

BUSINESS ROUND

DECEMBER **2019** FURNITURE DESIGN

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buyfromuruguay.uy

ORGANIZES:



CO-ORGANIZES:



Furniture design in Uruguay is in a maturity moment and expansion as a product of the creativity of its national talent and its solid commercial vision and customer orientation. Its designs, which stand out for their simplicity and sophistication, as well as their modern and functional character, have led this industry to win international awards such as the Salão Design Award (Brazil), the A' Design Award (Italy) and the Good Design (United States).

As a result, uruguayan furniture design has transcended borders, and can now be purchased in countries of the region and also in Europe.

Between Wednesday 4th and Tuesday 10th of December 2019, representatives of international companies such as Muma, Estar Moveis, Punto Mobile, Italian Design Brands and the communications agency Olhares, held a business round with national designers and toured various showrooms in Montevideo.

Organized by Uruguay XXI, together with the Uruguayan Chamber of Design, this event gave continuity to the efforts to promote and position this sector internationally.



amueblate.uy



[amueblate](https://www.instagram.com/amueblate)



info@amueblate.uy



CENARIO RACK

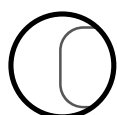


MALMO DESK

We are passionate about creating products that incorporate design in an original and spontaneous way into our daily lives. Products that reimagine new forms of use and that are born from strong experimentation with materials and processes in the workshop.

The design and engineering duo formed by Andrea Kac and Herman Schenck directs the studio that has been specializing in furniture design since 2012. Our products have deserved national and international recognition, with presence in competitions and exhibitions such as in Milan, New York, Madrid, Budapest and São Paulo.

With a strong commitment to the local and international market, the studio currently focuses on the sale of design services and the sale of design licenses especially for the Brazilian market.



CAROLINA PALOMBO PÍRIZ



www.cpp.uy



[carolinapalombo](https://www.instagram.com/carolinapalombo)



cpalombo@cpp.uy

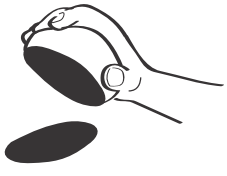


LUMBRO LAMPS



TUTURA EASY CHAIR

Since 2007, the studio has been working in the areas of architecture and industrial design. In the first field, the main work includes recycling and new construction of housing, commercial premises, offices and educational centres. In the field of industrial design, it focuses on the design of furniture and its consequent export of licenses and finished products.



**ESTAM
PAPAS**



estampapas.com



[estampapas](https://www.instagram.com/estampapas)



estampapas@gmail.com



V APRON



E CUSHION

We print textiles using the vegetable stamping technique. From them, we design and develop objects for everyday use. Our family of objects consists of home products: cushions, tablecloths, object holders, aprons, wall art and containers: bags, backpacks, small containers.

We take special care in every detail of the realization, from the selection of the materials, to the proposal of colours and the making up of the pieces.

We use textiles made from natural fibres (wool, linen, cotton and leather) and high-quality textile production waste.

We work collaboratively to develop specific products or prints for clients.

ESTUDIO CLARO



estudioclaro.com



[estudioclaro](https://www.instagram.com/estudioclaro)



r.secondi@estudioclaro.com



CENTENARIO EASY CHAIR



PRADO CHAIR

Rosina Secondi and Daniel Appel are the Uruguayan designers behind Claro Studio. Their collaborative design process with local workshops and artisans brings unique value to furniture and space design.

The studio develops design projects in Latin America and Europe, and its products are designed for both exclusive galleries and large industries. The emblem in their work is the interpretation of their context through simple forms and noble materials that give identity to their furniture.

DIARIO[®]



estudio-diario.com



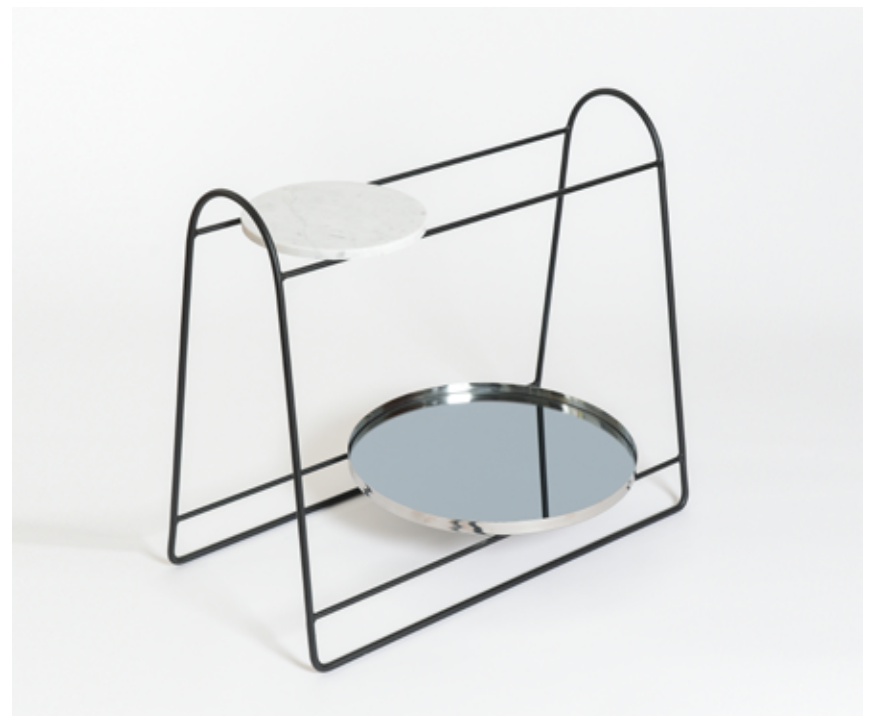
[estudio_diario](https://www.instagram.com/estudio_diario)



info@estudio-diario.com



PATIO LAMP



DOS TABLE

Diario is a design studio established in Montevideo, Uruguay. Founded in 2013 by industrial designers Guillermo Salhón and Ana Sosa, it works in the areas of furniture and accessories design, custom projects and interior design.

In these years, Diario has developed a wide portfolio of products that are sold in different local and international stores, such as República Austral de Suiza. The studio has also granted production licenses for stores such as Tokstok in Brazil and has designed exclusive pieces for Uruguayan architecture studios such as Mapa and Mass.

The inspiration comes from the interest in combining functionality and aesthetics, in order to create simple and timeless pieces, with special emphasis on the combination of materials and shapes. Diario's designs arise from the boundary between the traditional and the modern. The studio thus revalues conventional techniques and optimizes production processes.



CHAIR AND EASY CHAIR CHARRÚA



ZURICH SHELF

Studio dedicated to the design of new products and creative spaces, which seeks to provide technical solutions to all kinds of problems.

We are analysts of reality and our environment. Observers. We think about everyday things as if it were an unexplored universe full of opportunities. We rescue from the everyday concepts that give character to each of our products and spaces; we want them to arouse emotions as the user gets to know more about the background of each piece.

We want to generate a hidden poetry behind the objects, which surprises and differentiates our developments from those that respond merely to an aesthetic whim or a fashion. We are always meticulous in the care of each stage, without forgetting that the essence of the product is that it must be manufactured, used and lived.



hilostudiouy



hilostudio.uy@gmail.com



Hilo is an interior design tapestry fabrics venture, based in Montevideo. As co-founders and designers, we seek to manufacture ethically and protect the traditions of hand weaving.

Our studio was founded with the desire to preserve the woven heritage for all generations. The Spanish word hilo comes from the Latin filum, that means "which denotes everything, from the lines of narrative to the very filaments of being".




We encourage the use of cotton as the main raw material, a natural fibre that results in a fresh and resistant textile, capable of adapting and being used frequently.

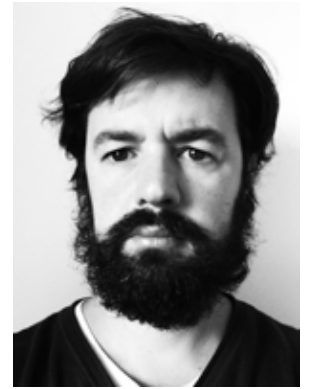
The graphic designs of the fabrics are characterized by a composition of colors, shapes and textures, which make up a family of geometric figures.

We wanted to have a hallmark: customized designs. The idea is that the customer can choose from base models and provide their own identity, until the final product is obtained.

Aldana Acosta y Victoria Schettini.



-  izzidesign.uy
-  [izzi_design_mvd](https://www.instagram.com/izzi_design_mvd)
-  maxi@izzidesign.uy



HORING



GAFF

We design memorable experiences that are meaningful to people and that create value in our clients' businesses. Our design process is linked to business innovation and related to the development of new products.

This type of design requires an increasingly professional methodology, to obtain an effective and profitable differentiation. Since 2002, we have been working in different sectors and scales of production. We have thus generated a network of suppliers and consultants, which allows us to solve the different challenges in a creative and innovative way.

L A T E R A L



lateral.com.uy



[lateral_diseno](https://www.instagram.com/lateral_diseno)



contacto@lateral.com.uy



NOTO LAMPS



RACK FERRALLA

Lateral is a design team installed in Montevideo, Uruguay. Founded in 2012, it is directed by Mauro Cammá and Santiago Pittamiglio.

We are dedicated to providing design services in the areas of visual communication, product design and furniture. We develop projects with a comprehensive and humanistic approach.

We understand design as a tool to provide and create social, economic and cultural value. We collaborate intensely to provide quality solutions, adjusted to objectives, strategies and budgets. Attentive to trends and changes in lifestyles, we design functional pieces with a high aesthetic value, which become a testimony of our time and place.

We provide real solutions that are adequate and adjusted to objectives, strategies and budgets, in order to create value products.



manos.com.uy



[manosdeluruguay](https://www.instagram.com/manosdeluruguay)



info@manos.com.uy



BLANKET LOS AMANTES



CUSHION EL LAGO

We are a non-profit social organization that has been providing work to women artisans in rural areas of Uruguay since 1968. Manos designs and knits clothes, mainly of Uruguayan wool for the local market and for prestigious international clothing brands.

The artisans are the owners of Manos del Uruguay and are part of a non-profit association whose objective is to generate work for rural women. A management committee made up of the cooperatives and members representatives directs it. The latter are people who voluntarily collaborate with the organization.

The craftswomen are grouped in 12 cooperatives that bring together about 200 craftswomen distributed in the interior of the country. They also have a service center that is located in Montevideo. There are about 65 employees working there, providing various services to the cooperatives.



menini-nicola.com



[menininicola](https://www.instagram.com/menininicola)



menini.nicola@gmail.com



LA ESPERA COLLECTION



EASY CHAIR R.I.P.

Carlo Nicola and Agustín Menini are industrial designers dedicated to the development of furniture and spaces since 2002. Both have teaching experience and have participated in various talks and seminars at a regional level.

Since 2006, the studio has had an uninterrupted presence in Brazil and from 2012 exports design services. Since 2015, it has begun to explore the European market. At the same time, the studio continues to work on private projects, where it experiments and markets the result of its constant search for style: furniture with a local vision, a marked European influence and a Scandinavian spirit. Today the studio has earned a place in the Uruguayan design scene, offering design services, exporting design licenses, and selling products from its portfolio.

At Menini Nicola© we believe that design is not only about aesthetics, but also about production, the use of materials and the complete life cycle of the product.



soymezcla



escribime@soymezcla.com



COFFEE TABLE



PERSEUS STOOL

In MEZCLA we are dedicated to create products in concrete. We work it by hand in our workshop in Montevideo. Starting from the cement, we use aggregates and additives that allow us to achieve smooth, warm and pleasant concrete finishes. We also work with pigments to achieve colors and mixtures of tones that make each piece unique. We finish the pieces with sealing processes to reduce the porosity of the material.

The sky, its colors and the mixtures of them inspire us. We believe that concrete has a lot of sky, and the tones we achieve remind us of it.

We started by creating a line of furniture that includes coffee tables, side tables, light tables, consoles and bars, combining concrete with wood and iron. We also manufacture home accessories. At this moment, we are launching a line of concrete lights, which includes table and ceiling models.

The next step is to launch a specific line of washbasins, which is in full development.



mod.uy



mod.uy



info@mod.uy



ALINA EXTENDABLE TABLE



DOT LINE

MOD (Muebles Online de Diseño) is the first online furniture store in Uruguay with an innovative customization and budgeting system. MOD furniture is designed and manufactured locally. This allows us to offer our customers the possibility to participate in the design of their furniture, adjusting it to their needs. Our web store allows the customer to customize the furniture in terms of dimensions and color finishes, and to buy it directly with the settings entered. The web itself calculates the budget online obtaining the final price instantly.

We use systematized knowledge in a web application, digital manufacturing technology, standardized processes and raw materials that allow us to replicate the proposal in other markets. We are a company that operates since 2014, we work in the search of new market niches and the development of new products to anticipate the demands of our customers.



mento.com.uy



[urban_mento](https://www.instagram.com/urban_mento)



info@mento.com.uy



SIMPLE BENCH



EGG IOT TABLE

MENTO is a concept of the smart city in which we want to live: designs oriented to functionality, aesthetics and usability. It is nourished by the dynamics of urban life, offering the inhabitants to be part of a collective learning process.

MENTO has a commitment to sustainability, ecological, social and cultural. All designs aim to improve themselves while enhancing the spaces in which they are inserted and honoring their social nature, history and culture.

Mento is dedicated to the creation and manufacture of anti-vandal urban furniture, adding value through IoT, increasing the use of outdoor spaces and eliminating the environmental footprint. Mento designs and markets prefabricated concrete furniture such as tables, benches, litter bins, drinking fountains, signage, for use in parks. We seek to awaken the curiosity of the urban population to explore new paths.



CHAISE HUM



NU FLOOR LAMP

MUAR is a design studio based in Montevideo, Uruguay. Designers Federico Mujica and Carolina Arias created it in 2011. It works in multiple disciplines, from architecture, interior design, furniture design, lighting and refined objects; also in design consultancies and trend studies for several companies and institutions.

The studio develops projects with a unique approach that results in differential and innovative concepts, focused on the person, aesthetics, quality and longevity of the products.

Contemporary design of simple forms, aesthetic care, use of noble materials and a close link with production are the characteristics of the studio.

Its products have been awarded in Salão Design Award in Brazil in several opportunities.

The studio currently licenses products for high profile brands in Brazil and Portugal, and collectible pieces in European design galleries.

sámago



[samago.uy](http://samago uy)



[samago.uy](https://www.instagram.com/samago uy)



[info@samago.uy](mailto:info@samago uy)



YUXTA SHELF



LAZO RACK

We are a team of architects and designers with the objective of creating different spaces.

We design according to our thinking and that makes us free. Our motivation is finding new challenges and embarking on projects that create demands. We are in a constant search of how to improve our environment through our projects. This studio is our place in the world and that is what it is all about in Sámago.

The Spanish word Sámago refers to the young part of the wood. This definition identifies us, because we bet that -beyond the years- we will always have a young, restless and transgressive thought, which will allow us to contribute to the world.

We start in 2013 focused on furniture design and its materialization. Over time, we had the need to go out in search of new technologies and materials to expand horizons. Because of these concerns, today we have three specific lines of work:

- Author's design
- Design and creation of spaces
- Representations



victoriabrownburo.com



[victoriabrownburo](https://www.instagram.com/victoriabrownburo)



info@victoriabrownburo.com



ANGULA LAMP



ORGANIC SOFA

The studio is dedicated to carrying out integral commercial and private interior design projects. By means of a noble proposal, we develop personalized furniture with a forceful aesthetic and functional integral proposal. We intervene from the identity to the interior architecture of a space. A mix between the timeless and the interesting.

A



laagencia.design



laagencia.design



info@laagencia.design



RIPA



F53

We are an international multi-award winning design agency, specialized in the development of equipment and furniture systems.

We operate with a team of creative designers, who generate relevant solutions to brands that build contemporary living.

With a deep knowledge about living, we generate meeting places, interaction and communication. We make architecture through furniture.

We are THE AGENCY, design as an idea.



pipamimundochiquito.com



[pipa.mvd](https://www.instagram.com/pipa.mvd)



hola@pipamimundochiquito.com



MANU BED



CART

Pipa is a furniture and space design studio for children, with a broad proposal for both domestic and business environments. The use of natural wood, the search for formal simplicity, the care for details and the quality of the finishes, define our identity. Each design is the product of an inspiration based firstly on the observation of children, in their ways of playing and relating to objects. Our furniture combines functional and playful aspects, with soft and organic shapes for a safe and autonomous use by children. Many of these designs are also a game, objects to be assembled and disassembled, with characters that will be part of their real and imaginary environment.

In our Interior Design Projects we are interested in promoting the design of spaces for children as the creation of opportunities for play, which give rise to creativity and interaction with peers. Understanding childhood as a fundamental stage of our lives, where play is a right to which we want to provide appropriate time and spaces.

BUSINESS ROUND

TESTIMONIES



Hay muchos estudios de diseño enfocados en el hacer, percibí su profesionalismo a la hora de presentarse y desarrollar los proyectos.

Regina Galvão - OLHARES NEWS (Brasil)

Uruguay XXI | Cámara de Diseño de Uruguay | RONDA DE NEGOCIOS DISEÑO DE MOBILIARIO



Ha sido muy interesante para entender la producción de diseño en Uruguay. Me hace feliz saber que muchos están presentes en el mercado brasileño con una comprensión muy grande de los procesos industriales.

Otávio Nazareth - EDITORA OLHARES (Brasil)

Uruguay XXI | Cámara de Diseño de Uruguay | RONDA DE NEGOCIOS DISEÑO DE MOBILIARIO



Trabajamos hace muchos años con diseñadores uruguayos y siempre nos gustó mucho porque es un diseño ya preparado para el mercado. Hay una escuela de diseño muy fuerte en Uruguay que creó buenos diseñadores.

Felipe Delazzeri - PUNTO MÓBILE (Brasil)

Uruguay XXI | Cámara de Diseño de Uruguay | RONDA DE NEGOCIOS DISEÑO DE MOBILIARIO



Me pareció muy interesante el trabajo de los diseñadores, algunos ya conocía. Tienen foco en el mercado, es muy positivo encontrar trabajos con foco en el cliente y sus necesidades y que no sean de difícil producción, me gustó mucho la experiencia.

Matheus Ximenes - MUMA (Brasil)

Uruguay XXI | Cámara de Diseño de Uruguay | RONDA DE NEGOCIOS DISEÑO DE MOBILIARIO

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