

FORWARDS

V1

ALEXANDRA

THE *BEGINNING*
OF A NEW
DESIGN ERA.



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.





8 BOSQUE DE LAS LOMAS

CIUDAD DE MÉXICO

TEMPO

38 SAINT-GERMAIN-DES-PRÉS

PARIS

THE ONE / PRINCE / KENTIA / WIND / LIFT / ASPA / NORA / PAUL

70 UPPER EAST SIDE

NEW YORK

DISC / PALMA / CORO / CALPE / ALTEA / ATLAS

92 JING'AN

SHANGHAI

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LONDON

CRICKET

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MADRID

DUNE

142 DESIGNERS

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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

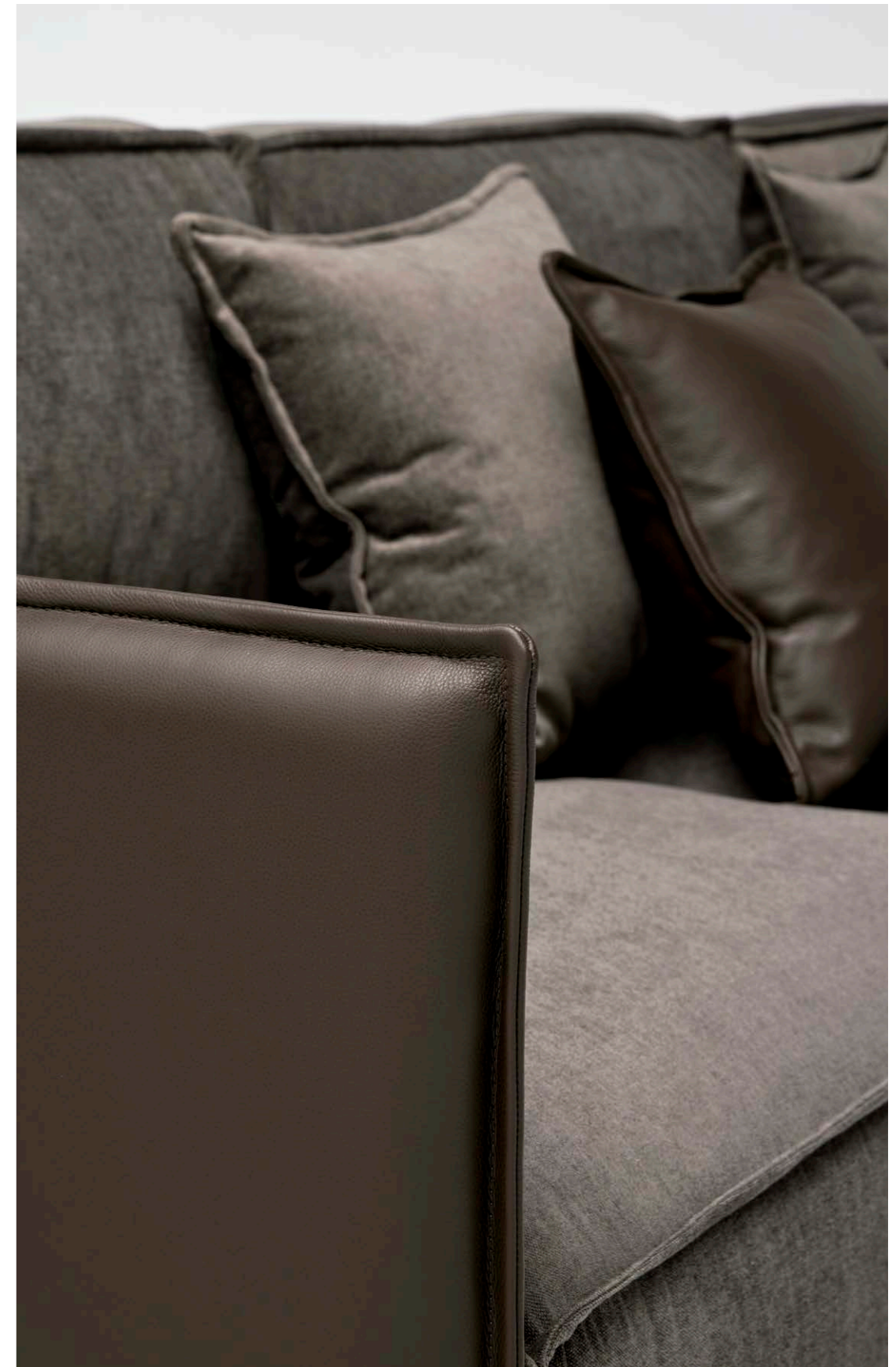
TEMPO
BY RAMÓN ESTEVE



A5995/02
Sofá modular
Modular sofa

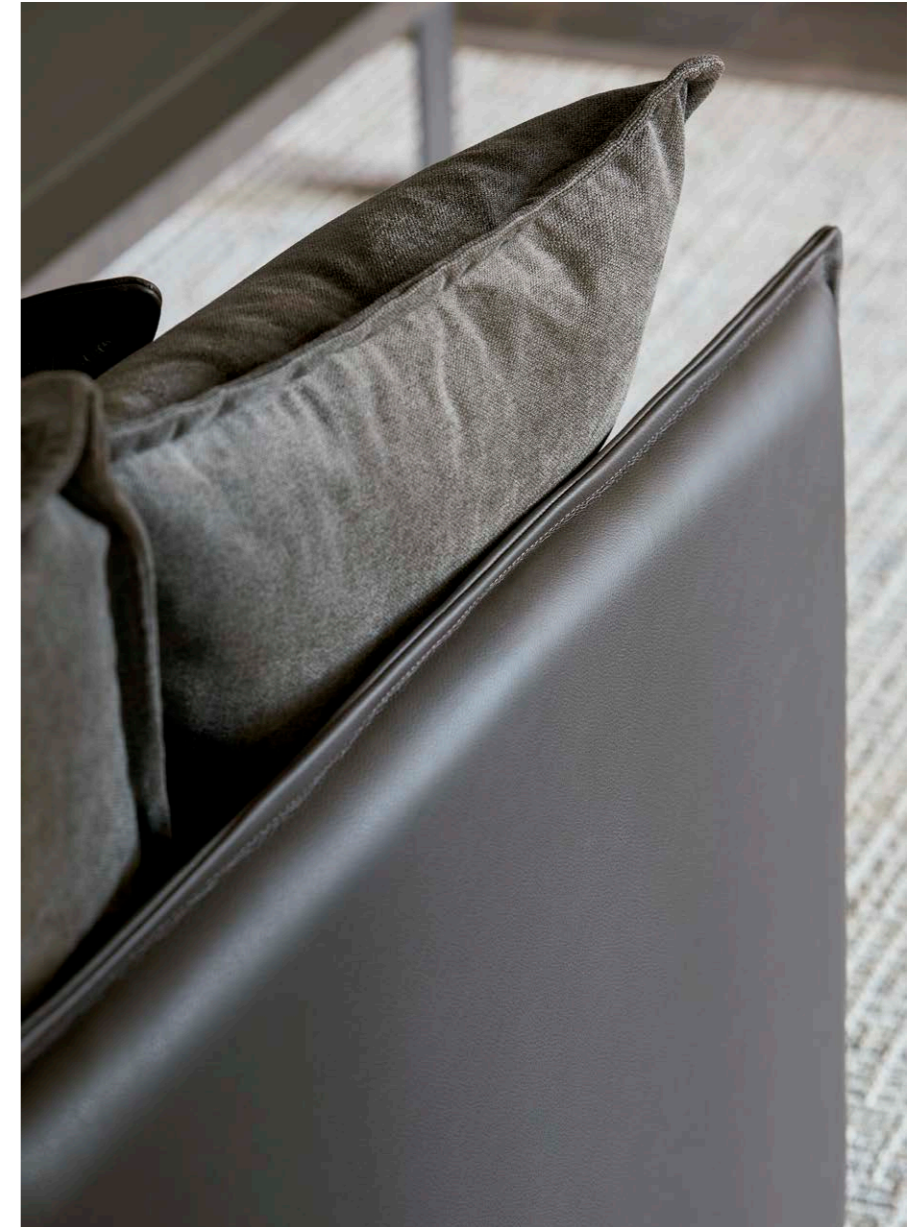


A5985/01
Sofá modular
Modular sofa





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

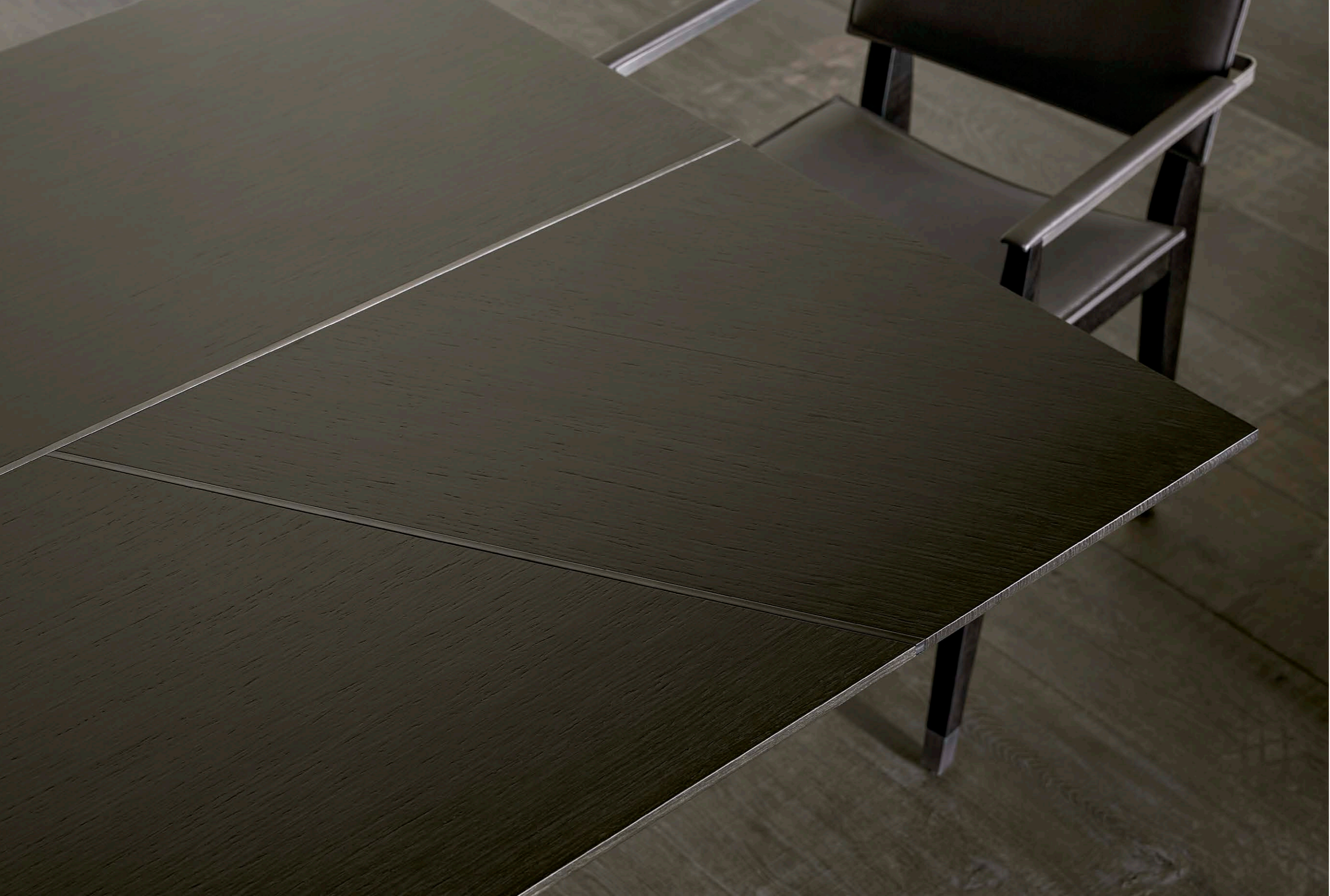
A3923/01
Sillón comedor
Dining armchair

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



SAIN -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

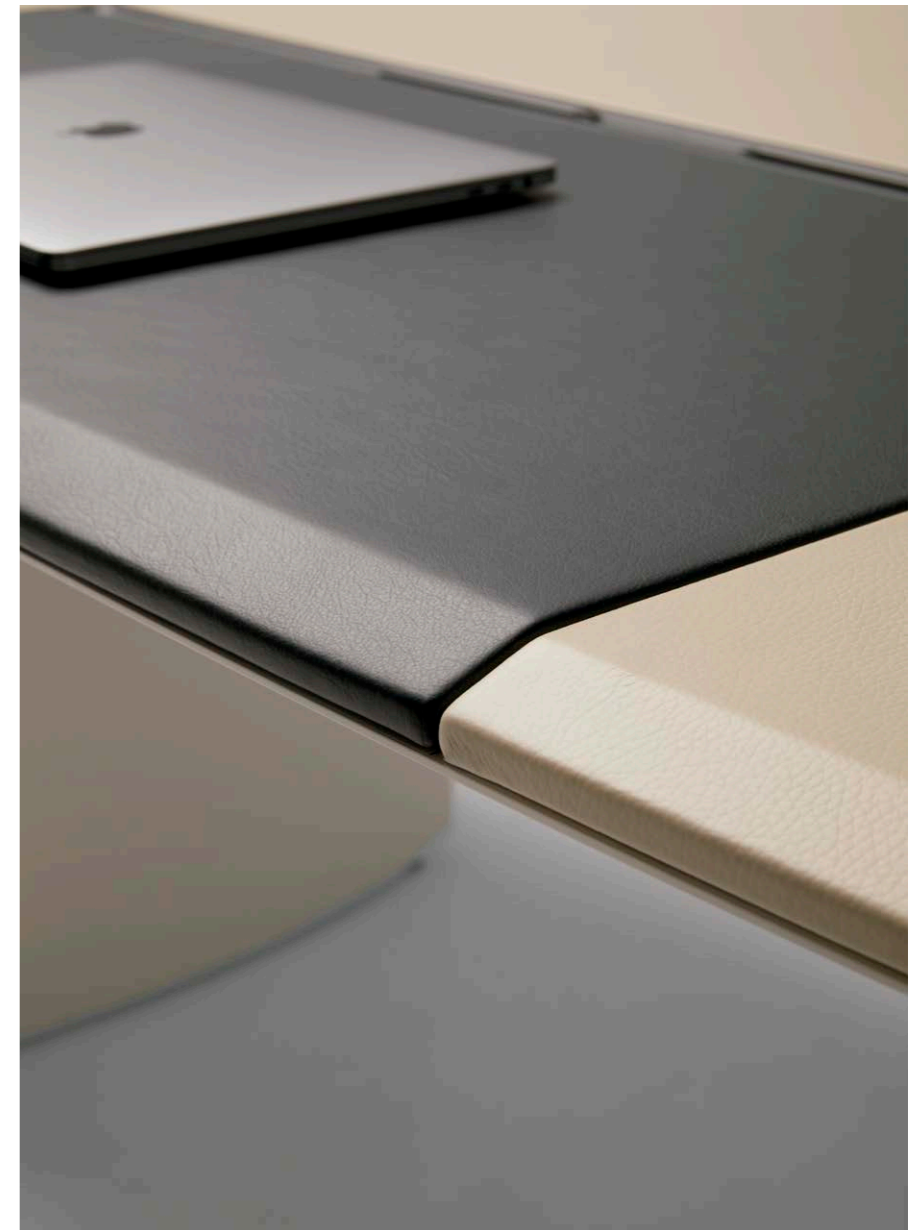
A4827/01
Cajonera dcha.
Right filing
cabinet

A4826/01
Cajonera izq.
Left filing
cabinet



A4828/01
Escritorio
Desk

A4826/01
Cajonera izq.
Left filing cabinet



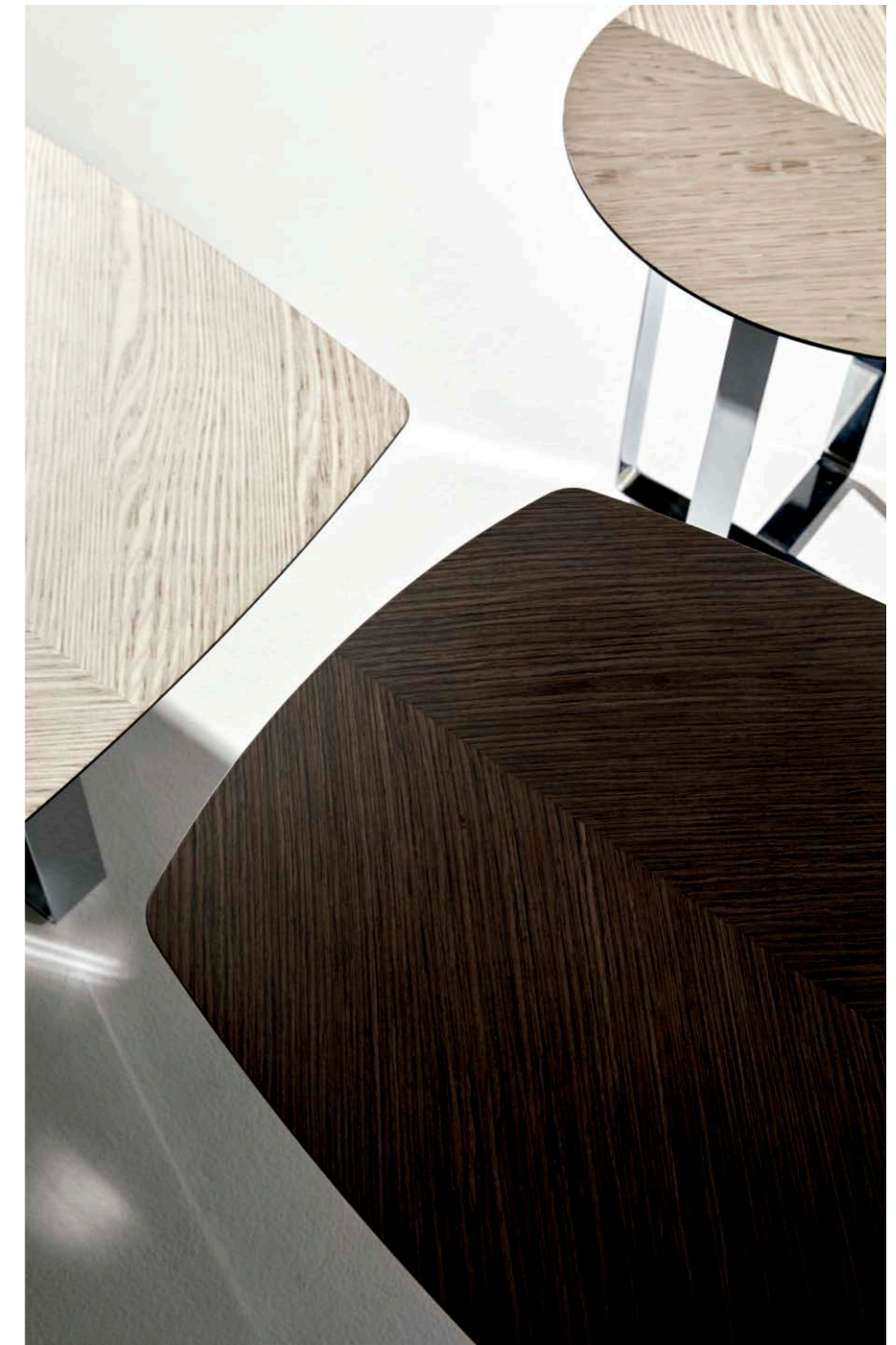


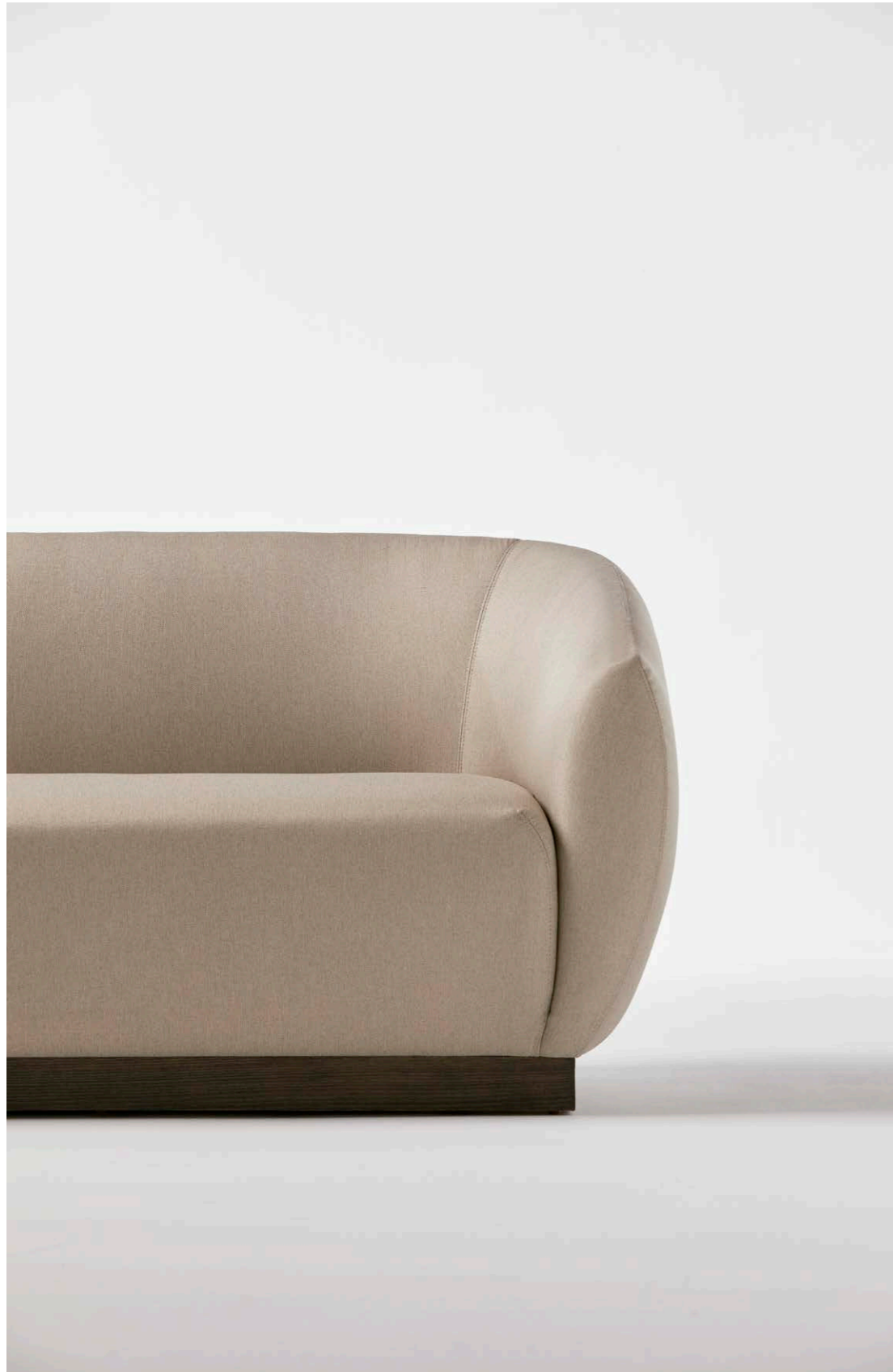
WIND
BY JACOBO VENTURA

A4815/10
Mesa auxiliar
Side table

A4820/05
Mesa auxiliar
Side table

A4810/05
Mesa centro
Coffee table





PAUL
BY ESTUDIHAC

A4065/01
Sofá
Sofa



A4062/01
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

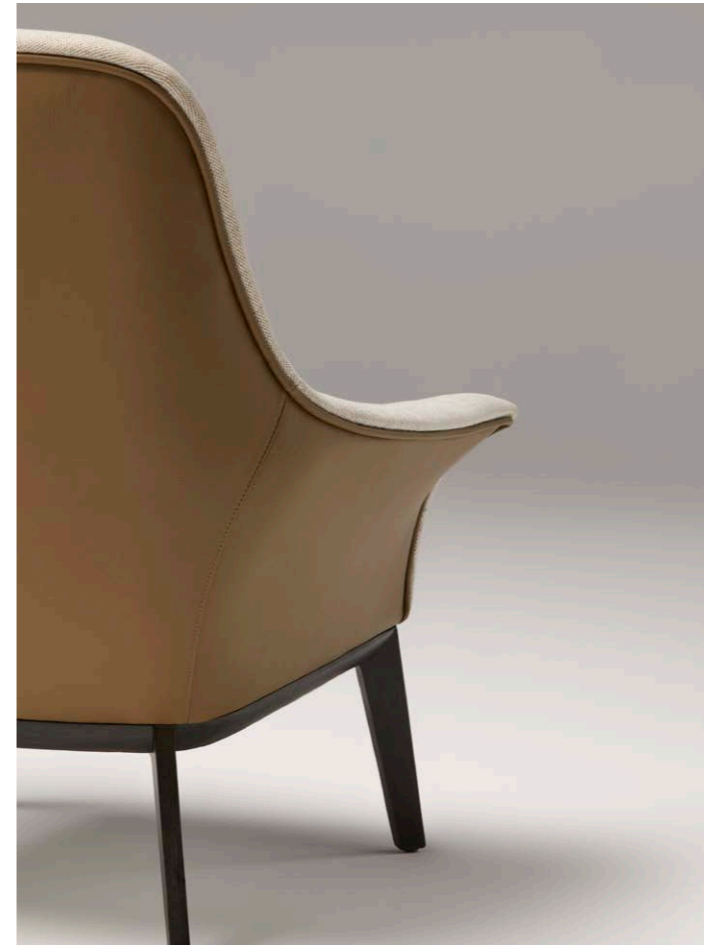
A5913/01	A5919/03
Sillón	Puff
Armchair	Pouff





PALMA
BY YONOH

S1065/01
Sillón
Armchair



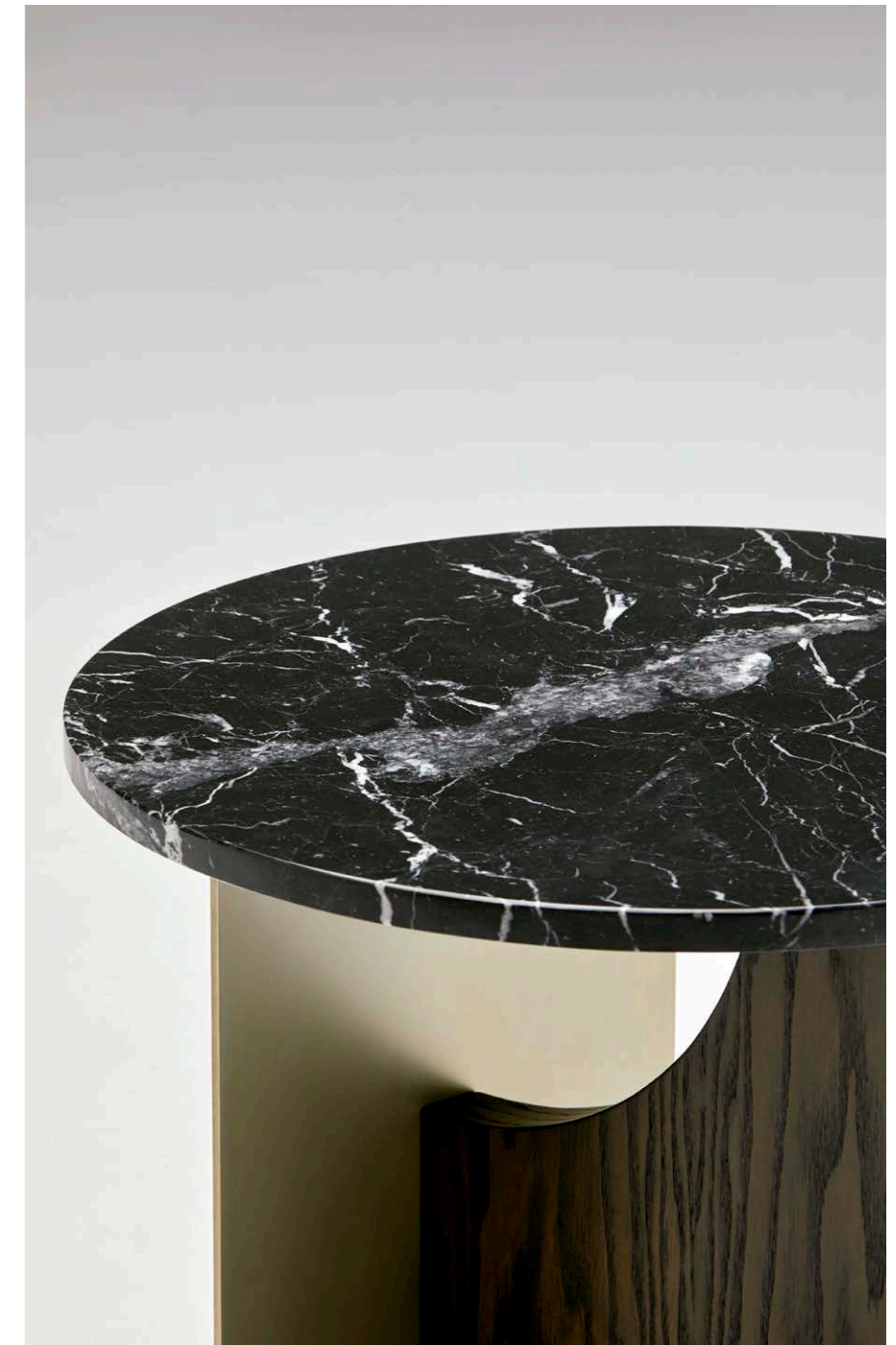


CORO
BY YONOH

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

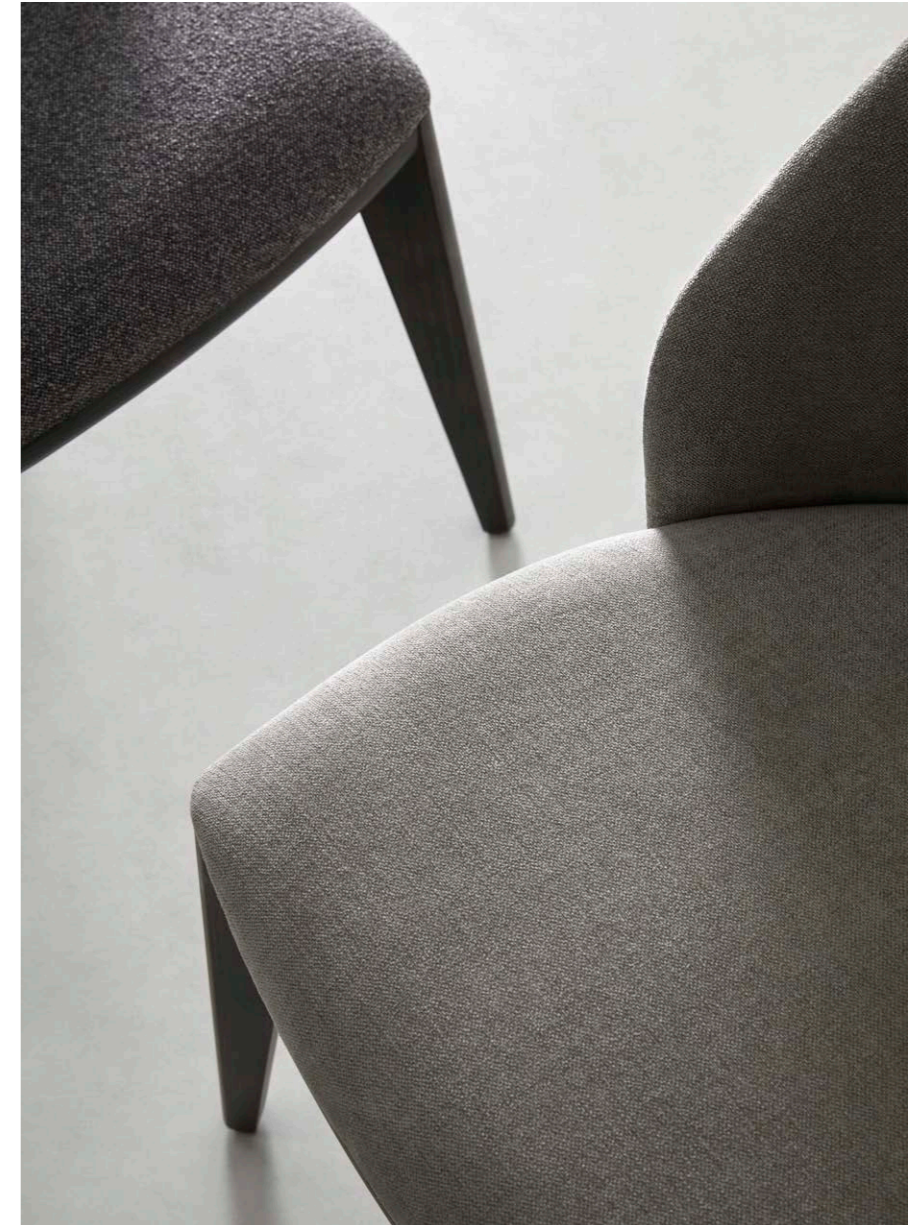
A-3900/05
Silla comedor
Dining chair

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 table

L-3025/02
SWORD
Lámpara
Lamp

P-1050/82
Pantalla
Lampshade

A3500/01
CHU
Aparador
Sideboard



THE ONE
BY BEN WU



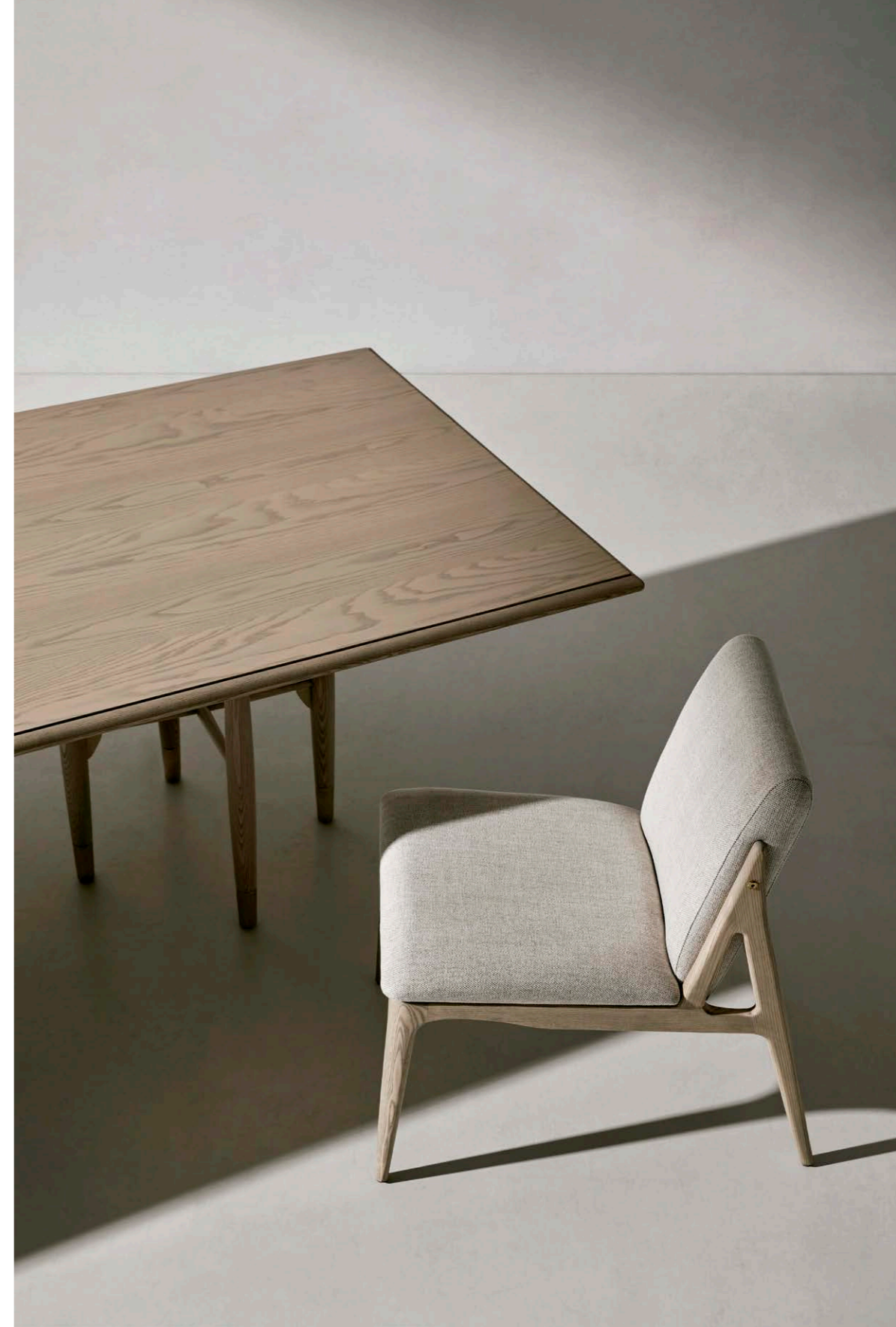
A-3505/02
SOU
Mesa comedor
Dining table

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

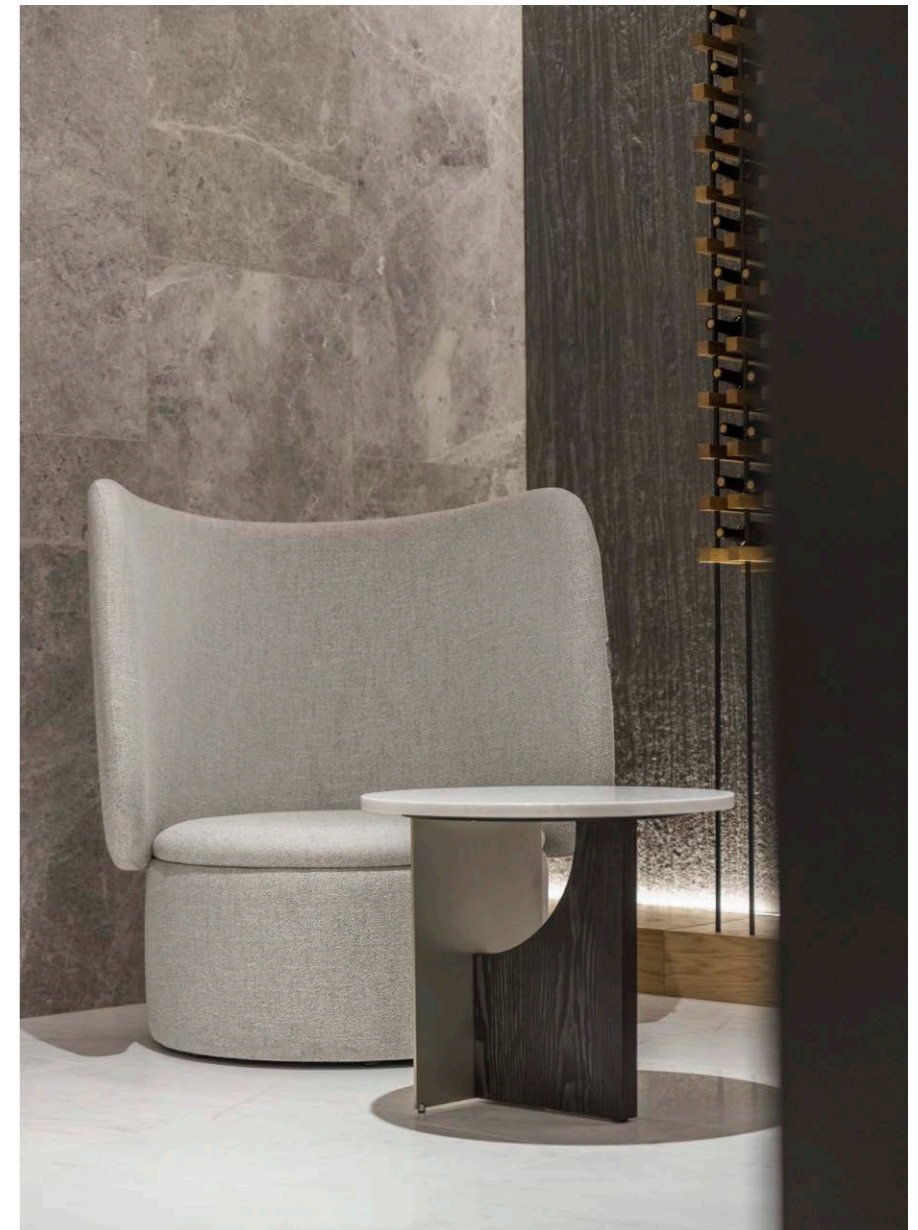


A3500/01
CHU
Aparador
Sideboard

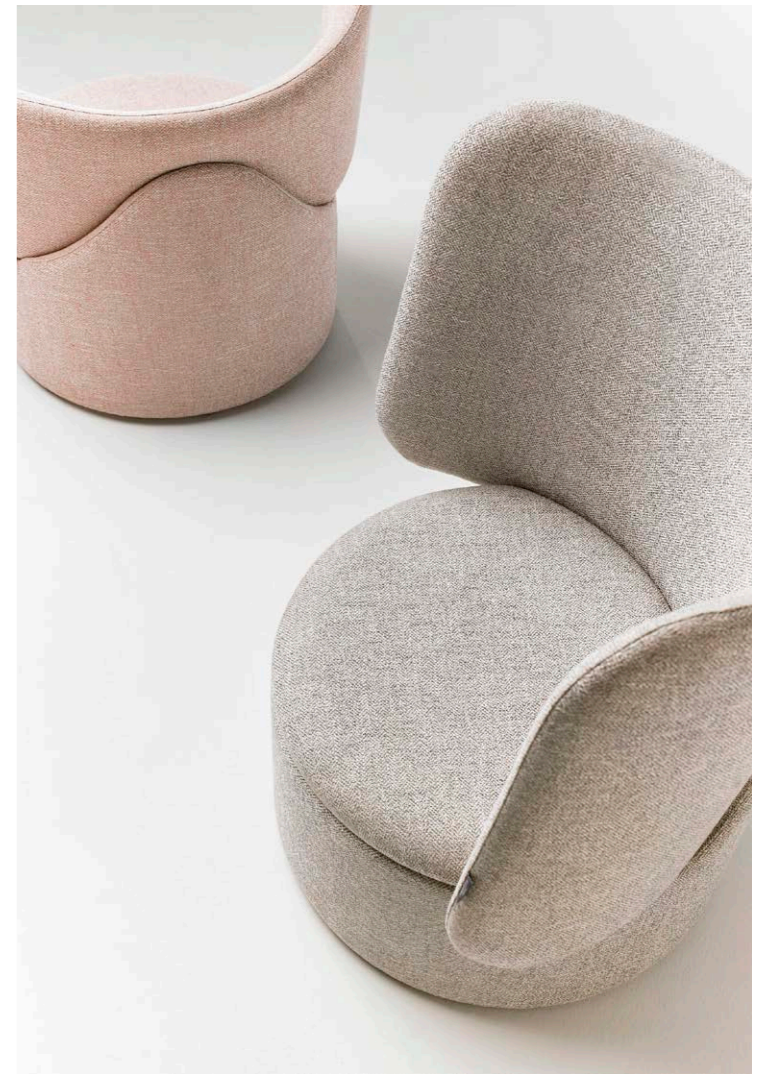
S1040/01
COBRA L
Sillón
Armchair

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

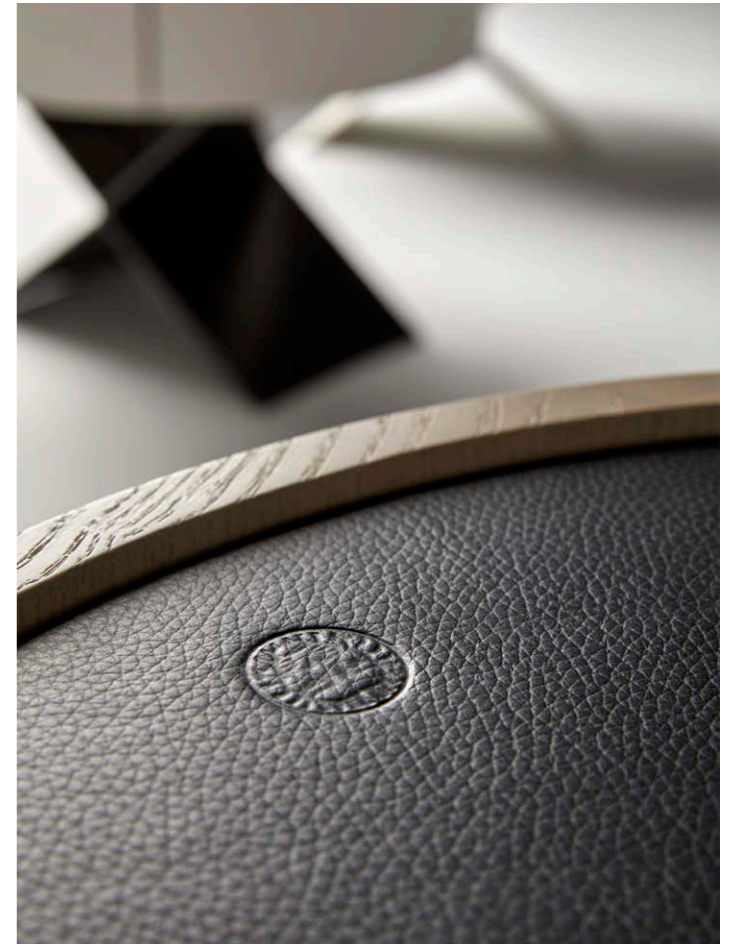
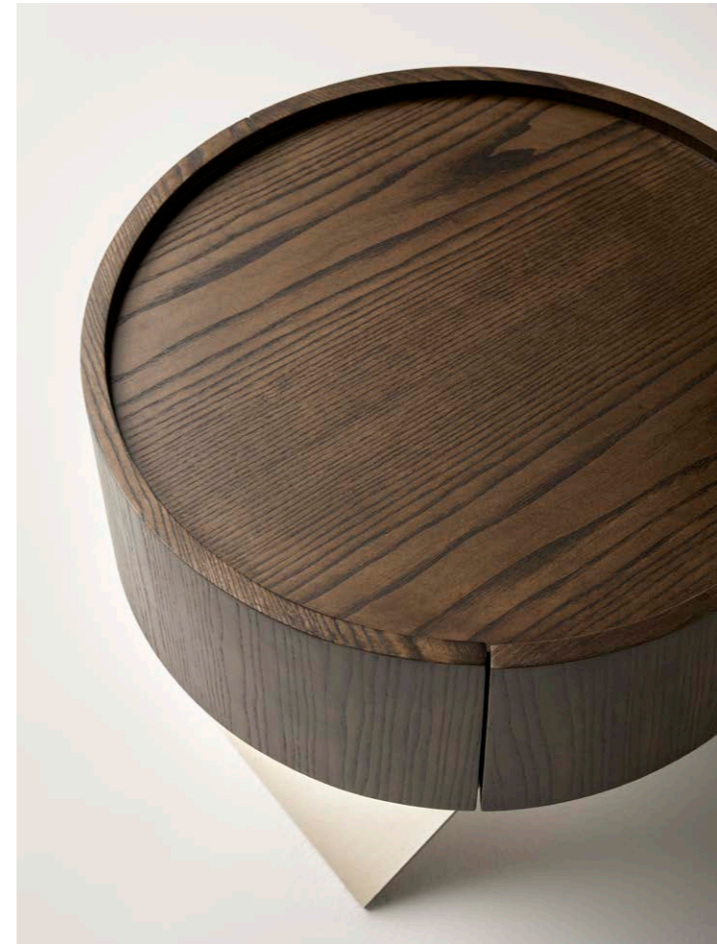
A2955/02
KENTIA S
Mesa centro
Coffee table

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
Mesita noche
Night stand

A-5150/02
Mesita noche
Night stand

A-5150/03
Mesita noche
Night stand

A-5150/04
Mesita noche
Night stand

A-5150/02
Mesita noche
Night stand



KENSINGTON



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.

CRICKET

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.



A3570/03
CRICKET
Taburete
Bar stool

S1060/03
CRICKET
Sillón
Armchair

S1060/04
CRICKET
Sillón
Armchair

S1060/05
CRICKET
Sillón
Armchair

S1062/02
CRICKET
Puff
Pouff

S1062/03
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



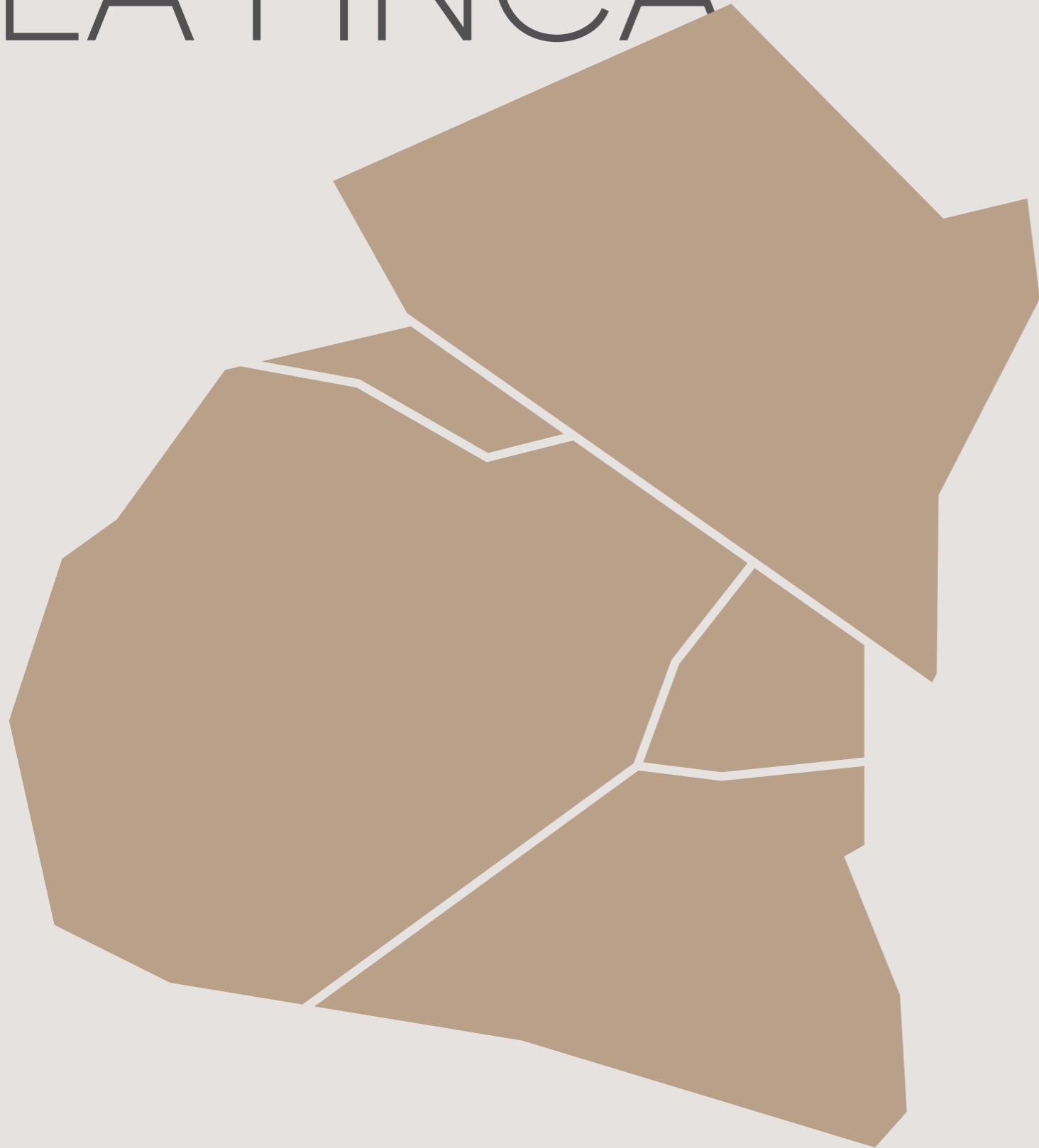
A-5115/04
CÓMODA
Chest of drawers



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 SUMMUMSTUDIO



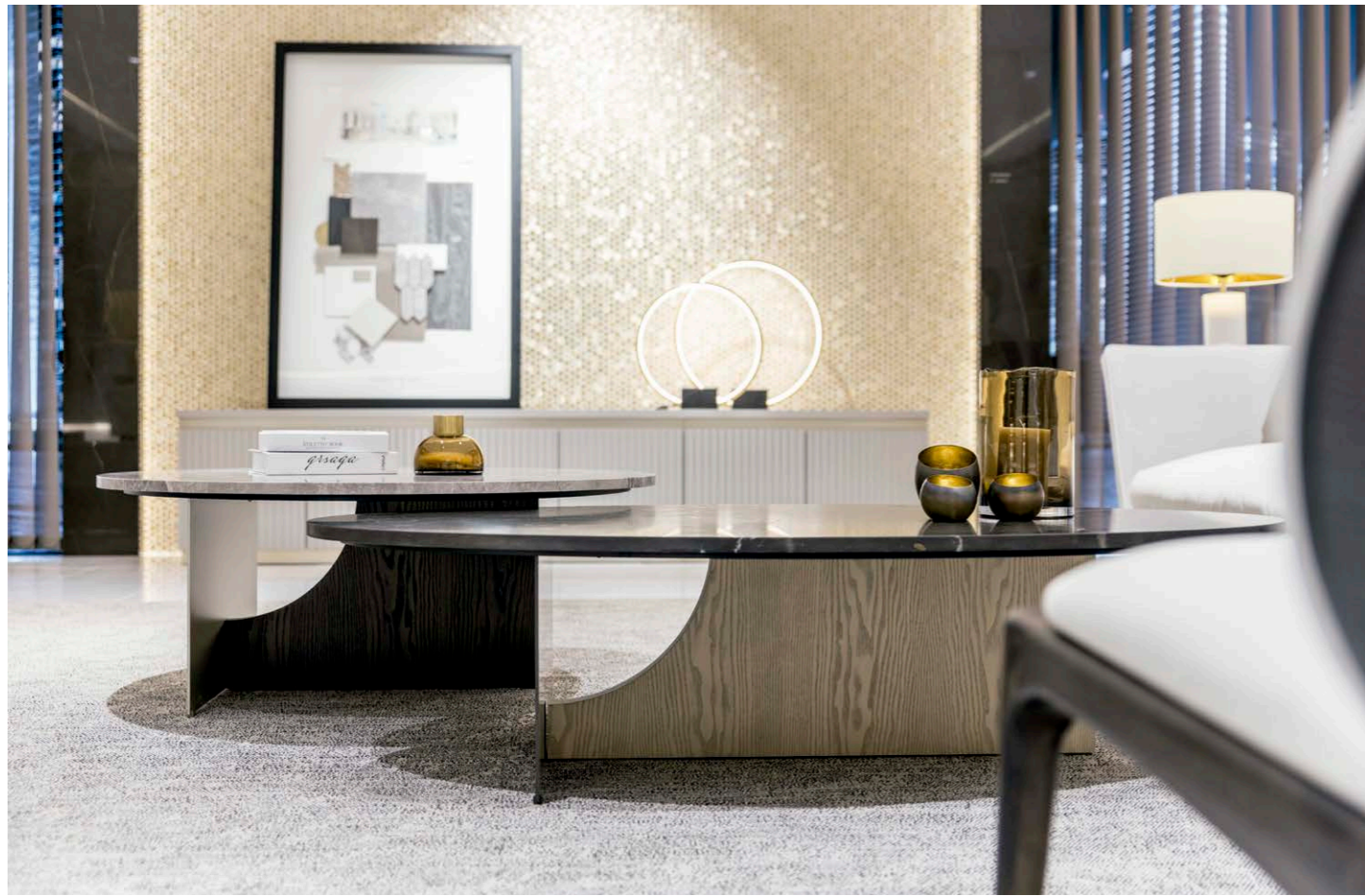
A2980/04
CORO
Mesa centro
Coffee table

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

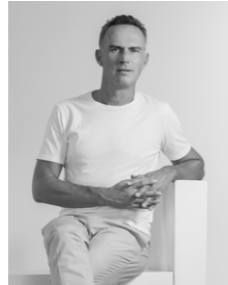
A3520/01
YUAN
Sillón
Armchair



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.

SummumStudio



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



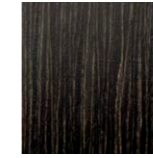
A-3922
Silla comedor
Dining chair
47 x 56 x 80H



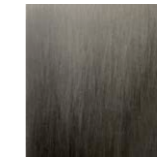
A-3923
Sillón comedor
Dining armchair
56 x 56 x 85H

Acabados
Finishes

Configuración noche
Midnight composition



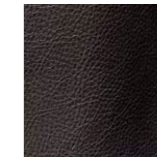
Roble/
Fresno noche
Oak/Ash
midnight



Niquel viejo
Antique nickel



Mármol
Bamboo Noir*
Bamboo
Noir marble*



Piel L-0040
L-0040 leather

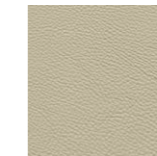
Configuración hueso
Bone composition



Roble/Fresno
hueso
Oak/Ash
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

THE ONE



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



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



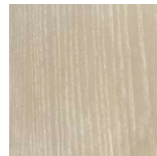
A-3510
Silla de comedor SHI
SHI dining chair
52 x 72 x 81H



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

Acabados
Finishes

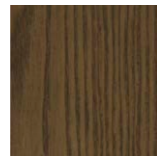
Estructura, patas y tablero mesa / Structure, legs and table top
Madera de fresno / Ash wood



Caliza
Limestone

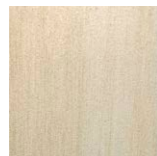


Tabaco
Tobacco



Noche
Midnight

Detalles patas mesa
Legs details



Century

CORO



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



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



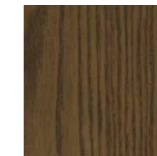
A-2970
Mesita auxiliar
Side table
55D x 50H

Acabados
Finishes

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



Caliza
Limestone



Tabaco
Tobacco

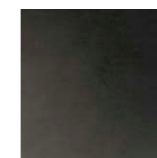


Noche
Midnight



Latte

Pletina base - Base plate
Hierro - Iron



Black metal

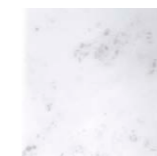


Crema
texturado
Textured cream



Platium

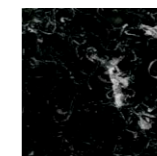
Tablero - Top
Mármol - Marble



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



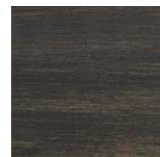
S-1060
Sillón
Armchair
80 x 84 x 88H



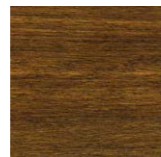
S-1062
Puff
Pouff
72 x 56 x 38H

Acabados
Finishes

Patas
Legs



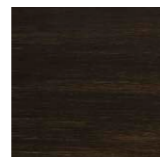
Ébano
Ebony



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



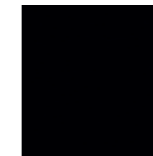
A-5120
Mesita noche
Night table
89 x 52 x 50H



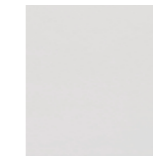
A-5115
Cómoda
Chest of drawers
122 x 55 x 98H

Acabados
Finishes

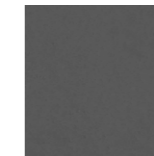
Estructura y cajones / Structure and drawers
Lacado mate / Matt lacquer



Negro
Black



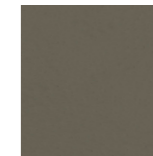
Blanco
White



Gris
Grey



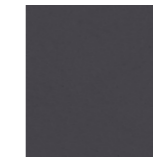
Beige



Moka



Negro
Black

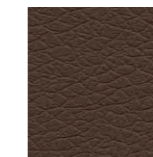


Blanco
White

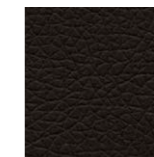
Pieza trasera - Back
Polipiel - Synthetic leather



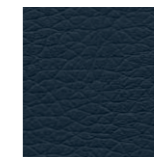
Q-1000



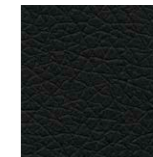
Q-1001



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

WIND



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

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 Savannah Noir

Patatas (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 Negro satinado Satin black Blanco satinado Satin white

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

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

WIND



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

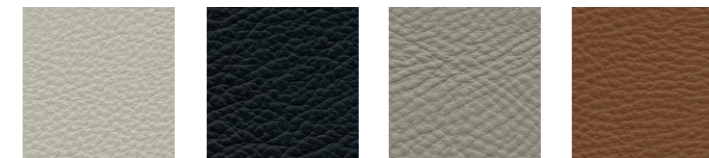
Acabados
Finishes

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 x 75H

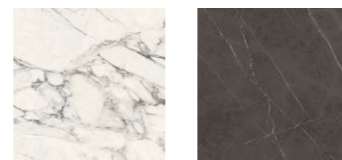
Acabados
Finishes

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



Piedra Stone Fango Mud Pizarra Slate

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



Calacatta Imperiale

PALMA



S-1065
Sillón
Armchair
87 x 89 x 92H

Acabados
Finishes

Base / Base
Madera / Wood



Caliza Limestone Tabaco Tobacco Noche Midnight Latte

PAUL



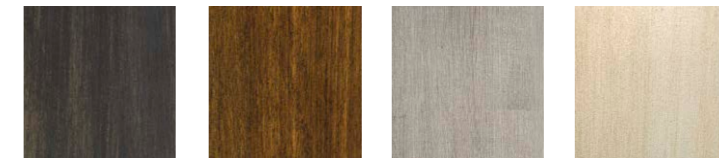
A-4062
Sofa
103 x 90 x 80H



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

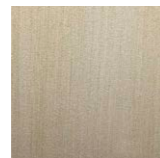


A-2960
Mesita auxiliar
Side table
85 x 55 x 44H

Acabados
Finishes

Patas / Legs

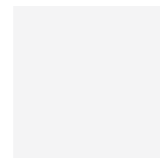
Pletina hierro / Iron plate



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

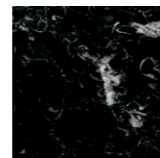
Mármol / Marble



Blanco Siberia
Siberian white



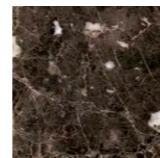
Gris Amsterdam
Amsterdam grey



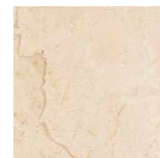
Negro marquina
Marquina black



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



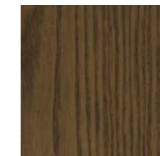
A-5170
Mesita auxiliar
Side table
50D x 42H

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



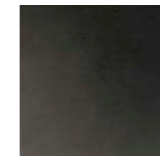
Noche
Midnight



Latte

Patas / Legs (Aspa)

Pletina hierro / Iron plate



Black metal



Crema texturado
Textured cream

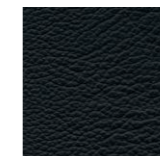


Platium

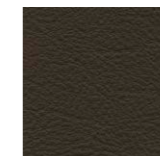
Sobre opcional / Optional top
Piel / Natural leather (ref. A-5157)



L-0007

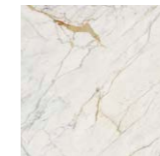


L-0093

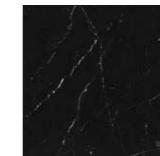


L-0040

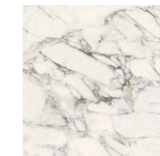
Porcelánico pulido / Polish porcelain tile (ref. A-5158)



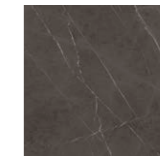
Golden white



Elegant black



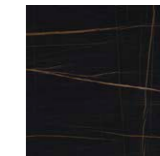
Calacatta



Imperiale



Vena Vecchia



Savanah Noir



A-5900 114 x 95 x 96H C.O.M. 1: 11 m C.O.M. 2: 22 m ²	A-5901 114 x 95 x 96H C.O.M. 1: 11 m C.O.M. 2: 22 m ²	A-5902 198 x 95 x 96H C.O.M. 1: 17 m C.O.M. 2: 34 m ²	A-5903 198 x 95 x 96H C.O.M. 1: 17 m C.O.M. 2: 34 m ²	A-5904 130 x 95 x 96H C.O.M. 1: 11 m C.O.M. 2: 22 m ²	A-5905 130 x 95 x 96H C.O.M. 1: 11 m C.O.M. 2: 22 m ²
A-5906 230 x 95 x 96H C.O.M. 1: 19 m C.O.M. 2: 38 m ²	A-5907 230 x 95 x 96H C.O.M. 1: 19 m C.O.M. 2: 38 m ²	A-5908 84 x 95 x 96H C.O.M. 1: 9 m C.O.M. 2: 18 m ²	A-5909 168 x 95 x 96H C.O.M. 1: 16 m C.O.M. 2: 32 m ²	A-5910 100 x 95 x 96H C.O.M. 1: 9 m C.O.M. 2: 18 m ²	
A-5911 200 x 95 x 96H C.O.M. 1: 17 m C.O.M. 2: 34 m ²	A-5912 130 x 130 x 96H C.O.M. 1: 13 m C.O.M. 2: 26 m ²	A-5919 100 x 70 x 47H C.O.M. 1: 2,6 m C.O.M. 2: 5,2 m ²	A-5913 130 x 95 x 96H C.O.M. 1: 12 m C.O.M. 2: 24 m ²	A-5914 228 x 95 x 96H C.O.M. 1: 20 m C.O.M. 2: 40 m ²	
A-5916 312 x 95 x 96H C.O.M. 1: 31 m C.O.M. 2: 62 m ²	A-5917 396 x 95 x 96H C.O.M. 1: 38 m C.O.M. 2: 76 m ²	A-5915 260 x 95 x 96H C.O.M. 1: 20 m C.O.M. 2: 40 m ²			
A-5918 360 x 95 x 96H C.O.M. 1: 31 m C.O.M. 2: 62 m ²					

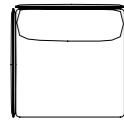
- C.O.M. 1: Todo tela (m.) | Just fabric (m.)
- C.O.M. 2: Todo piel (m²) | Just leather (m²)



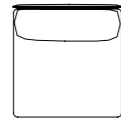
A-4300 130 x 115 x 61H C.O.M. 4,5 m.	A-4301 160 x 115 x 61H C.O.M. 5,4 m.	A-4302 210 x 115 x 61H C.O.M. 6,9 m.	A-4303 186 x 115 x 61H C.O.M. 9,3 m.	A-4304 216 x 115 x 61H C.O.M. 10,2 m.	A-4305 266 x 115 x 61H C.O.M. 12,3 m.
A-4306 316 x 115 x 61H C.O.M. 13,8 m.	A-4307 376 x 115 x 61H C.O.M. 15,8 m.	A-4308 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

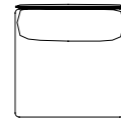
TEMPO



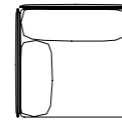
A-5965
97 x 97 x 90H
C.O.M.: 4,5 m



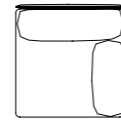
A-5960
93 x 97 x 90H
C.O.M.: 4,5 m



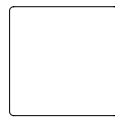
A-5970
97 x 97 x 90H
C.O.M.: 4,5 m



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



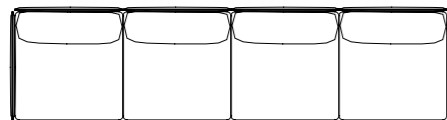
A-5975
93 x 93 x 90H
C.O.M.: 3 m



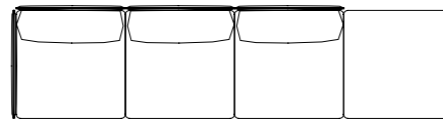
A-5980
194 x 97 x 90H
C.O.M.: 9 m



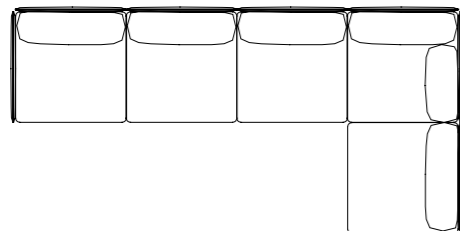
A-5985
287 x 97 x 90H
C.O.M.: 13,5 m



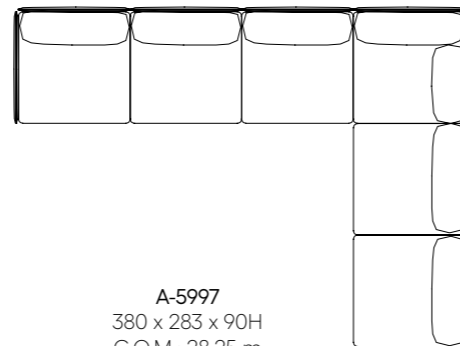
A-5990
380 x 97 x 90H
C.O.M.: 18 m



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

CRICKET



Cama
Bed

Disponibile 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)

ATLAS



Cama
Bed

Disponibile en 3 medidas
3 sizes available

- A-3280 180 x 215 x 100H (Colchón/Mattress 160 x200)
- A-3281 200 x 215 x 100H (Colchón/Mattress 180 x200)
- A-3282 220 x 215 x 100H (Colchón/Mattress 200 x200)

COLECCIÓN ALEXANDRA

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