio.es
www.st-systemtronic.com
www.lamamba.es
www.omelette-ed.com


Above: Branches salt and pepper pots and **Above right:** Parallels clock, both by La Mamba for Omelette-ed **Right:** Greenlight planters

by Mermelada Estudio for Systemtronic **Left:** TNK500 desk chair and **Far left:** Uka chair, both by alegreindustrial for Actiu



NUDE

The **Nude** show for new designers is always a popular feature of Habitat Valencia, and this year 25 up-and-coming designers welcomed the opportunity to show their work to a discerning international audience. They were chosen by a selection jury that included **Fernando Amat**, director of retailer Vinçon, **Tachy Mora**, design journalist, **Ester Castaño**, executive director at Sancal; and industrial designer **Carlos Tiscar**. Among the young designers they selected to participate were **Carlos Ortega**, **Cristian Reyes**, **dvilo**, **Sputnik**, **Joan Rojeski** and **Menut**. A section of Nude was geared toward products designed for children, an area Menut specialises in, while natural wood was a material much in evidence. **Jaime Hayón**, once the new boy and now very much an elder statesman of Spanish design... despite being only in his 30s... dropped in on proceedings, much to the delight of participants, who can all look forward to being as successful as him 10 years from now.

Below: Cedro wooden lamp and **Right:** Gap chair, both by Carlos Ortega **Below right:** and **bottom**

left: Mistery clients, products designed by students from Jaume I University in Castellón



Right: Santorini lights with adjustable wooden shade by Estudio Sputnik **Below:** Grou tree-shaped children's coat stands by Menut Studio



CULDESAC CELEBRATES ITS 10TH ANNIVERSARY

Culdesac design studio marked its first decade with a show called The Positive Collide held in the 700 m2 La Cambra exhibition space. It featured installations, projections and plenty of live music to keep spirits high.



Contacts
www.carlosortegadesign.net
www.culdesac.com
www.dvilo.es
<http://estudiosputnik.com>
www.menut.es
www.uji.es (Jaume I University)



Left: Vintage overlapping tiles from Apavisa **Right:** Evolucion kitchen from Doca, which has opened a London showroom **Below left:** Dune's Pleyades mosaic tiles **Below right:** Park Life outdoor sofa by Jasper Morrison for Kettal



100% DESIGN

100% Design at Earls Court is where it all started and it's the principal exhibition of London Design Festival. This year's show had some 25,000 visitors and the event was grouped around four themes: interiors; office; kitchen&bathroom; eco, design&build. Big name Spanish exhibitors this year included quartz surface giant **Cosentino**, and kitchen company **Doca**, which has opened its first **UK showroom** in London's Notting Hill. Outdoor furniture brand **Kettal** and tile companies **Apavisa** and **Dune** also exhibited.



London calling

London Design Festival has become a major event in the international design calendar, and Spanish firms are key participants *Text: Abby Trow*

SILO STUDIO

London-based **Silo** comprises **Attua Aparicio** and **Oscar Wanless**, who work with industrial materials and techniques to create furniture and decorative pieces. They took part in '**Waste Not, Want It**', an installation of products made from Bloomberg's office waste shown at the company's HQ in Finsbury Square. Silo used shredded paper and redundant computer keyboards to create a plastic material to cover tables and chairs.



SUPERBRANDS

RS provided four of its RS#2 football tables for a tournament that took place at the SuperBrands furniture exhibition held at the Truman Brewery in east London.

EL ÚLTIMO GRITO

London-based **El Último Grito** was chosen by festival organizers to receive the **2012 London Design Medal** for its 'significant contribution to design and London'. Founded in 1997, the studio's work manifests itself in many forms, from furniture

and lighting design to installations and video art. **El Último Grito** is known for its organic, animal-like forms, that it often pairs with vibrantly coloured and patterned surface coverings. *Pictured below is the LA collection for outdoor furniture company Point.*





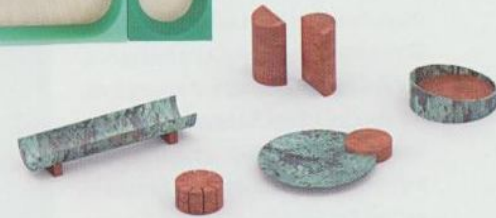
Above and right: Maui LED downlights by Lagranja for Lamp, which has opened a showroom in London

LAMP SHOWROOM

Spanish lighting manufacturer **Lamp** has opened its first UK showroom on the Kings Road in London. Established 35 years ago, Lamp is a family business that works closely with architects on large-scale contract projects around the world. One of its newest products is the **Maui** collection of LED downlights and spotlights, designed by Lagranja.



Left: Euclid for Praxis rubber and ash desk trays by Tomás Alonso
Below: Objects he designed for Vera, Chapter Two, a somewhat esoteric design event you may well not fully understand...



BROMPTON DESIGN DISTRICT

Designer **Tomás Alonso** took part in the **Vera, Chapter Two** project, part of the Brompton Design District activities. Vera, Chapter Two is the second part of an ongoing design project that revolves around Vera, a fictional character inspired by a series of found photographs. It's run by Kirsty Minns and Érika Muller and part two included new disciplines such furniture design and illustration.

STUDIO INSIGHTS

Oscar Díaz took part in 'Studio Insights: The wonder cabinets of Europe' in the Brompton Design District. 'Studio Insights' presented the work of eight emerging design studios from five different European cities. Conceived as an exhibition within an exhibition, each designer was given a cabinet that functioned as a 3D library in which to showcase their working method and cultural context – with the aim of bringing a little of their studios to west London. 'Studio Insights' was curated by Livia Lauber and Maria Jeglinska.



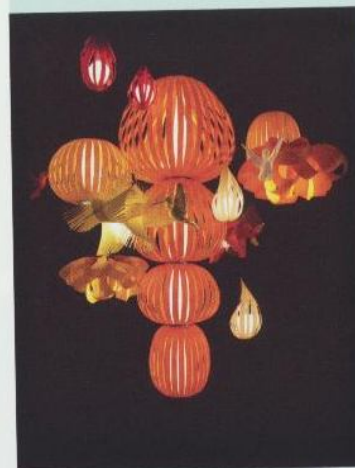
Contacts

www.apavisa.com
www.cosentino-group.net
www.docauk.com
www.dune.es
www.eugstudio.com
www.gan-rugs.com
www.kettal.es

www.lamp.es
www.lzf-lamps.com
www.oscar-diaz.net
www.rogerarquer.com
www.silostudio.net
www.tomas-alonso.com

DESIGN JUNCTION

The Design Junction exhibition showcased products from more than 100 international companies, and it was held in the industrial surroundings of a former West End mail sorting office. Spanish participants included **Roger Arquer**, who showed his **Sputnik** stool for Italian brand Zilio Aldo & Co. Lighting manufacturer **LZF** had an exquisite stand designed by Marivi Calvo, which showed a large selection of its distinctive products. And **Gan** unveiled its **Hidra** multi-coloured, textured rugs, designed by José A Gandía Blasco.



Left: LZF's entrancing installation at Design Junction
Below: Sputnik stools by Roger

Arquer for Zilio Aldo & Co
Bottom: Hidra rug by José A Gandía Blasco for Gan



Westward ho!

Spanish brands determined to crack the American market are increasingly opening their own showrooms in the US

Companies the world over want to do business in the United States. Some make the transition, many don't. So how does a European firm go about it? **Toni Esteve**, CEO of **Gandía Blasco USA**, says there are many myths about doing business across the Atlantic: 'Whether it's hard or easy for a company to open in the US depends on them. If you have a proper business plan and the budget, it's really easy to do it. I would say that it's even easier than opening a business in Spain...' ➔



APAVISA

Showroom on Broome Street,
New York 10013
www.apavisa.com

"Americans expect the best service and value for their money. They are great customers, but you cannot fail in fulfilling their expectations" **Toni Esteve, CEO Gandía Blasco USA**



MARSET

Showroom on West 22nd St, Suite 912,
New York 10010
www.marset.com

And Esteve is clear why it's an important step to take if you are serious about doing business in the States: 'Having your own showroom allows you to have your own staff and therefore to control the whole process of communication and sales. If you work with local reps, you lose most of that strength, besides the fact that it isn't easy to find people you really feel comfortable with at the time of giving your brand over to be represented.'

Miquel Colet of lighting company **Vibia** suggests employing a rep or importer is fine as a first step, 'but you really don't have full access to the market, as you're going to market through a third party, and are ➔'



GANDÍA BLASCO

Showroom on Greene Street,
New York 10013
www.gandiabrasco.com



missing out on a lot of information and knowledge. Plus, pricing structure is another important key thing that you lose control of.'

Vibia has gone down the road of having its own offices and warehouse in New Jersey to handle US distribution, rather than having a showroom. 'We prefer to have a distribution centre. And it wasn't that difficult to establish. You need to find the right advisors, and must understand that it takes time, energy – and, crucially, a lot of capital.'

Having hard cash and lots of it is clearly key to setting up in the US. 'It is a major expense to have a showroom here, costs are huge in terms of the initial investment and the subsequent overheads,' says Esteve.

Which is why it's best to have achieved a critical mass of sales in the States before embarking on the project. 'You need that critical mass if you want to make sure that the new business unit will be profitable in a relatively short period of time,' says Colet. 'But that said, you can still start on a small scale. There are different formulas and ways to go about it.' ➔



ANDREU WORLD

New showroom in NY Design Centre, Lexington
Avenue, New York 10016
www.andreuworld.com

Countries have different rules and regulations, but both Esteve and Colet says the US isn't the trickiest to negotiate when it comes to regulations.

'However, it depends very much on where you open. Each neighbourhood, city, county or state has different regulations, requirements and even laws,' says Esteve.

Colet adds that there is more regulation than in Europe on the product side, though... 'especially in lighting.' ↓



ESTILUZ

Distribution centre on Moonachie Road,
Moonachie, New Jersey 07074
www.estiluz.com

“Whether you have a showroom or a distribution center you are going to have a significant fixed cost every year. So it's a big expense”

Miquel Colet, Vibia



So far, most Spanish interior products companies are basing themselves on the East Coast, particularly in New York, a city that is hugely cosmopolitan. It's also lot closer to Europe than LA or San Francisco, which makes shipping goods far easier.

And is it worth the effort and expense? 'Oh yes, and I would recommend it,' says Colet.

Esteve is equally enthusiastic: 'For Gandía Blasco has been a great experience and business is doing well.'



VONDON

Showroom on English Road, High Point,
North Carolina 27262
www.vondon.com

A moveable feast

This year's Orgatec in Cologne focused on the workplace of the future, with an emphasis on offices that are easy to adapt rather than set in stone

More than 60,000 visitors attended **Orgatec 2012**, the bi-annual exhibition of design-led product for the work environment. It's the biggest international office trade show, and it attracted architects, specifiers, interior designers and retailers from around the world.

Spanish companies exhibiting included **Stua**, **Gellex**, **Akaba**, **Coinma**, **Enea**, **Forma 5** and **Actiu**, all of which unveiled a variety of attractive contemporary seating and desking. Actiu presented its **Urban** collection of chairs for public spaces, which are pretty, lightweight and ergonomic. They can be specified in a variety of materials according to the wear they're likely to get.

Enea's hugely successful **Lottus** series of chairs by Liévore Altherr Molina is available for offices, with the High and Office versions. Available in different colours and finishes, they are a stylish addition to any workplace.

ENEA www.eneadesign.com



Above: Lottus High swivel chair **Left:** Lottus Office chairs on casters. The

Lottus collection is by Liévore Altherr Molina for Enea



Above: Actiu's Urban office chair on casters **Right:** Stackable Urban chairs in bright

colours **Below right:** Actiu's TNK A500 executive chair, winner of a Red Dot award



ACTIU www.actiu.com



FORMA 5 www.forma5.com



Far left, above centre: M10 desks by Mario Ruiz **Far left:** Eben task

chair by ITO Design **Left:** V30 modular desks

projects

Enea's Lottus range is star of Sydney's cafe society

Furniture company **Enea** continues to conquer new territories with its hugely successful **Lottus** range of stools and chairs designed by Liévore Altherr Molina.

The Star, a vibrant, contemporary upmarket patisserie in the Australian capital, has invested in Lottus stools upholstered in acid yellow with white lacquered sled legs for its counter seating area. The Star, on Sydney's Pyrmont Street, is part of the Adriano Zumbo Patisserie chain, which wants its interiors to be as visually appealing as its cakes and pastries.

Meanwhile, 12,000 miles away in Paris, the **Opus Rouge** café chose Lottus chairs in red and white to both stand out and blend in with its predominantly white interior.

Enea has for several years been investing heavily in the Lottus collection. Products can be specified in a wide variety of styles, colours and finishes. www.eneadesign.com



This picture, left and above: The Star patisserie in Sydney. Bottom left: Red and white Lottus chairs furnish the Opus Rouge in Paris.

projects

Sancal furnishes smart new Madrid cheese bar



This image: The Poncelet Cheese Bar in Madrid is furnished by Sancal. Pieces include the Silencio armchair

Forget wine bars, cheese bars are the next big thing in adult entertainment. Okay, they may not be good for the waistline, but at least you won't stagger out drunk and disorderly after a few hours around a cheeseboard.

Not that all cities have one yet, but **Madrid** does, the **Poncelet**

Cheese Bar. It's perfect for those who like to dine in style, indeed its relaxed, yet elegant interior design is winning almost as much praise as the mouthwatering cheeses on offer.

The interior has wooden flooring, a large faceted cheese cabinet and a sweeping Corian bar, while the furniture has been supplied by contemporary manufacturer **Sancal**.

Pieces are smart yet they offer a home-from-home ambience. They include: the high-backed **Boomerang Chill** armchair by Quim Larrea; the **Pio-Pio** armchair by odosdesign; the **Silencio** armchair by Ricard Ferrer; **Midori** stools and chairs by Ebuálá, **Tea** chairs by JM Ferrero of Estudi Hac and the **Hera** small armchairs by Enrique Martí. Or pretty much the whole catalogue... www.sancal.com



projects

Andreu World's colourful Sit furniture lifts spirits at the University of Wales



The University of Wales' campus at Newport cannot be accused of having a drab interior. Not since office areas and some lecture rooms were furnished with seating in some very jaunty colours from **Andreu World**.

The company supplied its **Sit** multi-purpose chairs, as well as

the Sit and Sit Wood models, all by Liévore Altherr Molina, to the university.

Across the Atlantic, Andreu World has recently opened a permanent showroom in the New York Design Centre. It also has a showroom in the Merchandise Mart in Chicago.

www.andreuworld.com



LZF lighting at Randall's Children's Hospital in Oregon

LZF's impressive **Totem** ceiling pendants have been hung in waiting areas at the new Randall Children's Hospital in Portland, Oregon.

The fixtures, designed by Burkhard Dämmer and Mariví Calvo, suit the height of the space and were chosen for the warmth and interest they imbue.

Architect Sharron van der Meulen of architect Zimmer Gunsul Frasca says it's important that hospitals, particularly children's hospitals, have interiors which indicate and reflect the quality of the care patients can expect. 'They have to look respectable, but welcoming and de-institutionalised,' she says.

Totem was formed by amalgamating two other LZF fixtures, Pod and Poppy, to create a large decorative centrepiece. It's available in eight different wood veneer finishes, and it uses energy-efficient fluorescent lamps.

LZF is still a small company, but it has built up a strong fan base, with clients around the world. It's based in

Valencia, having been founded in 1994 by Mariví Calvo and Sandro Tothill.

Calvo is the art director and she leads a team of freelance designers who make up the LZF family. Key among them are Burkhard Dämmer, Víctor Carrasco, Oskar Cerezo, Miguel Herranz, Ray Power, Bang Design, and Luis Eslava Studio.

LZF has always worked with natural wood veneers, creating delightful, intriguing and sometimes whimsical designs that reiterate that good lighting should act as a work of art, as well as being a practical, functional object.

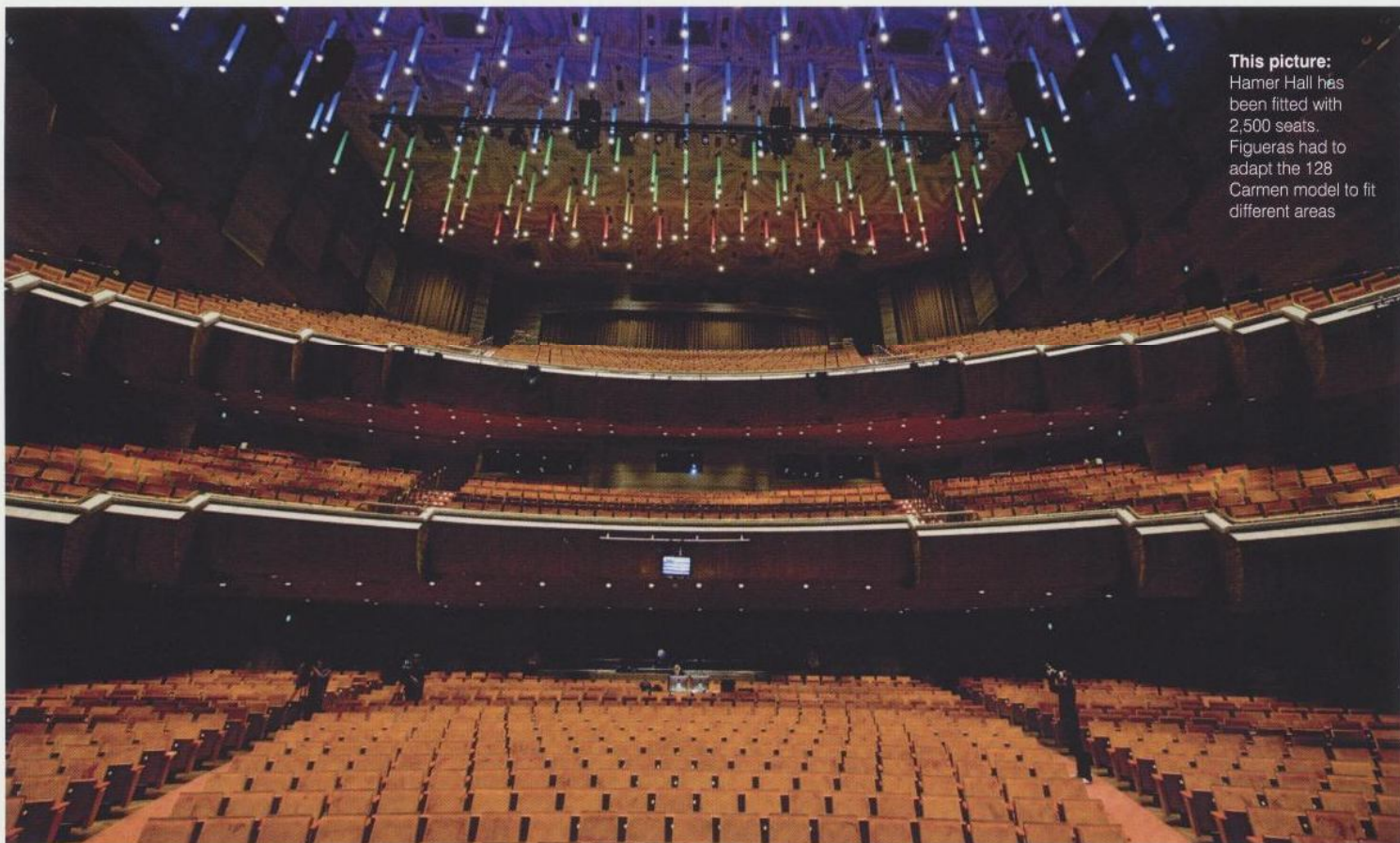
The award-winning company exhibits at key international design events, most recently at the Valencia Furniture Fair and at Design Junction in London, part of the London Design Festival (see review p18).

One of the company's newest designs is **Spiro** by Remedios Simón, which uses a new Polywood® moulding process.

www.lzf.com



projects



This picture: Hamer Hall has been fitted with 2,500 seats. Figueras had to adapt the 128 Carmen model to fit different areas

Figueras seating at Melbourne's refurbished Hamer Hall

A world leader in public seating, **Figueras** was commissioned to supply 2,500 seats for the splendid auditorium at the renovated **Hamer Hall** in Melbourne.

It was not, though, one of the company's most straightforward projects: While the seating is based on the **128 Carmen** model,

each seat had to be adapted to fit a specific location and height requirement and meet stringent acoustic standards. As such, Figueras spent more than a year creating some 50 variants of the 128 Carmen for the stalls and two amphitheatres.

The seats do, however, look

consistent, each being finished in natural oak, with orange upholstery.

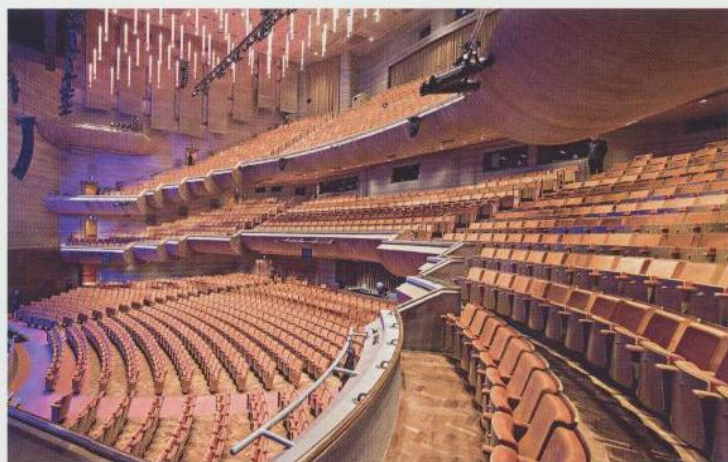
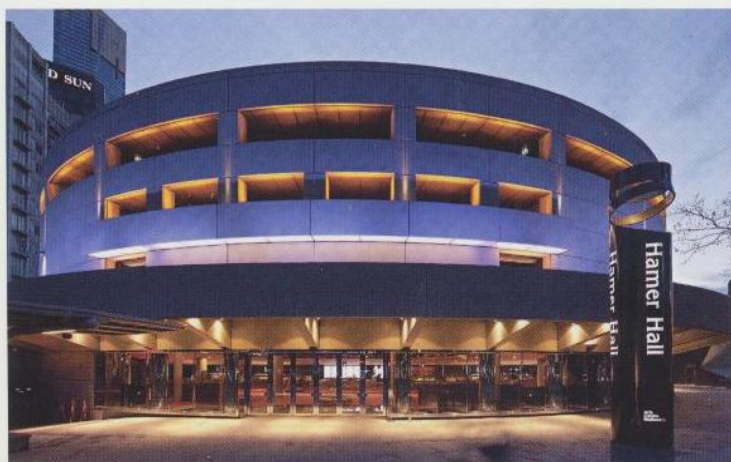
It took three months to install the seating, some of which is fixed, while some is moveable.

The company also had to consider the needs of people with disabilities. For example, some seats needed side panels for the electronically-

operated Swing system, which allows the arm of the chair to open to the side to improve access for people with limited mobility.

Hamer Hall had been closed for several years for redevelopment by Australian architectural firm Ashton Raggatt McDougall.

www.figueras.com



Value design

Arlex is one of Spain's most established modern furniture brands, with a reputation for superb quality and affordability

Text: Abby Trow



Arlex is proud that its new catalogue launched this year offers superb design and quality at some of the most competitive prices in the sector. The collection features pieces from leading independent designers including odosdesign, CrousCalogero and Josep Ferran, all of which show how design-led the Arlex brand is.

'We are in the mid-priced group of modern furniture companies,' says Ferran Ballús of Arlex, 'but what we are able to give customers is superior craftsmanship without it costing them more.' In other words, it wants to be accessible, not exclusive.

Arlex, which next year celebrates its 50th anniversary, is based in Barcelona, and all of its product is manufactured in Spain. It sells well in the domestic market, but is looking to increase exports, particularly to the UK. Ballús says no one has been immune to the global economic downturn, which is hitting Spain

"What sets us apart is that we have been able to maintain very competitive prices without lowering quality"

Ferran Ballús

particularly harshly at the moment. But because Arlex is so well-established, it has the critical mass to withstand difficult situations that have, in some cases, proved insurmountable for small businesses.

'We are a modern, efficient, prestigious company and we have capacity to take on new projects,' he says. 'And certainly over the past year we have been focusing more heavily on export markets and we are starting to see the first fruits from this work.'

So, who are Arlex customers, and how does the company differentiate itself in the crowded modern furniture market? Ballús reiterates that it's an absolute determination to maintain quality and keep to the centre ground in terms of pricing that has made its consumer offer attractive and reliable. 'Our new collection shows that you don't have to lower quality to be competitive. People like our design and they like our prices.'

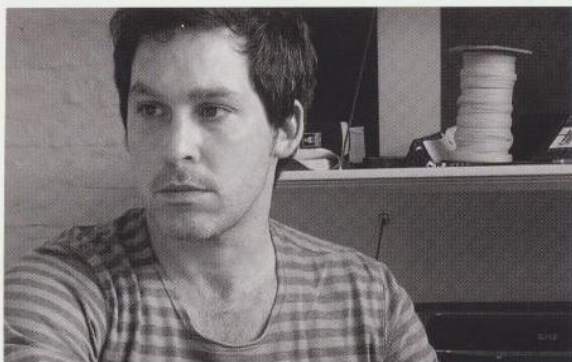


odosdesign

Top left: Kairos headboard by odosdesign has attachable containers for those small items you want to hand, such as glasses, tissues and books **Right:** Serena bedside cabinet by odosdesign, which also designed the Arlex 2012 catalogue.

Josep Turell

Far left: Domo sideboard by Josep Turell comes in natural or lacquered wood. Its clean, geometric shape makes it easy to incorporate into a room scheme. The cabinet has sliding doors and rests on an epoxy-coated metal frame.



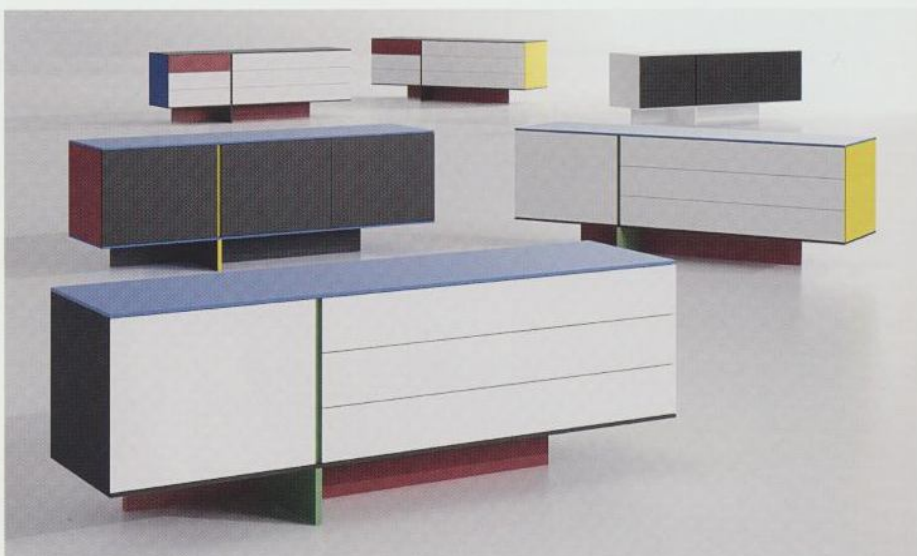
Federico Churba

Right: the Tony collection comprises a variety of 55cm deep units that be configured for different rooms. Use them as bedside tables, or as sideboards. The frames are wood while the drawers are made from sheet metal.



CrousCalogero

Bottom left: CrousCalogero has designed Flip, shelving units which can be wall-hung or freestanding. A feature of them is doors that can be used to cover, or partially-cover the shelves as required.



guimerácinca

Above: guimerácinca designed Stijl, Dutch for style, for the 2012 collection. It's a series of wood and lacquered sideboards, in which colour plays an important role in guiding the user to the opening points.

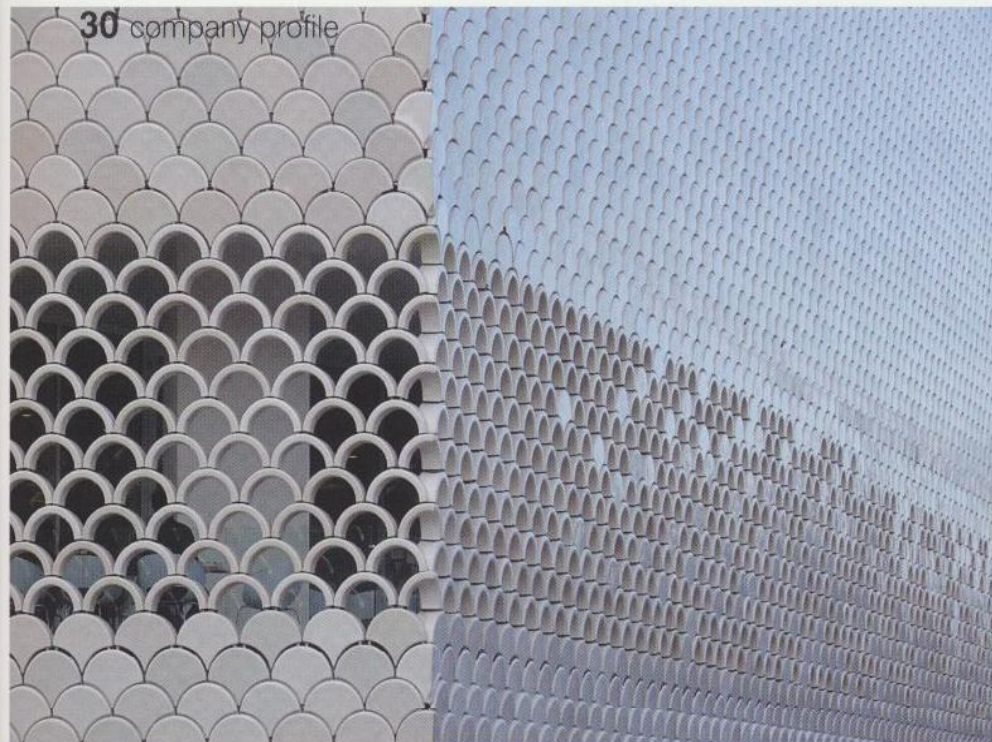
And the 2012 catalogue has been very well received for the easy styling of the furniture, which has clean, geometric lines and attention to detail. The Kairos headboard by odosdesign, for example, has attachable containers which means things such as glasses, books or your mobile phone are always to hand.

Arlex, which is led by Joan Llimargas and has a workforce of around 80 people, is an environmentally-conscious company, with ISO14000 and ISO9000 certification. All of the wood the company uses is from sustainable forests and clients can request that their furniture is made from FSC-certified wood if they prefer.

Arlex has been a stalwart supporter of the Valencia Furniture Fair, having exhibited there for the past 40 years. Next year it is planning to take the brand to the Milan Furniture Fair, as part of its export drive.

www.arlex.es





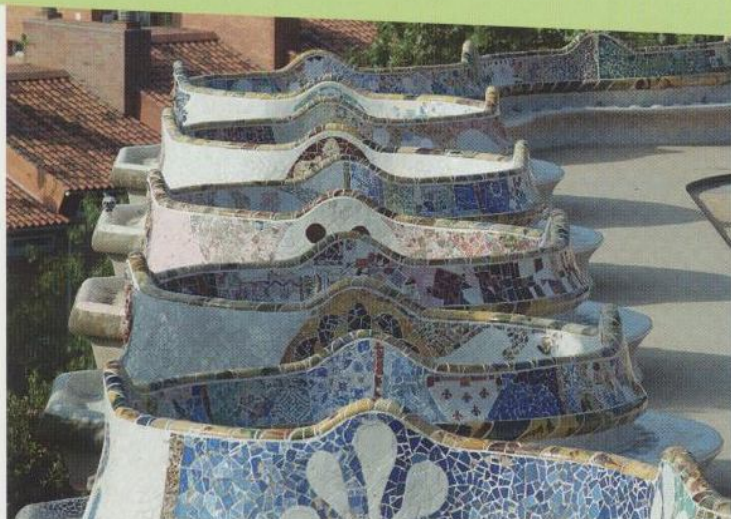
Left: the decorative 'scales' exterior of Lisbon's Oceanario
Above: a craftsman at work.
 An exhibition of the studio's work is on show at the Architectural Association in London until December 15

Walls of clay

Cerámica Cumella is a world leader in architectural ceramics on a huge scale

Text: Noah Dugall

Far left: Gaudí's Parc Güell in Barcelona. Cerámica Cumella worked on the restoration of the park in the early '90s. **Below left:** Exterior of the Spanish Pavilion at the Expo 2008 in Aichi, Japan



Think of ceramics in architecture and the name Antoni Gaudí no doubt springs to mind. The Catalan architect loved to use ceramic pieces to give colour and character to his intriguing buildings....so it will come as no surprise to learn that the Cumella family were hugely influenced by him.

Barcelona-based Cerámica Cumella, which dates back to 1880, is the studio architects turn to when they want to clad their buildings with ceramics. It has pioneered new industrial techniques and is able to work on a huge scale. Colour, shape, texture...the studio has the know-how to achieve incredible feats of design and manufacture.

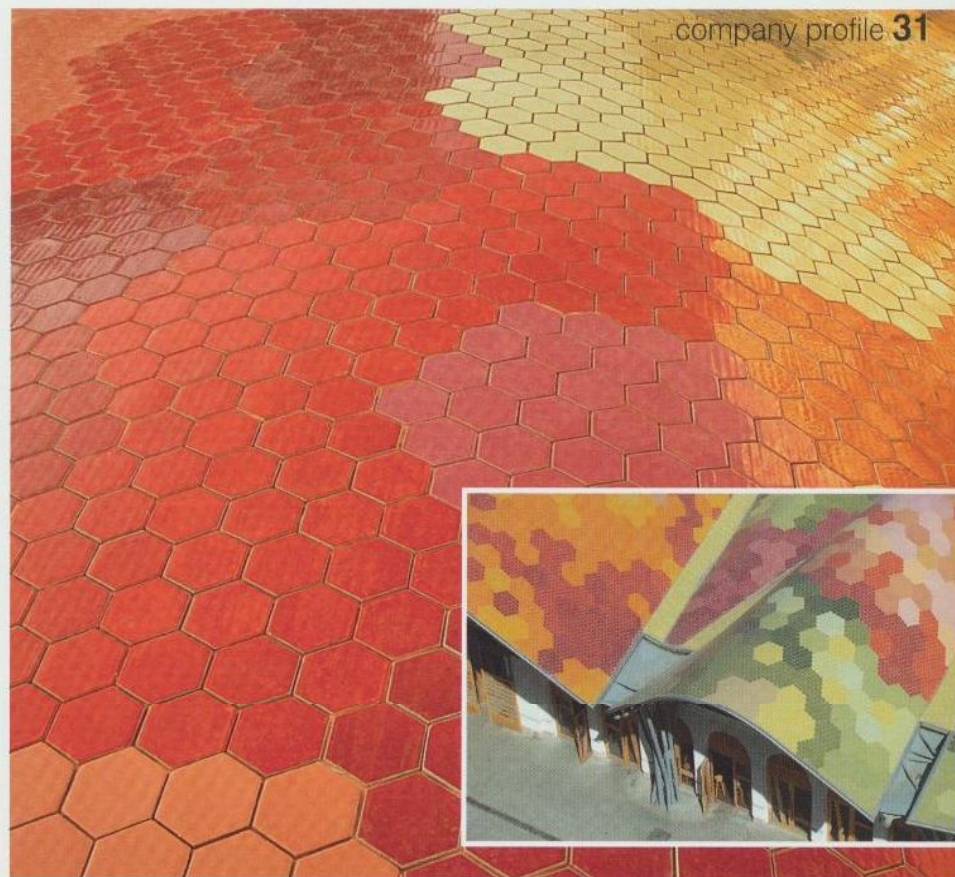
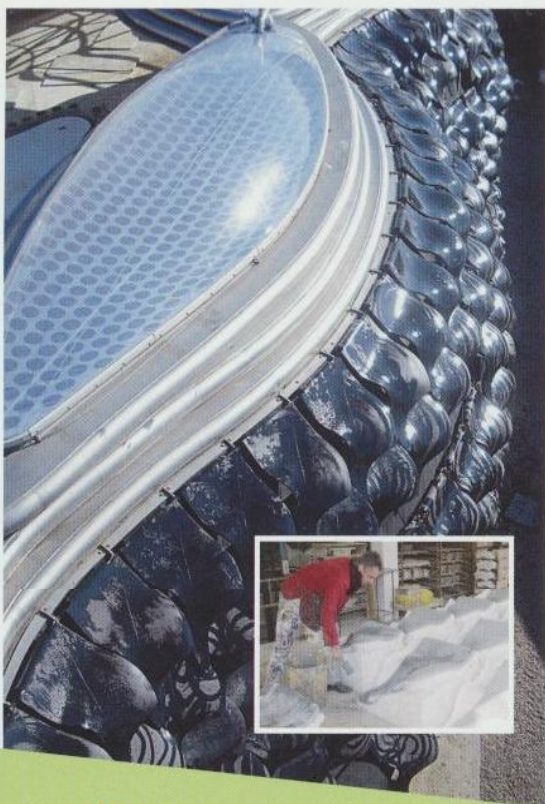
The Architectural Association in London is holding an exhibition called *Shaping Ideas*, which looks at the extraordinary work of industrial engineer and ceramicist Toni Cumella, who has run the business since his father Antoni died in 1985. It focuses on the four main fabrication processes used in the production of ceramics for major outdoor projects,

namely extruding, casting, pressing and revolving, and runs until Dec 15.

Toni Cumella was never attracted to ceramics purely for decoration, preferring the engineering side of the medium. After the death of his father he decided to redirect the focus of the studio towards architectural projects and large-scale artworks, and he went on to work closely with Studio PER (the architectural group comprising Cristian Cirici, Pep Bonet, Oscar Tusquets, Enric Steegman and Lluís Clotet), and architects Enric Sòria and Jordi Garcés.

Between 1989 and 1992, the studio undertook its first two major architectural commissions: the restoration of Gaudí's Casa Batlló and of Parc Güell, which firmly established Cerámica Cumella's reputation.

Subsequent public projects it has worked on are legion. In Barcelona they include the wonderful Santa Caterina market, with its riotously coloured undulating roof, and architect Enric Miralles and Benedetta Tagliabue's Park Diagonal Mar. Cerámica Cumella also worked on the Parque de los Colores in Mollet, near Barcelona. New projects are underway with architects Renzo



“Cumella is passionate about the power of shape and colour to transform environments”

Top right: The Santa Caterina market in Barcelona has a vibrant ceramic-clad undulating roof. **Above left:** Villa Nurbs, an extraordinary family house on the Costa Brava, designed by architect Enric

Ruiz-Geli. Ceramic panels combat solar radiation as well as adding to its futuristic appearance. **Right:** The Spanish Pavilion at Expo 2008 in Zaragoza. **Below right:** Ceramic tears on a wall in the Teatre Lliure in Barcelona.



Piano, Kengo Kuma and Amanda Levete.

Toni Cumella, who has a close relationship with the Architectural Association, is passionate about the power of shape and colour to transform environments, and he has worked hard to show people that ceramics is a construction material for the 21st century. Research, development and experimentation have allowed the studio to achieve materials to bring architects' ideas to life, and that process of evolution never stops.

However, when you see the studio, it isn't a high-tech factory, but has very much a traditional workshop feel, with potters' wheels and ovens, and an apothecary of jars of coloured powders. Prototypes are everywhere and there's a feeling of the team cooking up the perfect recipe. The early stages of projects are done by hand, just as they were when the studio started life at the end of the 19th century.

www.cumella.cat



THE ART OF LIGHTING

Porcelain is becoming a key trend in interior design. Lladró's long experience and its team of skilled designers and craftspeople mean we can incorporate this beautiful material into lighting products. Lladró offers a diverse range of porcelain lighting, from spectacular chandeliers to elegant pendant, table and wall lamps. So whatever the style of your project, or the mood you want to create, Lladró can meet your requirements. All our lighting fixtures are handcrafted in Valencia and meet the exacting manufacturing and quality standards you expect from our legendary brand.


LLADRÓ

Valencia - Spain



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