

# FORWARDS

V1

ALEXANDRA

THE *BEGINNING*  
OF A NEW  
DESIGN ERA.

ALEXANDRA



NUEVOS HORIZONTES  
EN EL MUNDO DEL  
DISEÑO, NUEVOS  
CAMINOS, REINVENTAR  
CONCEPTOS ESTÉTICOS,  
CREAR DIFERENTES  
REALIDADES Y FORMAS  
DE EXPRESIÓN.

NEW HORIZONS IN THE WORLD OF DESIGN, NEW PATHS,  
REINVENTING AESTHETIC CONCEPTS, CREATING DIFFERENT  
REALITIES AND FORMS OF EXPRESSION.

ALEXANDRA apuesta firme por el diseño de vanguardia y de autor. Una nueva línea que nace bajo la influencia del prestigioso diseñador valenciano Ramón Esteve que, con su clara vocación por la conquista permanente de los espacios esenciales, realiza propuestas con sabor mediterráneo en honor a sus orígenes. Diseños que están siempre en boga al margen de las tendencias y que perduran en el tiempo.

ALEXANDRA FORWARDS, cuenta además con otros diseñadores internacionales de renombre tales como Ben Wu, Yonoh, Venture, Estudi hac-JM Ferrero, Summum Studio o Jacobo Ventura, que aportan a la firma una nueva ola de ideas e inspiraciones que quedan plasmadas a través de diseños modernos y vanguardistas. Creaciones que poseen el don de la elegancia, de la atemporalidad y concebidas para los amantes del lujo sobrio, discreto y sin estridencias.

Esencia, alta calidad, nobleza de los materiales, la tradición artesanal en sus procesos de fabricación, el gusto por el detalle, por el trabajo bien hecho, la personalización de sus piezas y el “made in Spain”.

ALEXANDRA is firmly committed to avant-garde and signature design. A new line that is born under the influence of the prestigious designer Ramón Esteve who, with his clear vocation for the permanent conquest of essential spaces, creates proposals with a Mediterranean flavour in honour of his origins. Designs that are always in vogue, regardless of trends and that last over time.

ALEXANDRA FORWARDS also works with other renowned international designers such as Ben Wu, Yonoh, Venture, Estudi hac-JM Ferrero, Summum Studio or Jacobo Ventura, who bring to the firm a new wave of ideas and inspiration that are reflected in modern and avant-garde designs. Creations which possess the gift of elegance, timelessness and conceived for lovers of understated, discreet luxury and without excess.

Essence, high quality, noble materials, traditional craftsmanship in its manufacturing processes, the taste for detail, for a job well done, the customisation of its pieces and the “made in Spain” label.





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BOSQUE DE LAS LOMAS

CIUDAD DE MÉXICO

TEMPO

38

SAINT-GERMAIN-DES-PRÉS

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MAPA DE PRODUCTO

# BOSQUE DE

# LAS LOMAS



EL BOSQUE DE LAS LOMAS, OBRA MAESTRA DE CARLETON F. BOYLE, ES UNA ZONA RESIDENCIAL DISEÑADA CON EL OBJETIVO DE QUE HOMBRE Y NATURALEZA COEXISTAN EN UN MISMO ESPACIO. LA MODERNIDAD DE SUS LUJOSAS MANSIONES, APARTAMENTOS Y RASCACIELOS, JUNTO CON LOS SOFISTICADOS RESTAURANTES Y BOUTIQUES, SE INTEGRA EN LA BELLEZA DE LOS DENSOS BOSQUES Y PARQUES.

TEMPO

The Bosque De Las Lomas neighbourhood, the masterpiece by Carleton F. Boyle, is a residential area in Mexico City designed with the aim of allowing man and nature to coexist in the same space. The ultramodern luxurious mansions, flats and skyscrapers, along with the sophisticated restaurants and boutiques, are integrated into the beauty of the dense forests and parks.



A3925/01  
Sillón  
Armchair

A6040/02  
Mesa centro  
Coffee table

A6041/02  
Mesa auxiliar  
Side table

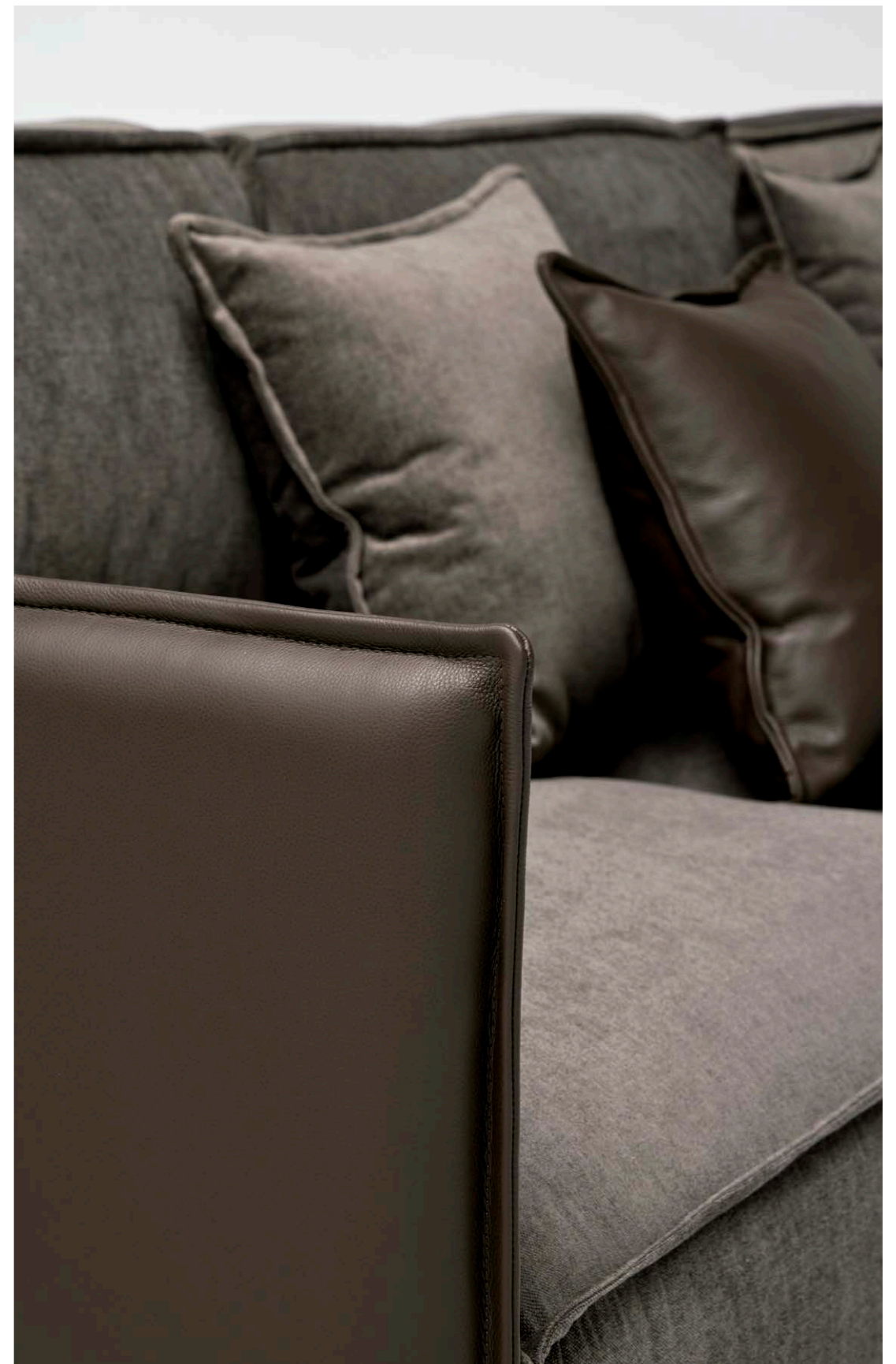
A5997/01  
Sofá modular  
Modular sofa



A5995/02  
Sofá modular  
Modular sofa



A5985/01  
Sofá modular  
Modular sofa





A6041/01  
Mesa auxiliar  
Side table





A6041/02  
Mesa auxiliar  
Side table

A6042/01  
Mesa centro  
Coffee table



A6040/01  
Mesa centro  
Coffee table



A3925/02  
Sillón  
Armchair

A3925/01  
Sillón  
Armchair

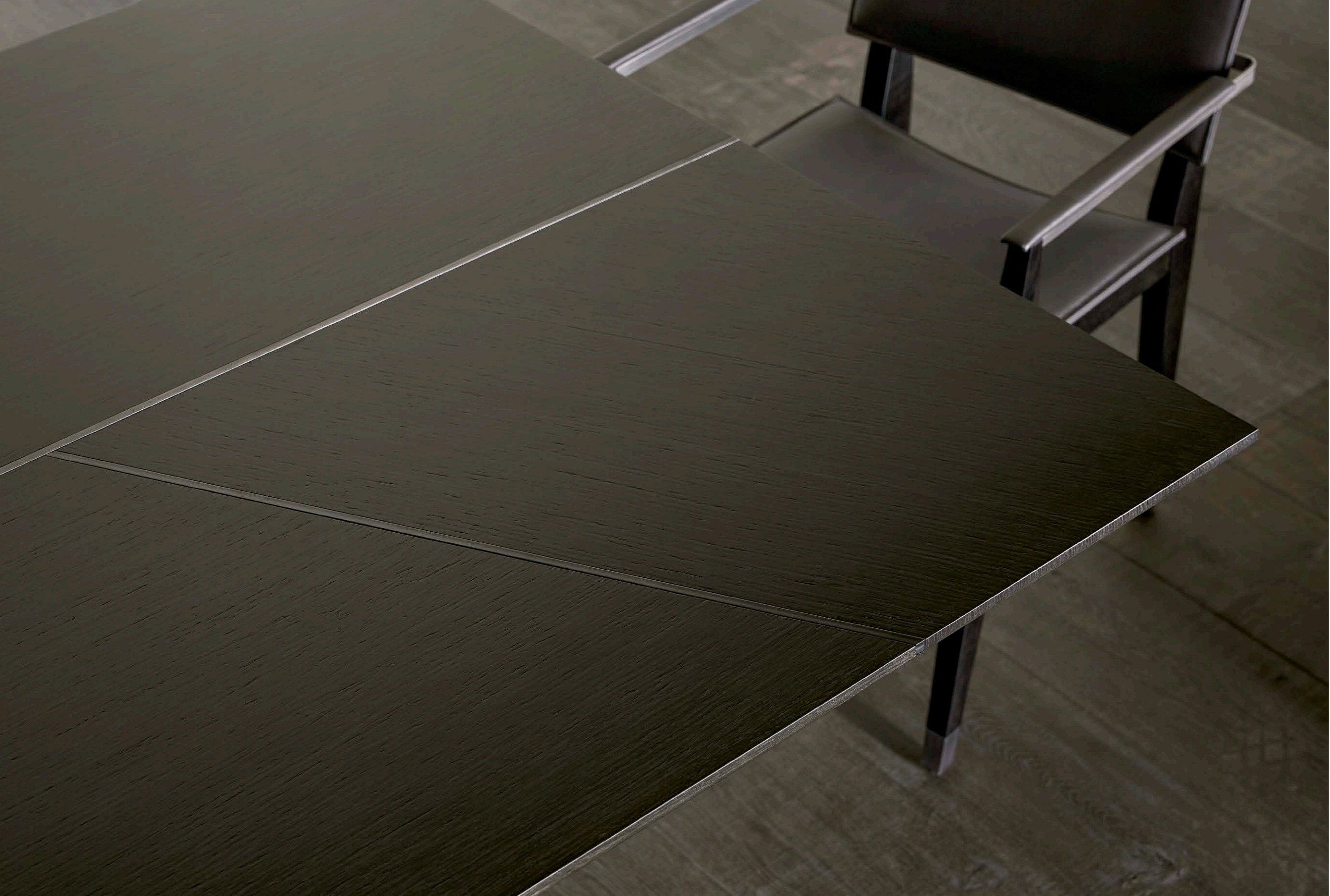


A3923/01  
Sillón comedor  
Dining armchair

A3922/01  
Silla comedor  
Dining chair

A6035/02  
Mesa comedor  
Dining table

A6030/02  
Aparador alto  
High sideboard



A6035/02  
Mesa comedor  
Dining table

A3923/01  
Sillón comedor  
Dining armchair



A6035/01  
Mesa comedor  
Dining table



A6030/02  
Aparador alto  
High sideboard





A6050/01  
Mesa comedor  
Dining table

A3922/02  
Silla comedor  
Dining chair



A3922/01  
Silla comedor  
Dining chair

A6035/02  
Mesa comedor  
Dining table



A6033/01  
Aparador  
Sideboard

A3925/02  
Sillón  
Armchair



A6033/01  
Aparador  
Sideboard



A6033/02  
Aparador  
Sideboard

A6033/02  
Aparador  
Sideboard



# SAINT -GERMAIN



# -DÉS-PRÉS

SITUADO EN LA RIVE GAUCHE DE PARÍS, EL BARRIO SAINT-GERMAIN-DÉS-PRÉS ES RECONOCIDO HISTÓRICAMENTE POR SU AMBIENTE BOHEMIO, ARTÍSTICO E INTELLECTUAL. SUS ESTRECHAS CALLES PARISINAS ALBERGAN COMERCIOS EXCLUSIVOS Y GALERÍAS DE ARTE. FRENTE A LA IGLESIA SAINT-GERMAIN-DÉS-PRÉS, LA MÁS ANTIGUA DE PARÍS, ENCONTRAMOS LOS EMBLEMÁTICOS CAFÉS LITERARIOS, LES DEUX MAGOTS Y CAFÉ DE FLORE, FRECUENTADOS POR ARTISTAS E INTELLECTUALES COMO JEAN-PAUL SARTRE, SIMONE DE BEAUVOIR, HEMINGWAY O PICASSO. EN LA ACTUALIDAD, LAS PEQUEÑAS MESAS ICÓNICAS DE SUS TERRAZAS INVITAN A SENTARSE A DISFRUTAR DEL DEVENIR COTIDIANO DE LA CAPITAL FRANCESA.

PRINCE  
KENTIA  
YUAN  
CORO  
WIND  
ASPA  
PAUL

Located on the Rive Gauche in Paris, the Saint-Germain-Dés-Prés district is historically renowned for its bohemian, artistic and intellectual atmosphere. Its narrow Parisian streets are home to exclusive shops and art galleries. Opposite the Saint-Germain-Dés-Prés church, the oldest in Paris, are the emblematic literary cafés, Les Deux Magots and Café de Flore, frequented by artists and intellectuals such as Jean-Paul Sartre, Simone de Beauvoir, Hemingway and Picasso. Today, the small iconic outside tables invite you to sit and enjoy the hustle and bustle of everyday life in the French capital.



J4337/01  
PRINCE  
Sofá modular  
Modular sofa

A2950/04  
KENTIA L  
Mesa centro  
Coffee table

A2960/05  
KENTIA  
Mesita auxiliar  
Side table

A3520/07  
YUAN  
Sillón  
Armchair



THE ONE  
BY BEN WU

A3520/07  
YUAN  
Sillón  
Armchair



PRINCE  
BY JACOBO VENTURA



A4307/04  
Sofá modular  
Modular sofa



A4307/04  
Sofá modular  
Modular sofa





KENTIA  
BY JACOBO VENTURA

A2950/01  
Mesa centro L  
L coffee table

A2955/03  
Mesa centro S  
S coffee table

A2960/02  
Mesita auxiliar  
Side table



D4984  
Mesita auxiliar  
Side table



A6110/02  
LIFT  
Aparador  
Sideboard

A4809/02  
WIND  
Mesa comedor  
Dining table

A-3550/09  
CRICKET  
Silla comedor  
Dining chair

WIND  
BY JACOBO VENTURA

A4809/01  
Mesa comedor  
Dining table





LIFT  
BY JACOBO VENTURA

A6110/01  
Aparador  
Sideboard

CRICKET  
BY ESTUDIHAC



A-3550/10  
Silla comedor  
Dining chair

A-3550/11  
Silla comedor  
Dining chair

A-3550/12  
Silla comedor  
Dining chair



A4062/02  
PAUL  
Sofá 1 plaza  
1-seater sofa

A4065/02  
PAUL  
Sofá  
Sofa

A4810/05  
WIND  
Mesa centro  
Coffee table

A5170/04  
ASPA  
Mesita auxiliar  
Side table

A3900/09  
ATLAS  
Silla comedor  
Dining chair

A4828/01  
WIND  
Escritorio  
Desk

A4827/01  
WIND  
Cajonera dcha.  
Right filing cabinet

A4826/01  
WIND  
Cajonera izq.  
Left filing cabinet





WIND  
BY JACOBO VENTURA

A4828/01  
Escritorio  
Desk

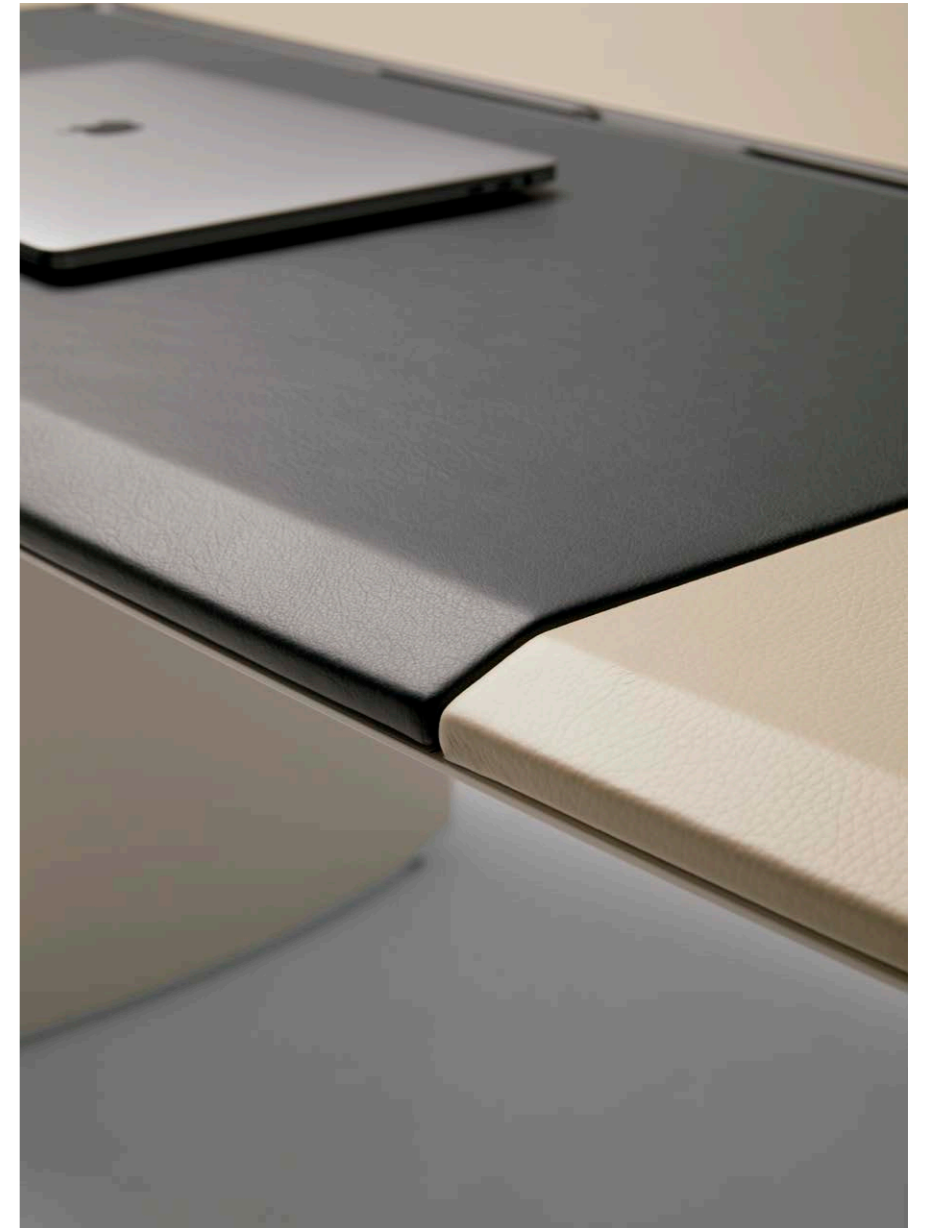
A4827/01  
Cajonera dcha.  
Right filing  
cabinet

A4826/01  
Cajonera izq.  
Left filing  
cabinet



A4828/01  
Escritorio  
Desk

A4826/01  
Cajonera izq.  
Left filing cabinet





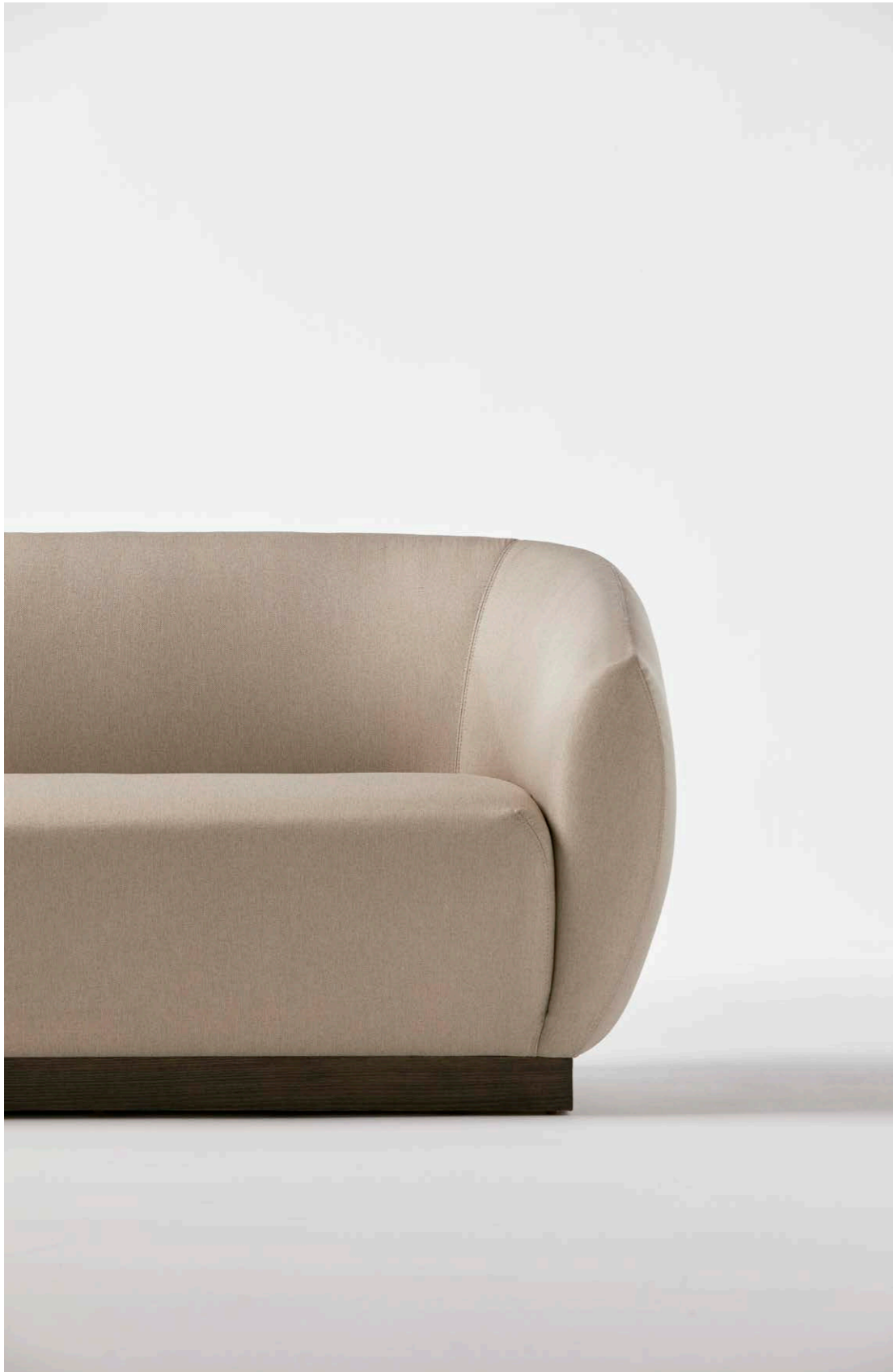
WIND  
BY JACOBO VENTURA

A4815/10  
Mesa auxiliar  
Side table

A4820/05  
Mesa auxiliar  
Side table

A4810/05  
Mesa centro  
Coffee table





PAUL  
BY ESTUDIOHAC

A4065/01  
Sofá  
Sofa



A4062  
Sofá 1 plaza  
1-seater sofa

# UPPER

# EAST SIDE



COMPRENDIDO ENTRE EL EAST RIVER Y CENTRAL PARK, EL UPPER EAST SIDE ES UNO DE LOS BARRIOS REPRESENTATIVOS DE LA ELEGANCIA DE LA CIUDAD DE NUEVA YORK. MAGNÍFICOS EDIFICIOS DE DIFERENTES ESTILOS ARQUITECTÓNICOS COMPONEN ESTE PRESTIGIOSO BARRIO NEOYORQUINO. MUSEOS COMO EL MET, CON OBRAS DE MÁS DE 5000 AÑOS QUE ABARCAN TODAS LAS CULTURAS Y ÉPOCAS, O EL GUGGENHEIM, CON SU EXTENSA COLECCIÓN DE ARTE MODERNO, HACEN DEL UPPER EAST SIDE UNA DE LAS ZONAS CULTURALES MÁS IMPORTANTES DE LA CIUDAD. LA EMBLEMÁTICA MADISON AVENUE ES EL DESTINO IDEAL PARA ADMIRAR LOS ESCAPARATES DE LAS PRINCIPALES FIRMAS DEL MUNDO DEL LUJO.

DISC  
PALMA  
CORO  
CALPE  
ALTEA  
ATLAS

Stretching between the East River and Central Park, the Upper East Side is one of New York City's most elegant neighbourhoods. Magnificent buildings in different architectural styles make up this prestigious New York neighbourhood. Museums such as the MET, with works dating back more than 5000 years and spanning all cultures and eras, or the Guggenheim, with its extensive collection of modern art, make the Upper East Side one of the most important cultural areas of the city. Fashionable Madison Avenue is the ideal spot to admire the shop windows of the world's leading luxury brands.

J5906/02  
DISC  
Sofá modular  
Modular sofa

A2975/04  
CORO  
Mesa centro  
Coffee table

A2980/04  
CORO  
Mesa centro  
Coffee table

A2970/02  
CORO  
Mesita auxiliar  
Side table

S1065/02  
PALMA  
Sillón  
Armchair





DISC  
BY YONOH

J5906/01  
Sofá modular  
Modular sofa



J5907/01  
Sofá modular  
Modular sofa



DISC  
BY YONOH

A5913/01    5919/03  
Sillón      Puff  
Armchair   Pouff





PALMA  
BY YONOH

S1065/01  
Sillón  
Armchair





CORO  
BY YONOH

A-2975/03  
Mesa centro  
Coffee table

A-2980/02  
Mesa centro  
Coffee table

A-2970/01  
Mesita auxiliar  
Side table



A-2970/02  
Mesita auxiliar  
Side table



A6100/02  
ALTEA  
Mesa comedor  
Dining table

A6101/01  
CALPE  
Aparador  
Sideboard

A-3900/06  
ATLAS  
Silla comedor  
Dining chair



ALTEA  
BY YONOH

A6100/01  
Mesa comedor  
Dining table



CALPE  
BY YONOH

A6101/01  
Aparador  
Sideboard

A-3900/05  
Silla comedor  
Dining chair

A-3900/06  
Silla de comedor  
Dining chair

A-3900/08  
Silla comedor  
Dining chair



ATLAS  
BY JACOBO VENTURA



# JING'AN



EL CONTRASTE DE ARQUITECTURA VANGUARDISTA Y TRADICIONAL, Y DE LAS CULTURAS ORIENTAL Y OCCIDENTAL, HACEN A SHANGHÁI DESTACAR POR SU DIVERSIDAD. EN LA ZONA DE EL BUND, UN PASEO POR LA ORILLA DEL RÍO HUANGPU NOS PERMITE ADMIRAR LAS INCREÍBLES VISTAS AL FUTURISTA Y COLORIDO SKYLINE DE LA CIUDAD, COMPUESTO POR LOS RASCACIELOS DEL DISTRITO FINANCIERO PUDONG. CON LA LLEGADA DEL ATARDECER, LA CIUDAD SE ILUMINA LENTAMENTE, OFRECIENDO UN ESPECTÁCULO DE LUCES QUE ESTIMULA TODOS LOS SENTIDOS.

## THE ONE COBRA

The contrast between avant-garde and traditional architecture, and between Eastern and Western cultures, makes Shanghai stand out for its diversity. In the Bund area, a stroll along the banks of the Huangpu River affords incredible views of the city's futuristic and colourful skyline, made up of the skyscrapers of the Pudong business district. As the sun sets, the city slowly illuminates, offering a light show that stimulates all the senses.

A-3505/02  
SOU  
Mesa comedor  
Dining table

A-3510/02  
SHI  
Silla comedor  
Dining chair

L-3025/02  
SWORD  
Lámpara  
Lamp

P-1050/82  
Pantalla  
Lampshade

A3500/01  
CHU  
Aparador  
Sideboard



THE ONE  
BY BEN WU



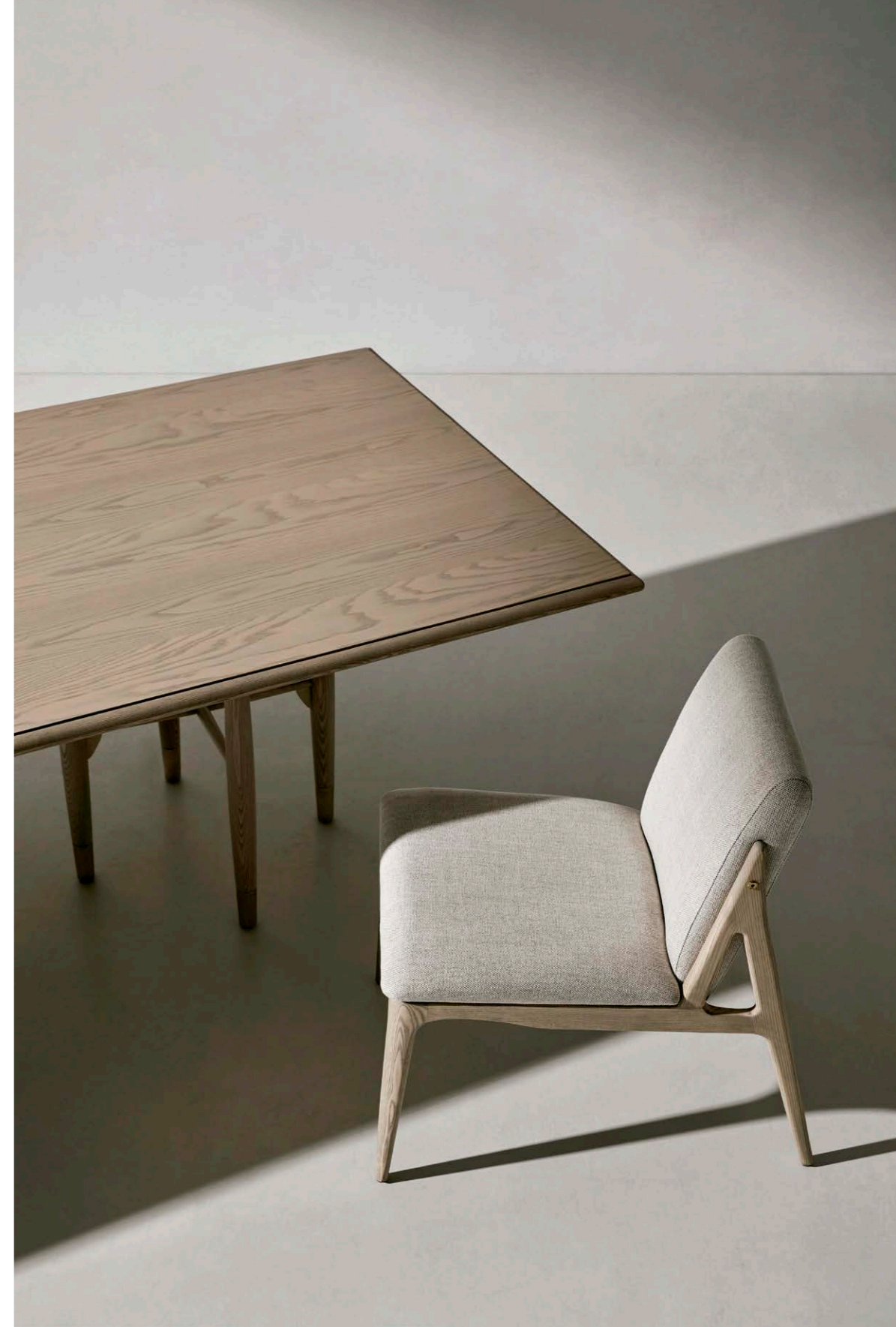
A-3505/02  
SOU  
Mesa comedor  
Dining table

A-3510/02  
SHI  
Silla comedor  
Dining table



A-3505/02  
SOU  
Mesa comedor  
Dining table

A-3510/02  
SHI  
Silla comedor  
Dining table





A-3505/01  
SOU  
Mesa comedor  
Dining table

A-3510/01  
SHI  
Silla comedor  
Dining table

A3520/01  
YUAN  
Sillón  
Armchair



A-3510/01  
SHI  
Silla comedor  
Dining table

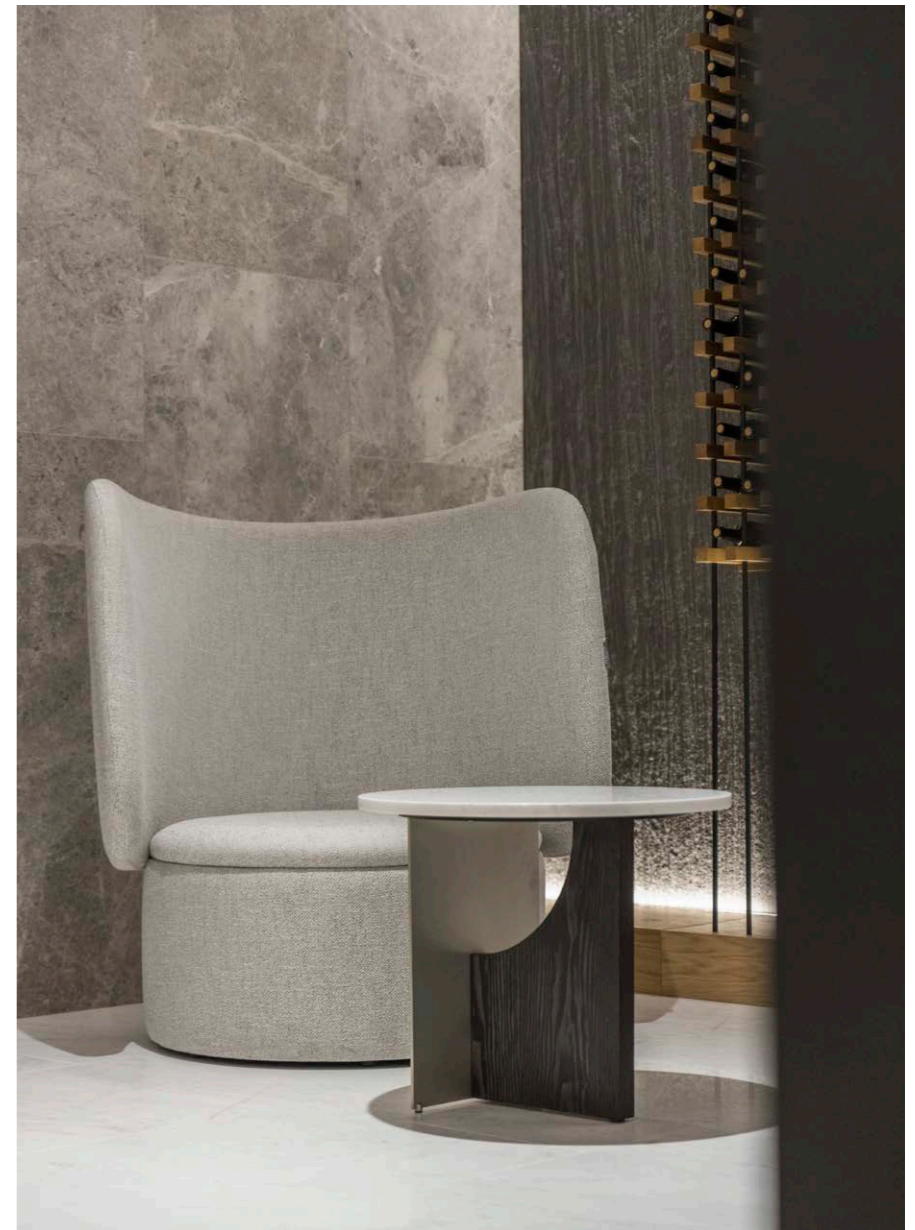


A3500/01  
CHU  
Aparador  
Sideboard

S1040/01  
COBRA L  
Sillón  
Armchair

S1045/03  
COBRA S  
Sillón  
Armchair

A2970/04  
CORO  
Mesita auxiliar  
Side table

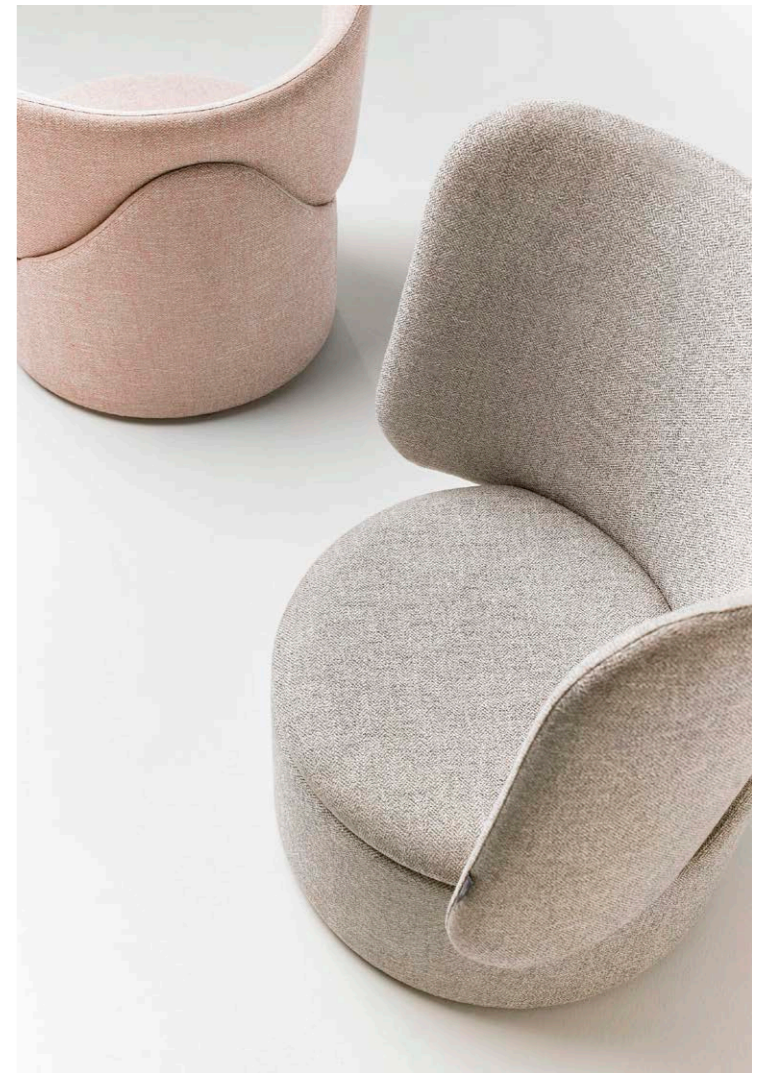


COBRA  
BY VENTURE



S-1045/01  
Sillón S  
S Armchair

S1040/01  
Sillón L  
L Armchair





A3520/01  
YUAN  
Sillón  
Armchair

A5170/02  
ASPA  
Mesita auxiliar  
Side table

A2950/01  
KENTIA L  
Mesa centro  
Coffee table

A2960/01  
KENTIA  
Mesita auxiliar  
Side table

A2955/02  
KENTIA S  
Mesa centro  
Coffee table

A4307/03  
PRINCE  
Sofá modular  
Modular sofa

A3281/01  
ATLAS  
Cama  
Bed

A5170/02  
ASPA  
Mesita auxiliar  
Side table



ASPA  
BY JACOBO VENTURA



A-5170/04  
Mesita auxiliar  
Side table

A-5170/01  
Mesita auxiliar  
Side table

A-5170/05  
Mesita auxiliar  
Side table

A-5170/02  
Mesita auxiliar  
Side table



NORA  
BY JACOBO VENTURA

- |              |              |              |              |
|--------------|--------------|--------------|--------------|
| A-5150/01    | A-5150/02    | A-5150/03    | A-5150/04    |
| Mesita noche | Mesita noche | Mesita noche | Mesita noche |
| Night stand  | Night stand  | Night stand  | Night stand  |

A-5150/02  
Mesita noche  
Night stand



# KENSINGTON



REGARDED AS THE “ROYAL DISTRICT” OF THE CITY, KENSINGTON IS THE NEIGHBOURHOOD ASSOCIATED WITH THE BRITISH ROYALS, WHERE YOU WILL FIND KENSINGTON PALACE, THE BIRTHPLACE OF QUEEN VICTORIA. WANDERING THROUGH ITS SOPHISTICATED STREETS YOU CAN ADMIRE THE CHARACTERISTIC LONDON BUILDINGS, WITH THEIR UNIFORM FACADES AND SMALL STAIRCASES. IT IS CONSIDERED AN IMPORTANT CULTURAL CENTRE, AS IT IS HOME TO THE NATURAL HISTORY MUSEUM, THE SCIENCE MUSEUM, AND THE VICTORIA & ALBERT MUSEUM, WHICH HOUSES ONE OF THE WORLD’S LARGEST COLLECTIONS OF DECORATIVE ARTS. THE LUXURIOUS HARRODS DEPARTMENT STORE AND THE MUSICAL CONCERTS HELD AT THE ROYAL ALBERT HALL, ARE PART OF THE CULTURAL OFFER OF KENSINGTON.

## CRICKET

Considerado el “Distrito Real” de la ciudad, Kensington es el barrio asociado a la Realeza Británica, en el que encontramos el Kensington Palace, lugar de nacimiento de la Reina Victoria. Perderse por sus sofisticadas calles permite admirar los característicos edificios londinenses, de fachadas uniformes y pequeñas escalinatas. Se considera un importante centro cultural, ya que en él encontramos el Natural History Museum, el Science Museum, o el Victoria & Albert Museum, el cuál alberga una de las mayores colecciones de artes decorativas a nivel mundial. El lujoso centro comercial Harrods y los conciertos musicales celebrados en el Royal Albert Hall, forman parte de la oferta cultural de Kensington.



S3570/03  
CRICKET  
Taburete  
Bar stool

S1060/03  
CRICKET  
Sillón  
Armchair

S1060/04  
CRICKET  
Sillón  
Armchair

S1060/05  
CRICKET  
Sillón  
Armchair

S1060/02  
CRICKET  
Puff  
Pouff

S1060/03  
CRICKET  
Puff  
Pouff

S1063/02  
CRICKET  
Sofá  
Sofa

A2950/01  
KENTIA L  
Mesa centro  
Coffee table

A2955/01  
KENTIA S  
Mesa centro  
Coffee table

A2970/03  
CORO  
Mesa auxiliar  
Side table



S1063/01  
Sofá  
Sofa

S1060/01  
Sillón  
Armchair

S1062/01  
Puff  
Pouff



S1060/02  
Sillón  
Armchair

S1060/01  
Sillón  
Armchair

A-3560/04  
Silla de comedor  
Dining chair

A-3560/05  
Silla de comedor  
Dining chair

A-3560/06  
Silla de comedor  
Dining chair



A-3570/101  
Taburete  
Bar stool

A-3570/01  
Taburete  
Bar stool

A-3570/02  
Taburete  
Bar stool



A-5105/02  
Cama  
Bed

A-5120/04  
Mesita auxiliar  
Side table



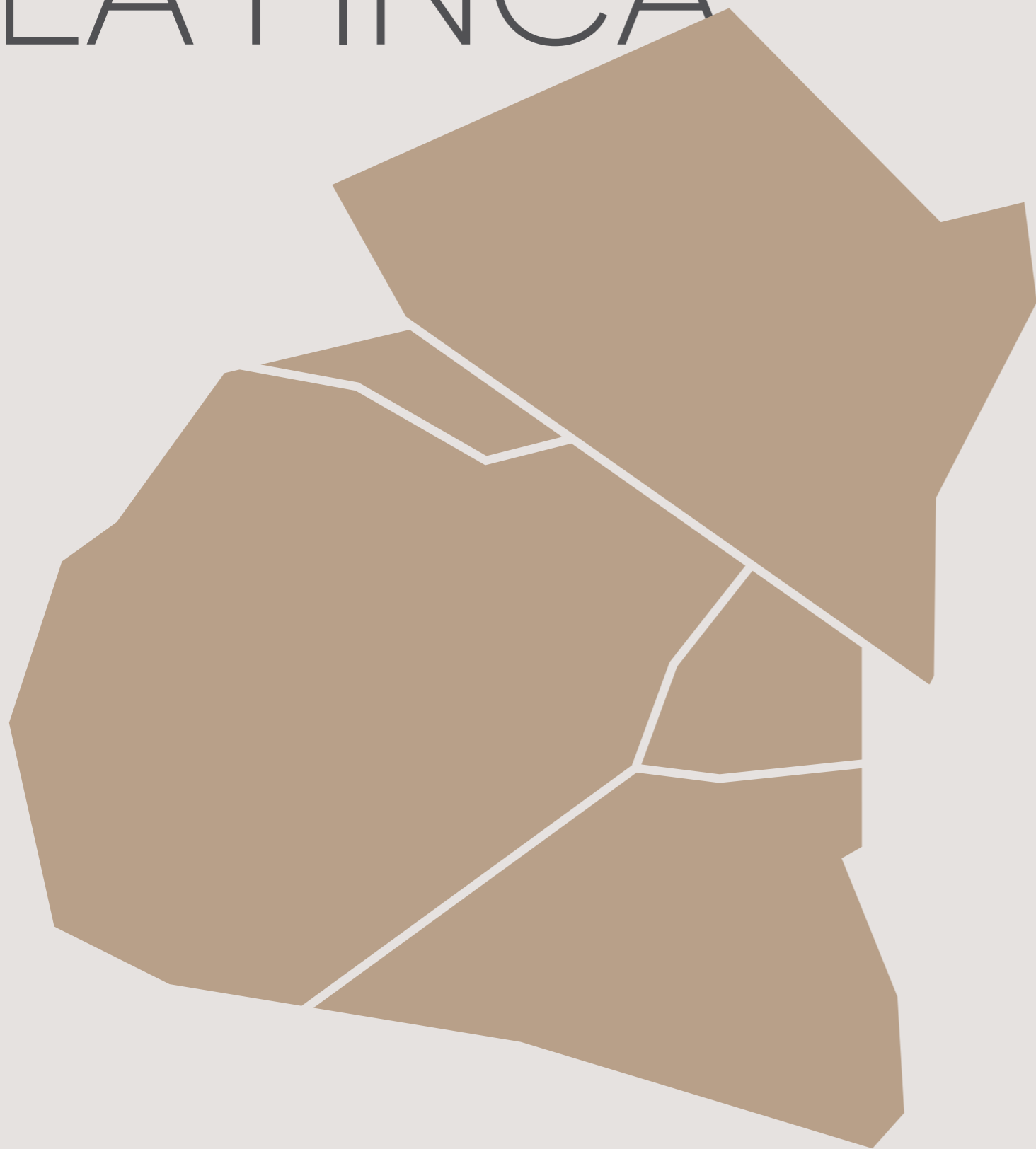
A-5115/04  
Cómoda  
Chest of drawers

A-5120/02  
Mesa auxiliar  
Side table

A-5115/02  
C6m6da  
Chest of drawers



# LA FINCA



LA COMBINACIÓN ENTRE EXCLUSIVIDAD E INTIMIDAD SE HACE POSIBLE EN LA LUJOSA URBANIZACIÓN MADRILEÑA LA FINCA, CREADA POR EL ARQUITECTO GARCÍA DE CERECEDA. LOS RESIDENTES DE ESTAS CASAS DE ARQUITECTURA MODERNA SE BENEFICIAN DE LA COMODIDAD QUE BRINDA LA CERCANÍA A LOS ATRACTIVOS DEL CENTRO MADRID, AL MISMO TIEMPO QUE SE DISFRUTA DE LA PRIVACIDAD Y TRANQUILIDAD OFRECIDA POR LAS AMPLIAS ZONAS VERDES Y LAGOS ARTIFICIALES DE LA ZONA.

## DUNE

Both exclusivity and privacy are combined in Madrid's luxurious La Finca residential development, created by architect García de Cereceda. Residents of these homes of modern architecture benefit from the convenience of being close to the attractions of central Madrid, while enjoying the privacy and tranquillity offered by the extensive green areas and artificial lakes in the area.





DUNE  
BY SUMMUM STUDIO



A2980/04  
CORO  
Mesa centro  
Coffee table

A2975/04  
CORO  
Mesa centro  
Coffee table

A2970/05  
CORO  
Mesa auxiliar  
Side table

A5918/01  
DISC  
Sofá modular  
Modular sofa

A3520/01  
YUAN  
Sillón  
Armchair



A2980/04  
CORO  
Mesa centro  
Coffee table

A2975/04  
CORO  
Mesa centro  
Coffee table

A3520/01  
YUAN  
Sillón  
Armchair



# DISEÑADORES

## DESIGNERS

### Ramón Esteve



Ramón Esteve es Arquitecto y Diseñador; surgiendo una faceta como consecuencia de la otra. En 1991, fundó el estudio RE\_E con una visión transversal en la que Arquitectura y Diseño forman un solo concepto bajo las mismas leyes y premisas de diseño. Su objetivo es el desarrollo de entornos completos a través de una interacción mutua entre ambas disciplinas, generando soluciones creativas para lugares, objetos y marcas singulares.

Ramón Esteve is an architect and designer, one emerging as a consequence of the other. In 1991, he founded the RE\_E studio with a transversal vision in which Architecture and Design form a single concept under the same laws and principles of design. His aim is to develop complete environments through a mutual interaction between both disciplines, generating creative solutions for unique places, objects and brands.

### Jacobo Ventura



Jacobo Ventura lleva la pasión por el diseño en su ADN, un artista multidisciplinar con una mente inquieta y creatividad desbordante. Influenciado por diferentes corrientes ha creado un estilo personal versátil capaz de adaptarse a las necesidades del proyecto. Con el objetivo de crear espacios vitales que generen emociones y sentimientos, pone el foco en las personas que lo van a habitar. Es capaz de elevar objetos cotidianos a elementos singulares aportándoles valor.

Jacobo Ventura's passion for design is part of his DNA, a multidisciplinary artist with a restless mind and boundless creativity. Influenced by different trends, he has created a versatile personal style capable of adapting to the needs of the project. With the aim of creating living spaces that generate emotions and feelings, he focuses on the people who will inhabit them. He is capable of transforming everyday objects into unique elements, giving them added value.

### Ben Wu



Ben Wu hace honor a sus orígenes e imprime la cultura tradicional china en su trabajo. Inspirándose en el concepto de vida y momento presente, así como en la percepción y experimentación del futuro, creando así diseños con una poética única y original centrada en dar al espacio un alma con personalidad propia. Méritos le han convertido en un artista transfronterizo con un prestigio reconocido y galardonado mundialmente.

Ben Wu honours his origins and infuses traditional Chinese culture into his work. Inspired by the concept of life and the present moment, as well as the perception and experimentation of the future, he creates designs with unique and original poetry focused on giving space a soul with a personality of its own. His merits have made him a cross-border artist with worldwide recognition and award-winning prestige.

### Yonoh Studio



Yonoh se distingue por el progresivo perfeccionamiento de su voz personal, rara vez ha coqueteado en exceso con alguna tendencia estética. Con el transcurso del tiempo, se ha abierto paso con un estilo fino y elegante, resuelto de manera impecable. Y lo han conseguido trabajando para empresas menos interesadas en impresionar y más en aportar, alcanzando un perfecto equilibrio entre su propia voz y el estilo de la firma.

Yonoh is distinguished by the progressive refinement of their personal voice, rarely flirting excessively with any aesthetic trend. Over the course of time, they have made their way with a fine and elegant style, impeccably resolved. And they have achieved this by working for companies less interested in impressing and more in contributing, striking a perfect balance between their own voice and the style of the firm.

### JMFERRERO estudi{H}ac



José Manuel Ferrero fundó estudi{H}ac en 2003 con el objetivo de dar vida a todas las ideas que surgían en su cabeza. La pasión que imprime en su trabajo se palpa desde el primer instante. Discreto, culto, elegante e inmensamente creativo, para Ferrero el diseño es un estilo de vida. Podría decirse que el término británico “Bespoke” es el dogma que rige cada diseño, siendo un referente nacional e internacional.

José Manuel Ferrero founded estudi{H}ac in 2003 with the aim of giving life to the ideas in his head. The passion he puts into his work is evident from the very first moment. Discreet, cultured, elegant and immensely creative, for Ferrero design is a way of life. It could be said that the British term “Bespoke” is the tenet that governs every design, being a national and international reference.

### SUMMUM Studio



SMMS® es una consultoría estratégica de diseño, con carácter interdisciplinar, especializada en proyectos singulares de alto valor diferenciador de arquitectura interior, diseño de producto y diseño gráfico. El estudio fue fundado en 2007 por el diseñador industrial Jose M. Gimeno, galardonado con multitud de premios nacionales e internacionales. Su filosofía se basa en la racionalidad y la pureza matérica y formal, aportando cierto grado de espontaneidad a sus proyectos.

SMMS® is an interdisciplinary strategic design consultancy, specialising in unique projects of high distinctive value in interior architecture, product design and graphic design. The studio was founded in 2007 by industrial designer Jose M. Gimeno, winner of many national and international awards. His philosophy is based on rationality and material and formal purity, adding a certain degree of spontaneity to his projects.

### Venture



Venture es una consultoría que diseña espacios con relato. Les fascinan las personas, a partir de las cuales generan experiencias, diseñando espacios y productos que atraviesan la emoción y crean memorias. Su ADN ha ido mutando al ir ganando veteranía, pero siguen conservando su esencia: generosidad, innovación, familiaridad e ingenio. Su alma inquieta busca siempre la disrupción, con la mente muy presente en un futuro que ya está aquí.

Venture is a consulting firm that designs spaces with a story. They are fascinated by people, and generate experiences, design spaces and products that go through emotion and create memories. Their DNA has mutated as they have gained experience, but they still retain their essence: generosity, innovation, familiarity and ingenuity. Their restless soul is always looking for disruption, with their minds firmly fixed on a future that is already here.

MAPA DE PRODUCTO

PRODUCT MAP

TEMPO



A-6040  
Mesa centro  
Coffee table  
120 x 120 x 30H



A-6042  
Mesa centro  
Coffee table  
120D x 40H



A-6041  
Mesa auxiliar  
Side table  
60D x 44H



A-3925  
Sillón salón  
Armchair  
71 x 67 x 85H



Sofá modular\*  
Modular sofa\*



A-6035  
Mesa comedor  
Dining table  
280 x 120 x 76H



A-6050  
Mesa comedor  
Dining table  
140D x 76H



A-6033  
Aparador  
Sideboard  
240 x 55 x 68H



A-6030  
Aparador alto  
High sideboard  
118 x 55 x 178H



A-3922  
Silla comedor  
Dining chair  
47 x 56 x 80H



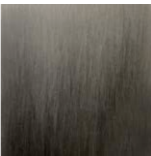
A-3923  
Sillón comedor  
Dining armchair  
56 x 56 x 85H

Acabados  
Finishes

Configuración noche  
Night setting



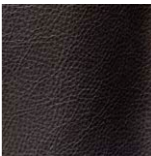
Roble/  
Fresno noche  
Oak/Ash  
wood night



Niquel viejo  
Antique nickel



Mármol  
Bamboo Noir\*  
Bamboo  
Noir marble\*



Piel L-0040  
L-0040 leather

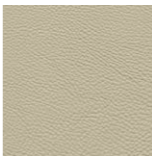
Configuración hueso  
Bone setting



Roble/Fresno  
hueso  
Oak/Ash  
wood bone



Cuero viejo  
Antique brass



Piel L-0007  
L-0007 leather



Mármol Beige  
Hermitage\*  
Hermitage  
beige marble\*

Los acabados de las configuraciones NOCHE y HUESO no son combinables entre si  
The finishes of the NIGHT and BONE configurations are not combinable with each other

(\*) Ver composiciones en la página 158  
(\*) See compositions on page 158

(\*) Solo aparador  
(\*) Sideboard only



A-3520  
Sillón YUAN  
YUAN armchair  
65 x 93 x 78H



A-3500  
Aparador CHU  
CHU sideboard  
200 x 49 x 85H



A-3510  
Silla de comedor SHI  
SHI dining chair  
52 x 72 x 81H



A-3505  
Mesa comedor SOU  
SOU dining table  
250 x 110 x 77H

Acabados  
Finishes

Estructura, patas y tablero mesa / Structure, legs and table top  
Madera de fresno / Ash wood



Caliza  
Limestone



Tabaco  
Tobacco



Noche  
Midnight

Detalles patas mesa  
Legs details



Century



A-2975  
Mesa centro  
Coffee table  
105D x 42H



A-2980  
Mesa centro  
Coffee table  
150 x 90 x 37H



A-2970  
Mesita auxiliar  
Side table  
55D x 50H

Acabados  
Finishes

Estructura base / Base structure  
Fresno sin arenar / Ash wood veneer without sandbasted



Caliza  
Limestone



Tabaco  
Tobacco



Noche  
Midnight



Latte

Pletina base - Base plate  
Hierro - Iron



Black metal



Crema  
texturado  
Textured cream



Platium

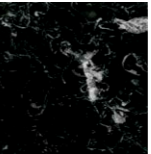
Tablero - Top  
Mármol - Marble



Blanco Siberia  
Siberian white



Gris  
Amsterdam  
Amsterdam  
grey



Negro  
marquina  
Marquina  
black

CRICKET



A-3550  
Silla de comedor  
Dining chair  
50 x 60 x 80H



A-3560  
Silla de comedor  
Dining chair  
50 x 60 x 80H



A-3570  
Taburete  
Barstool  
50 x 62 x 105,5H



S-1063  
Sofá  
Sofa  
180 x 84 x 88H



S-1060  
Sillón  
Armchair  
80 x 84 x 88H



S-1062  
Puff  
Pouff  
72 x 56 x 38H

Acabados  
Finishes

Patas  
Legs



Ébano  
Ebony



Nogal deco  
Deco walnut



Roble centenario  
Centennial oak



Chocolate  
Chocolate



Lacado negro  
mate  
Matt black  
lacquer



Cromo  
Chrome



Oro  
Golden



Negro mate  
Matt black

CRICKET



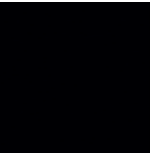
A-5120  
Mesita noche  
Night table  
89 x 52 x 50H



A-5115  
Cómoda  
Chest of drawers  
122 x 55 x 98H

Acabados  
Finishes

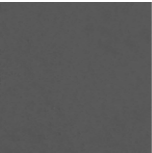
Estructura y cajones / Structure and drawers  
Lacado mate / Matt lacquer



Negro  
Black



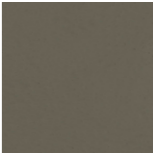
Blanco  
White



Gris  
Grey



Beige



Moka



Negro  
Black

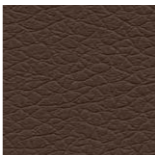


Blanco  
White

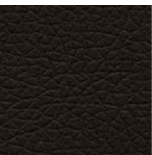
Pieza trasera - Back  
Polipiel - Synthetic leather



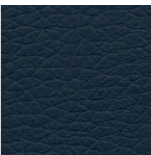
Q-1000



Q-1001



Q-1002



Q-1004



Q-1005

Ver toda la colección de polipieles en muestrario "Modena"  
See the entire collection of imitation leather in the "Modena" sample book



Cama  
Bed

Disponible en 3 medidas  
3 sizes available

A-5100 192 x 210 x 130H (Colchón/Mattress 160 x200)  
A-5105 212 x 210 x 130H (Colchón/Mattress 180 x200)  
A-5110 232 x 210 x 130H (Colchón/Mattress 200 x200)



A-4800  
Mesa comedor  
Dining table  
230 x 130 x 75H



Mesa comedor  
Dining table  
A-4809 (318 x 130 x 75H)  
A-4805\* (345 x 130 x 75H)



A-4808  
Mesa auxiliar  
Side table  
159 x 159 x 75H



A-4810  
Mesa centro  
Coffee table  
130 x 80 x 40H



A-4815  
Mesa centro  
Coffee table  
90 x 50 x 55H



A-4820  
Mesa auxiliar  
Side table  
50D x 55H

(\*) Tablero porcelánico no disponible Porcelain tile top not available

Acabados  
Finishes

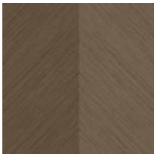
Tablero / Top  
Chapado marquetería (espiga) / Marquetry veneer (herringbone)



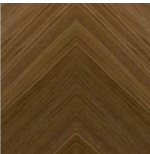
Albino



Tobacco



Sand

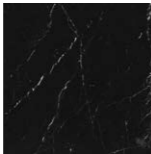


Nogal  
americano  
American  
walnut

Porcelánico pulido / Polish porcelain tile  
(únicamente para mesas comedor / dining tables only)



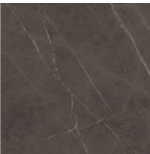
Oro blanco  
Golden white



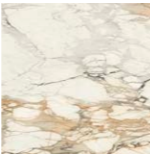
Elegant black



Calacatta



Imperiale



Vena Vecchia



Savanah Noir

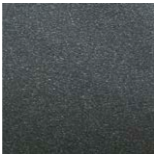
Patas (mesa centro y auxiliares) - Legs (coffee and side tables)  
Acero - Steel



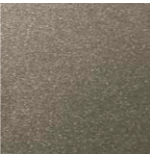
Cromo  
Chrome



Blanco text.  
Textured white

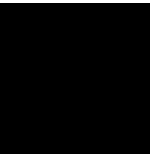


Gris text.  
Textured grey

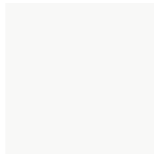


Bronce text.  
Textured bronze

Base (mesa comedor)  
Bases (dining tables)  
Acero lacado - Lacquered steel



Negro satinado  
Satin black



Blanco satinado  
Satin white



A-4828\*  
Mesa escritorio  
Desk  
200 x 100 x 75H



A-4826  
Cajonera izq.  
Left filing cabinet  
48 x 70 x 60H

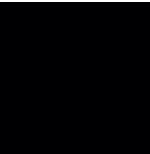


A-4827  
Cajonera dcha.  
Right filing cabinet  
48 x 70 x 60H

(\*) Faldón opcional  
(\*) Optional modesty pannel

Acabados  
Finishes

Bases, estructura, faldón y cajonera / Bases, structure, modesty pannel and filing cabinets  
Lacado mate / Matt lacquer



Negro  
Black

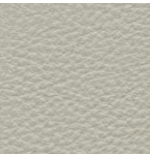


Crema  
Cream

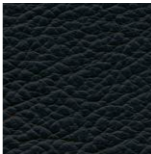


Hielo  
Ice

Tablero mesa y cajonera y vade - Table and filing cabinet top and desk pad  
Piel - Leather



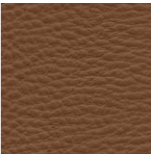
L-0008



L-0093



L-0090



L-0031

LIFT



A-6110  
Aparador  
Sideboard  
274 x 49 x 61H

Acabados  
Finishes

Estructura y puertas / Structure and doors  
Chapado marquetería (espiga) / Marquetry veneer (herringbone)



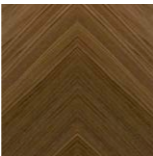
Albino



Tobacco



Sand



Nogal  
americano  
American  
walnut

CALPE / ALTEA



A-6101  
Aparador  
Sideboard  
280 x 50 x 74H



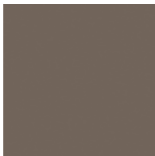
A-6100  
Mesa comedor  
Dining table  
281 x 130 x75H

Acabados  
Finishes

Estructura, puertas y bases / Structure, doors and bases  
Lacado mate / Matt lacquer



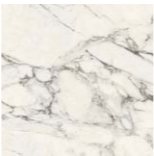
Piedra  
Stone



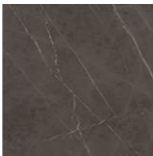
Fango  
Mud



Pizarra  
Slate



Calacatta



Imperiale

Tablero mesa y detalles / Table top & details  
Porcelánico pulido / Polish porcelain tile

PALMA



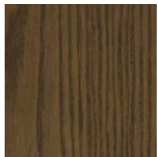
S-1065  
Sillón  
Armchair  
87 x 89 x 92H

Acabados  
Finishes

Base / Base  
Madera / Wood



Caliza  
Limestone



Tabaco  
Tobacco



Noche  
Midnight



Latte

PAUL



A-4062  
Sofa  
103 x 90 x 80H

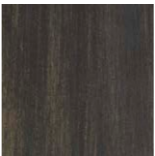


A-4060  
Sofa  
220 x 90 x 80H

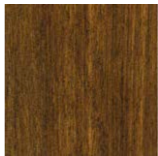
A-4065  
Sofa  
280 x 90 x 80H

Acabados  
Finishes

Base / Base  
Madera / Wood



Ébano  
Ebony



Nogal deco  
Deco walnut



Plata  
envejecida  
Antique silver



Century  
Century

KENTIA



A-2955  
Mesa centro  
Coffee table  
110 x 70 x 38H



A-2950  
Mesa centro  
Coffee table  
180 x 70 x 36H



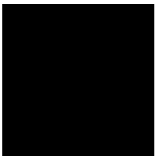
A-2960  
Mesita auxiliar  
Side table  
85 x 55 x 44H

Acabados  
Finishes

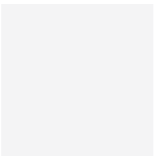
Patas / Legs  
Pletina hierro / Iron plate



Platium



Negro satinado  
Satin black



Blanco  
satinado  
Satin white

Tablero / Top  
Cristal templado / Tempered Glass (10mm)



Parasol gris  
Grey parsol



Parasol bronce  
Bronze parsol

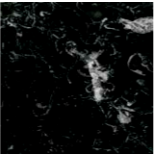
Tablero / Top  
Mármol / Marble



Blanco Siberia  
Siberian white



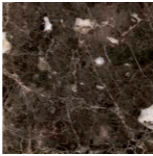
Gris  
Amsterdam  
Amsterdam  
grey



Negro  
marquina  
Marquina  
black



Blanco  
arebascato  
Arebascato  
white



Marrón  
imperial  
Empire brown



Marfil  
envejecido  
Antique ivory

NORA



A-5150  
Mesita noche (puerta dcha.)  
Night table (right door)  
50D x 50H



A-5155  
Mesita noche (puerta izq.)  
Night table (left door)  
50D x 50H

ASPA



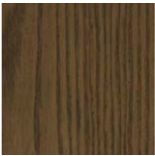
A-5170  
Mesita auxiliar  
Side table  
50D x 42H

Acabados  
Finishes

Estructura y sobre - Cajones - Puertas / Structure and top - Drawers - Doors  
Rechapado de fresno sin arenar / Ash wood veneer without sandbasted



Caliza  
Limestone



Tabaco  
Tobacco



Noche  
Midnight



Latte

Patas / Legs (Aspa)  
Pletina hierro / Iron plate



Black metal



Crema texturado  
Textured cream

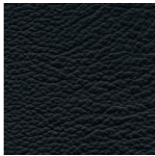


Platium

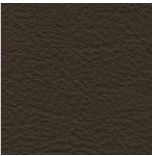
Sobre opcional / Optional top  
Piel / Natural leather (ref. A-5157)



L-0007



L-0093

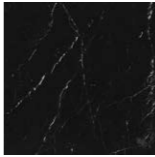


L-0040

Porcelánico pulido / Polish porcelain tile (ref. A-5158)



Golden white



Elegant black



Calacatta



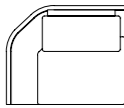
Imperiale



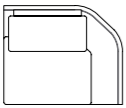
Vena Vecchia



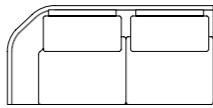
Savanah Noir



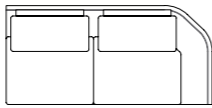
A-5900  
114 x 95 x 96H  
C.O.M. 1: 11 m  
C.O.M. 2: 22 m²



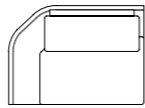
A-5901  
114 x 95 x 96H  
C.O.M. 1: 11 m  
C.O.M. 2: 22 m²



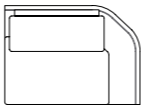
A-5902  
198 x 95 x 96H  
C.O.M. 1: 17 m  
C.O.M. 2: 34 m²



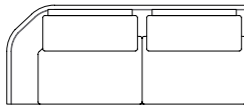
A-5903  
198 x 95 x 96H  
C.O.M. 1: 17 m  
C.O.M. 2: 34 m²



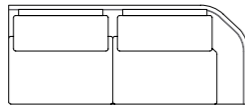
A-5904  
130 x 95 x 96H  
C.O.M. 1: 11 m  
C.O.M. 2: 22 m²



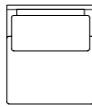
A-5905  
130 x 95 x 96H  
C.O.M. 1: 11 m  
C.O.M. 2: 22 m²



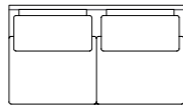
A-5906  
230 x 95 x 96H  
C.O.M. 1: 19 m  
C.O.M. 2: 38 m²



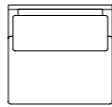
A-5907  
230 x 95 x 96H  
C.O.M. 1: 19 m  
C.O.M. 2: 38 m²



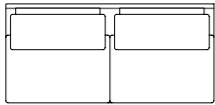
A-5908  
84 x 95 x 96H  
C.O.M. 1: 9 m  
C.O.M. 2: 18 m²



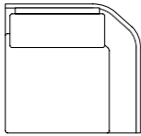
A-5909  
168 x 95 x 96H  
C.O.M. 1: 16 m  
C.O.M. 2: 32 m²



A-5910  
100 x 95 x 96H  
C.O.M. 1: 9 m  
C.O.M. 2: 18 m²



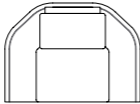
A-5911  
200 x 95 x 96H  
C.O.M. 1: 17 m  
C.O.M. 2: 34 m²



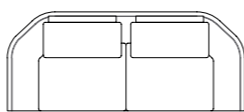
A-5912  
130 x 130 x 96H  
C.O.M. 1: 13 m.  
C.O.M. 2: 26 m²



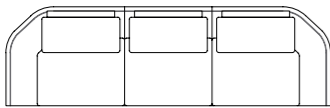
A-5919  
100 x 70 x 47H  
C.O.M. 1: 2,6 m  
C.O.M. 2: 5,2 m²



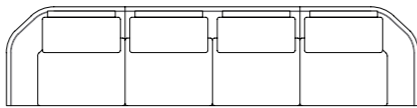
A-5913  
130 x 95 x 96H  
C.O.M. 1: 12 m  
C.O.M. 2: 24 m²



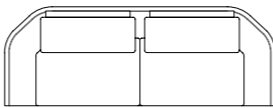
A-5914  
228 x 95 x 96H  
C.O.M. 1: 20 m  
C.O.M. 2: 40 m²



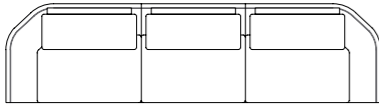
A-5916  
312 x 95 x 96H  
C.O.M. 1: 31 m  
C.O.M. 2: 62 m²



A-5917  
396 x 95 x 96H  
C.O.M. 1: 38 m  
C.O.M. 2: 76 m²



A-5915  
260 x 95 x 96H  
C.O.M. 1: 20 m  
C.O.M. 2: 40 m²

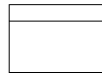


A-5918  
360 x 95 x 96H  
C.O.M. 1: 31 m  
C.O.M. 2: 62 m²

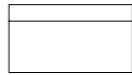
- C.O.M. 1: Todo tela (m.) | Just fabric (m.)  
- C.O.M. 2: Todo piel (m2) | Just leather (m2)



A-4300  
130 x 115 x 61H  
C.O.M. 4,5 m.



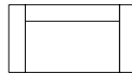
A-4301  
160 x 115 x 61H  
C.O.M. 5,4 m.



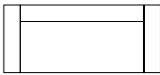
A-4302  
210 x 115 x 61H  
C.O.M. 6,9 m.



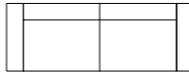
A-4303  
186 x 115 x 61H  
C.O.M. 9,3 m.



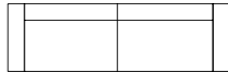
A-4304  
216 x 115 x 61H  
C.O.M. 10,2 m.



A-4305  
266 x 115 x 61H  
C.O.M. 12,3 m.



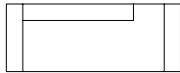
A-4306  
316 x 115 x 61H  
C.O.M. 13,8 m.



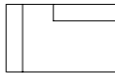
A-4307  
376 x 115 x 61H  
C.O.M. 15,8 m.



A-4308  
296 x 115 x 61H  
C.O.M. 13,1 m.



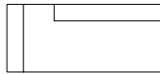
A-4309  
296 x 115 x 61H  
C.O.M. 13,1 m.



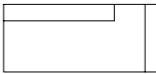
A-4310  
188 x 115 x 61H  
C.O.M. 7,8 m.



A-4311  
188 x 115 x 61H  
C.O.M. 7,8 m.



A-4312  
268 x 115 x 61H  
C.O.M. 10,7 m.



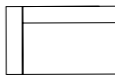
A-4313  
268 x 115 x 61H  
C.O.M. 10,7 m.



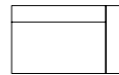
A-4314  
158 x 115 x 61H  
C.O.M. 6,9 m.



A-4315  
158 x 115 x 61H  
C.O.M. 6,9 m.



A-4316  
188 x 115 x 61H  
C.O.M. 7,8 m.



A-4317  
188 x 115 x 61H  
C.O.M. 7,8 m.



A-4318  
238 x 115 x 61H  
C.O.M. 9,9 m.



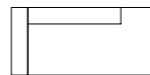
A-4319  
238 x 115 x 61H  
C.O.M. 9,9 m.



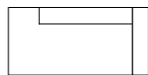
A-4320  
188 x 115 x 61H  
C.O.M. 7,8 m.



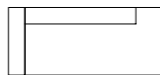
A-4321  
188 x 115 x 61H  
C.O.M. 7,8 m.



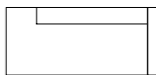
A-4322  
238 x 115 x 61H  
C.O.M. 9,9 m.



A-4323  
238 x 115 x 61H  
C.O.M. 9,9 m.



A-4324  
268 x 115 x 61H  
C.O.M. 10,7 m.



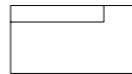
A-4325  
268 x 115 x 61H  
C.O.M. 10,7 m.



A-4326  
160 x 115 x 61H  
C.O.M. 5,4 m.



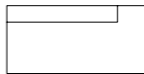
A-4327  
160 x 115 x 61H  
C.O.M. 5,4 m.



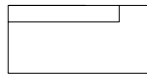
A-4328  
210 x 115 x 61H  
C.O.M. 7,5 m.



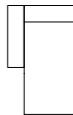
A-4329  
210 x 115 x 61H  
C.O.M. 7,5 m.



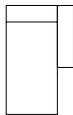
A-4330  
240 x 115 x 61H  
C.O.M. 8,25 m.



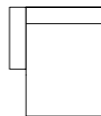
A-4331  
240 x 115 x 61H  
C.O.M. 8,25 m.



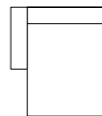
A-4335  
115 x 185 x 61H  
C.O.M. 6,9 m.



A-4336  
115 x 185 x 61H  
C.O.M. 6,9 m.



A-4337  
158 x 185 x 61H  
C.O.M. 7,8 m.



A-4338  
158 x 185 x 61H  
C.O.M. 7,8 m.



A-4332  
160 x 50 x 38H  
C.O.M. 2,1 m.



A-4333  
130 x 50 x 38H  
C.O.M. 1,8 m.



A-4334  
87 x 50 x 38H  
C.O.M. 1,4 m.



A-4340  
68 x 55 x 12 cm  
C.O.M. 1,5 m.

Almohadón  
respaldo  
Back cushion



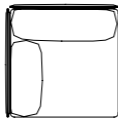
A-5965  
97 x 97 x 90H  
C.O.M.: 4,5 m



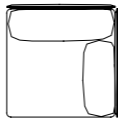
A-5960  
93 x 97 x 90H  
C.O.M.: 4,5 m



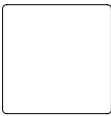
A-5970  
97 x 97 x 90H  
C.O.M.: 4,5 m



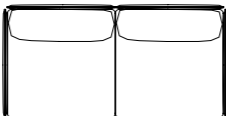
A-5955  
97 x 97 x 90H  
C.O.M.: 5,75 m



A-5950  
97 x 97 x 90H  
C.O.M.: 5,75 m



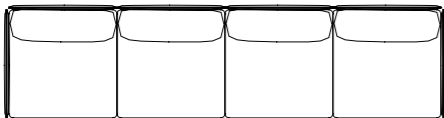
A-5975  
93 x 93 x 90H  
C.O.M.: 3 m



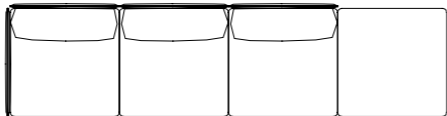
A-5980  
194 x 97 x 90H  
C.O.M.: 9 m



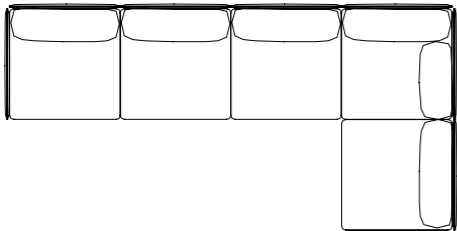
A-5985  
287 x 97 x 90H  
C.O.M.: 13,5 m



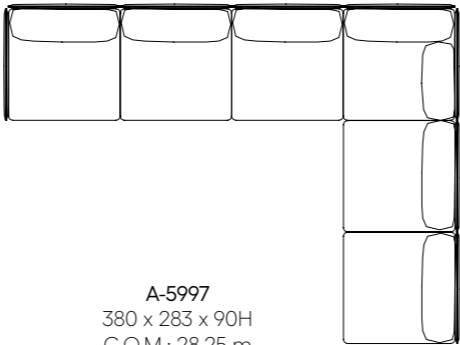
A-5990  
380 x 97 x 90H  
C.O.M.: 18 m



A-5995  
376 x 97 x 90H  
C.O.M.: 16,5 m



A-5999  
380 x 190 x 90H  
C.O.M.: 23,75 m



A-5997  
380 x 283 x 90H  
C.O.M.: 28,25 m

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