

*Ferreira de Sá*®

SINCE 1946

FERREIRA DE SÁ. EACH RUG, A NEW STORY.

FOR MANY YEARS, FERREIRA DE SÁ HAS BEEN FILLING THE WORLD WITH UNIQUE CARPETS AND RUGS DESIGNED AND PRODUCED BY THE HANDS OF ITS TALENTED TEAM OF DESIGNERS AND WEAVERS. NEVERTHELESS, IT HAS ALSO BEEN A PRIORITY TO PARTNER WITH SOME OF THE MOST PRESTIGIOUS ARTISTS, ARCHITECTS AND INTERIOR DESIGNERS TO CREATE NEW BESPOKE PIECES, COLLECTIONS AND TRENDS, KNOWING FROM EXPERIENCE THAT THE COMBINATION OF ART, TRADITION AND MODERNITY ARE THE KEY ELEMENTS FOR THE CREATION OF THE MOST EXQUISITE MASTERPIECES. WHILE TAKING CARE NOT TO NEGLECT THE ORIGINS OF THE ART OF WEAVING, FERREIRA DE SÁ IS WRITING ITS OWN STORY IN THE PATH OF CONTEMPORARY DESIGN AND ART, WITH CANDOMBE BEING THE LATEST EVENT IN THIS SCOPE.



# CANDOMBE

A rug collection with Uruguayan design for Ferreira de Sá.

## STUDIOS

ESTUDIO DIARIO  
MUAR DISEÑO  
CAROLINA PALOMBO  
ESTUDIO CLARO  
MENINI NICOLA



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## TO THE SOUTH

FACING THE ATLANTIC OCEAN, URUGUAY, A COUNTRY WITH ANCESTRAL CULTURE. WHERE NEIGHBORHOOD STREETS ARE THE MEETING POINTS TO LIT THE FIRE TO TEMPER THE DRUM LEATHERS.

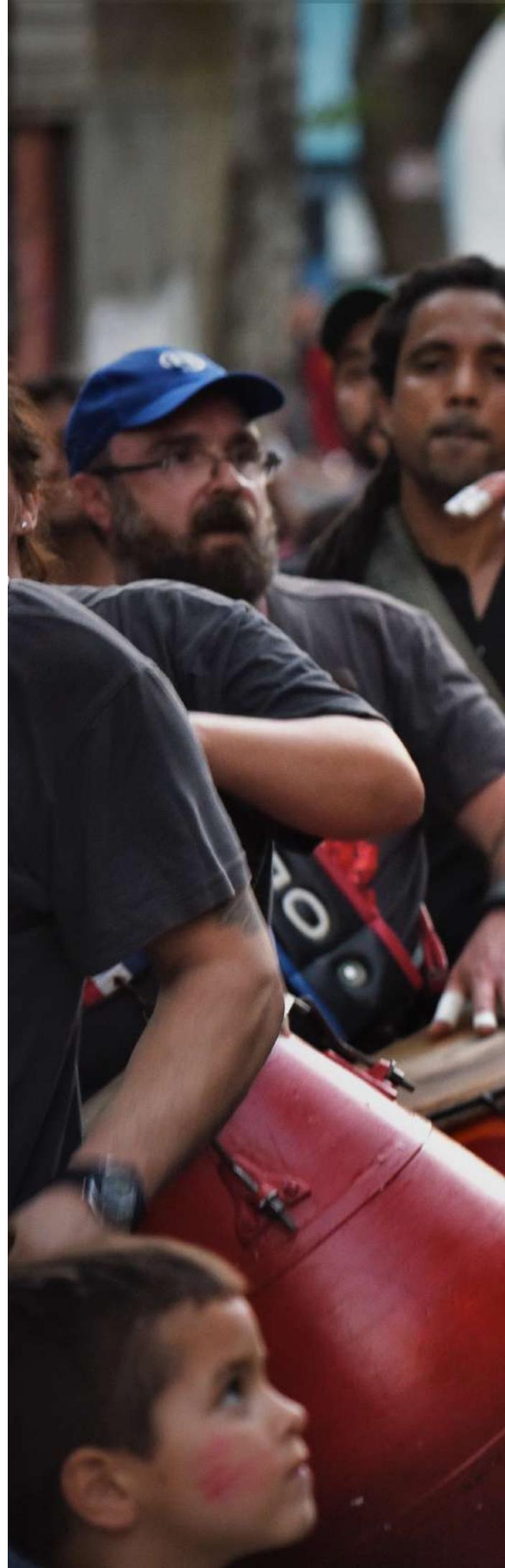
ONE DRUM ANSWERS TO THE CALL OF ANOTHER ONE AND DECIDES TO JOIN THE GROUP, WHERE THE RHYTHM OF 'CANDOMBE' TRIBUTES THE AFRICAN ANCESTORS WHO WERE ONCE SLAVES. THEY NOW CELEBRATE AND HONOR THE FREEDOM OF THE PEOPLE.

- THE 'CANDOMBE' IS A CULTURAL MANIFESTATION OF AFRICAN BLACK ORIGIN, ARISES IN THE COLONIAL ERA AS A FORM OF EXPRESSION AND SOCIALIZATION OF AFRICAN SLAVES WHO ONCE LANDED IN THE PORT OF MONTEVIDEO.

THROUGH MUSIC AND DANCE, THOSE AFRICANS FOUND A WAY OUT TO CONNECT AGAIN WITH THEIR LAND.



THIS COLLECTION PAYS HOMAGE TO THE INTEGRATION OF PEOPLES AND DIFFERENT CULTURES, AND HOW THOSE ARTISTIC MANIFESTATIONS ADAPTED, AND EVEN TODAY THEY REMAIN ALIVE AND GIVE IDENTITY TO OUR COUNTRY.





JCB

La Jacala

La Jacala



## ESTUDIO DIARIO

DIARIO IS A DESIGN STUDIO ESTABLISHED IN MONTEVIDEO, URUGUAY. FOUNDED IN 2013 BY INDUSTRIAL DESIGNERS ANA SOSA AND GUILLERMO SALHÓN, IT WORKS WITHIN THE FIELDS OF FURNITURE DESIGN, BESPOKE PROJECTS AND INTERIORS.

INSPIRATION DERIVES FROM THE INTEREST TO COMBINE FUNCTIONALITY AND AESTHETICS, CREATING SIMPLE AND TIMELESS PIECES, FOCUSING ON THE COMBINATION OF DIFFERENT MATERIALS AND FORMS. ITS DESIGNS EMERGE FROM THE LIMIT BETWEEN TRADITIONAL AND MODERN, RESCUING CONVENTIONAL TECHNIQUES AND OPTIMIZING ITS PRODUCTION PROCESSES.

DIARIO IS A SIMPLE AND FAMILIAR WORD THAT EXPRESSES THE SPIRIT OF THE STUDIO -BRING DESIGN INTO PEOPLE'S LIFE THROUGH PIECES OF DAILY USE, WITH A STORY TO TELL..



## MUAR DISEÑO

MUAR DISEÑO IS A STUDY ESTABLISHED IN MONTEVIDEO - URUGUAY, CREATED IN 2011 BY DESIGNERS FEDERICO MUJICA AND CAROLINA ARIAS. IT OFFERS SERVICES IN INTERIOR DESIGN PROJECTS, FURNITURE DESIGN AND DESIGN LICENSES.

CONTEMPORARY DESIGN OF SIMPLE FORMS, AESTHETIC CARE, USE OF NOBLE MATERIALS, AND A CLOSE LINK WITH PRODUCTION ARE THE CHARACTERISTICS OF THE STUDIO.

COMBINING THE TRAINING AND EXPERIENCE OF ITS FOUNDERS, ARCHITECTURE, INTERIOR DESIGN, PRODUCT DESIGN AND FURNITURE, THE STUDIO DEVELOPS PROJECTS WITH A UNIQUE APPROACH THAT RESULTS IN DIFFERENTIAL AND INNOVATIVE CONCEPTS.

## MENINI NICOLA

MENINI NICOLA© IS AN INDUSTRIAL DESIGN STUDIO FOUNDED IN 2008 BY AGUSTIN MENINI AND CARLO NICOLA, BOTH INDUSTRIAL DESIGNERS DEDICATED TO THE DEVELOPMENT OF HOME PRODUCTS AND FURNITURE SINCE 2002.

LOCATED IN THE NEW DESIGN DISTRICT OF MONTEVIDEO, THE ARTS DISTRICT, MENINI NICOLA© IS ONE OF THE CURRENT REFERENCES OF NATIONAL DESIGN. IT HAS WORKED IN RELEVANT PROJECTS RELATED TO THE COUNTRY'S HERITAGE. SINCE 2006, THE STUDIO HAS A CONTINUOUS PRESENCE IN BRAZIL, IT HAS TAKEN PART IN SEVERAL FURNITURE DESIGN FAIRS AND SINCE 2012 IT HAS BEEN MARKETING PRODUCTS THROUGHOUT THE COUNTRY.

THE STUDIO RECEIVED THE INDUSTRY AWARD IN SALÃO DESIGN MOVELSUL BRASIL 2014 FOR THE BIRDCAGE LINE, WHICH WAS DESIGNED FOR THE COMPANY PUNTO MOBILE IN GARIBALDI (RS, BRAZIL).

AS A RESULT, TODAY THE STUDIO HAS EARNED ITS PLACE IN THE URUGUAYAN DESIGN SCENE; WORKING WITH DESIGN SERVICES, DESIGN LICENCES BOTH NATIONALLY AND INTERNATIONALLY AND SALES PRODUCTS DIRECTLY TO ITS CUSTOMERS. MENINI NICOLA© BELIEVES THAT DESIGN IS NOT ONLY AESTHETICS; PRODUCTION, EXPLOITATION OF MATERIALS AND THE ENTIRE LIFE CYCLE OF THE PRODUCT ARE OF GREAT IMPORTANCE AS WELL.

"WE BELIEVE IN WHAT WE DO, OUR FURNITURE SHOWS WHAT WE ARE, HOW WE WORK AND THE WAY WE UNDERSTAND OUR REALITY."



## CAROLINA PALOMBO

CAROLINA PALOMBO PÍRIZ, IS AN ARCHITECT AND INDUSTRIAL DESIGNER.

SHE OPENED HER OWN STUDIO IN 2007, MONTEVIDEO BASED. SINCE THEN SHE DEVELOPS ARCHITECTONIC PROJECTS INCLUDING RECYCLING, AND NEW CONSTRUCTIONS OF HOUSES, STORES AND SMALL APARTMENT BUILDINGS. IN INDUSTRIAL DESIGN FIELD, SHE DESIGNS FURNITURE AND HOUSEHOLD OBJECTS.

HER PASSION FOR CRAFTSMANSHIP, AND RETURNING TO THE BASICS, TO WHAT IS GENUINE AND WHAT HIDES A STORY, MOTIVATES HER FOR SMALL-SCALE, INDIVIDUAL HOUSES, INTERIOR SPACES, FURNITURE AND EVERYDAY OBJECTS



## ESTUDIO CLARO

ROSINA SECONDI AND DANIEL APPEL ARE THE URUGUAYAN DESIGNERS BEHIND ESTUDIO CLARO. THEIR COLLABORATIVE PROCESS WITH LOCAL WORKSHOPS AND ARTISANS GIVES THEIR DESIGN PIECES AND SPACES A UNIQUE VALUE.

THE STUDIO CARRIES OUT DESIGN PROJECTS IN LATIN AMERICA AND EUROPE, AND THEIR PRODUCTS ARE DESIGNED FOR BOTH SELECTED GALLERIES AND LARGE SCALE PRODUCTION.

THE CORE PRINCIPLE IS THE INTERPRETATION OF THE CONTEXT THROUGH SIMPLE FORMS AND NOBLE MATERIALS THAT GIVE IDENTITY TO THEIR FURNITURE.



## TALI

THE DRUM BRINGS PEOPLE TOGETHER AROUND THE RHYTHM AND THE DANCE, THEY ARE GOING TO MEET IN THE SQUARES, IN THE CORNERS, TO TEMPER THE DRUM LEATHERS, TO PLAY THE DRUM, TO DANCE, TO REAWAKE THE RITUAL ... IT IS CANDOMBE.

THIS DESIGN PROPOSAL STARTS WITH WORKING WITH THE SHAPE AND VOLUME OF THE DRUM, DEFORMING, AND DECOMPOSING ITS ELEMENTS INTO COLORED SPOTS.



DISEÑO





## GONDWANA

JUST AS THE CONTINENTS WERE ONCE UNITED AND THEN SEPARATED.  
JUST AS PEOPLE WERE ONCE THE SAME  
JUST AS NEW FORMS OF CULTURE ARE CREATED, THE NEW RITUALS.

THIS PROPOSAL CAPTURES THAT CONNECTION BACK TO THE ORIGIN,  
THE ANCESTRAL KNOWLEDGE, THERE WILL ALWAYS BE CHANNELS OF  
COMMUNICATION WITH THE PAST.

THE AUSTERE COLOR PALETTE, ALMOST BICOLOR, WITH GRADIENT  
TRANSITIONS, WITHOUT BORDERS, INVITING TO REFLECTION.



DISEÑO



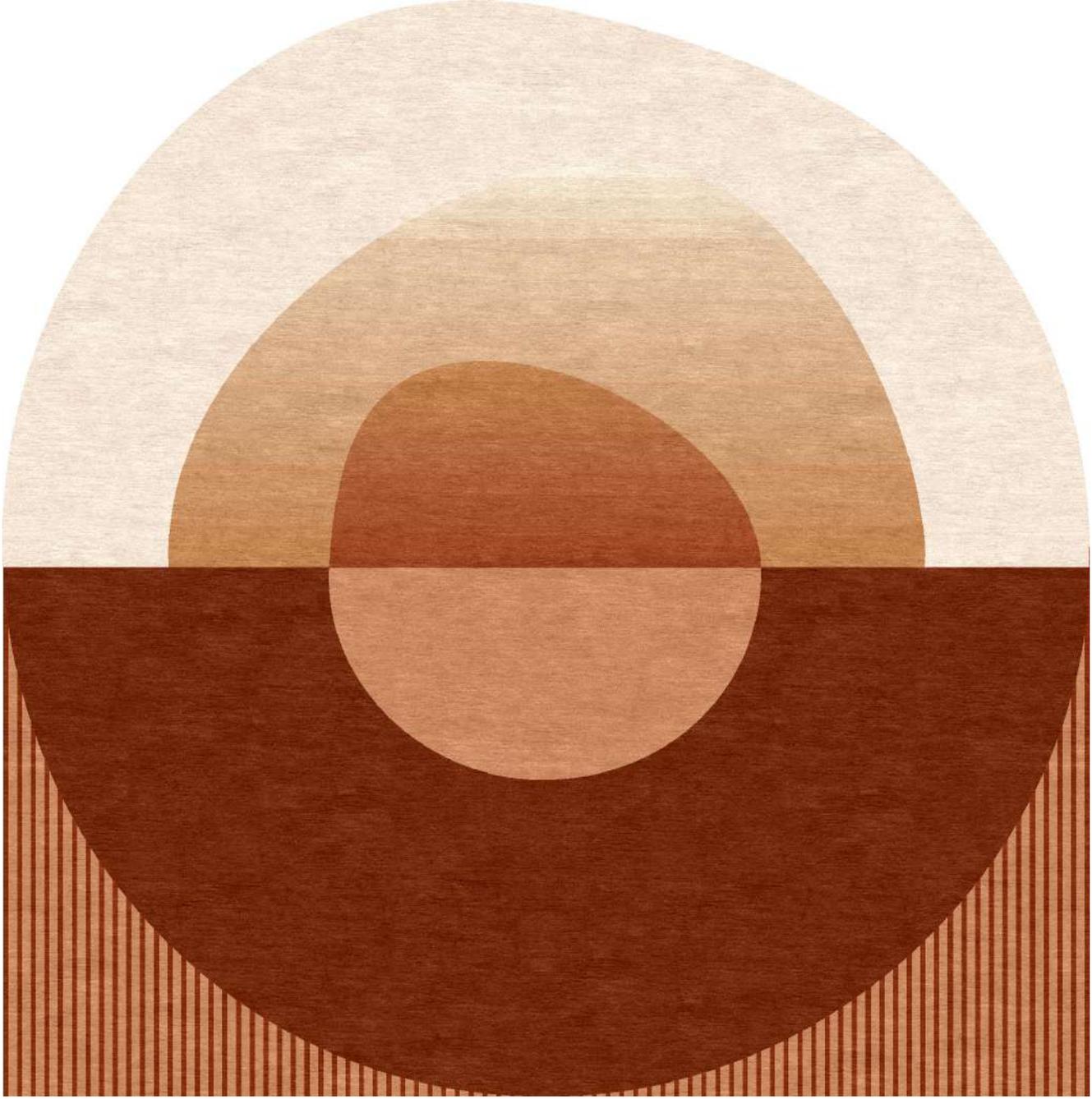


## THE HAT AND THE DRUM (EL SOMBRERO Y EL TAMBORIL)

THE DESIGN OF THIS RUG IS THE RESULT OF A GRAPHIC EXPERIMENTATION OF TWO OF THE MOST SYMBOLIC ELEMENTS OF THE CANDOMBE: THE DRUM AND THE HAT. THE CIRCULAR FORMS OF BOTH ELEMENTS MERGE, GENERATING A CONCENTRIC ELEMENT. VOLUMES ARE MIXED WITH SOUNDS, GEOMETRIC FIGURES WITH ORGANIC ONES, AND A PALETTE OF EARTH COLORS TYPICAL OF THE "LONJA", THE FIRE AND THE RÍO DE LA PLATA. THE RESULT IS A SOPHISTICATED GRADIENT EFFECT WITH A SIMPLE AND CONTEMPORARY AESTHETIC.

DIARIO®





- THE HAT AND THE DRUM -

## ORIGINS (ORÍGENES)

THIS RUG IS INSPIRED BY THE ORIGINS OF CANDOMBE, WHERE THE INFLUENCE OF AFRICAN DANCES WAS VERY NOTICEABLE, AND THEREFORE IT WAS CLOSER TO RITUALS. THE BASIC ELEMENTS WERE GRAPHICALLY SYNTHESIZED: THE PERCUSSIONIST WITH THE DRUM WALKING THROUGH THE COBBLED STREETS OF THE CITY. THE COLOR PALETTE ARISES FROM THE TONES OF THE 'LONJA', THE FIRE AND THE RÍO DE LA PLATA.

# DIARIO<sup>®</sup>





## LONJA

LIGHTS AND SHADOWS, IRREGULAR SHAPES AND BRIGHT COLOURS SUCH AS YELLOW, OCHRE AND BLACK, SHAPE THE DESIGN OF THIS RUG. REINTERPRET AND REPRESENT THE RITUAL OF HEATING THE LEATHER BEFORE STARTING TO PLAY THE DRUMS.



CAROLINA PALOMBO PÍRIZ





## PIANO

GEOMETRIC FORMS, BRIGHT COLORS AND THE COMBINATION WITH CURVES AND STRAIGHT LINES, REFERRED TO THE SHAPES OF THE DRUMS.

"PIANO" IS THE NAME OF ONE OF THE THREE TYPES OF DRUMS USED IN CANDOMBE. IT'S THE BIGGEST ONE AND WHICH HAS THE MOST SERIOUS SOUND.



CAROLINA PALOMBO PÍRIZ





## CUATRO NEGRAS (FOUR QUARTER NOTES)

TO THE SOUTH, A RHYTHM UNITES PEOPLE IN THE STREETS AND MAKES THEM FORGET THEIR DIFFERENCES. THE DRUMS VIBRATE LEADING PEOPLE TO A TRANCE, WHERE THEY ENJOY THAT PRIMITIVE ESSENCE THAT DOES NOT CHANGE.

INTENSE COLORS, VIBRATIONS AND MOVEMENT ARE THE CHARACTERISTICS OF THIS RUG, WHICH AIMS TO GENERATE IN OTHERS WHAT URUGUAYANS FEELS WHEN LISTENING TO CANDOMBE, TO THE RHYTHM OF "CUATRO NEGRAS" FOR COMPASS.

ESTUDIO CLARO





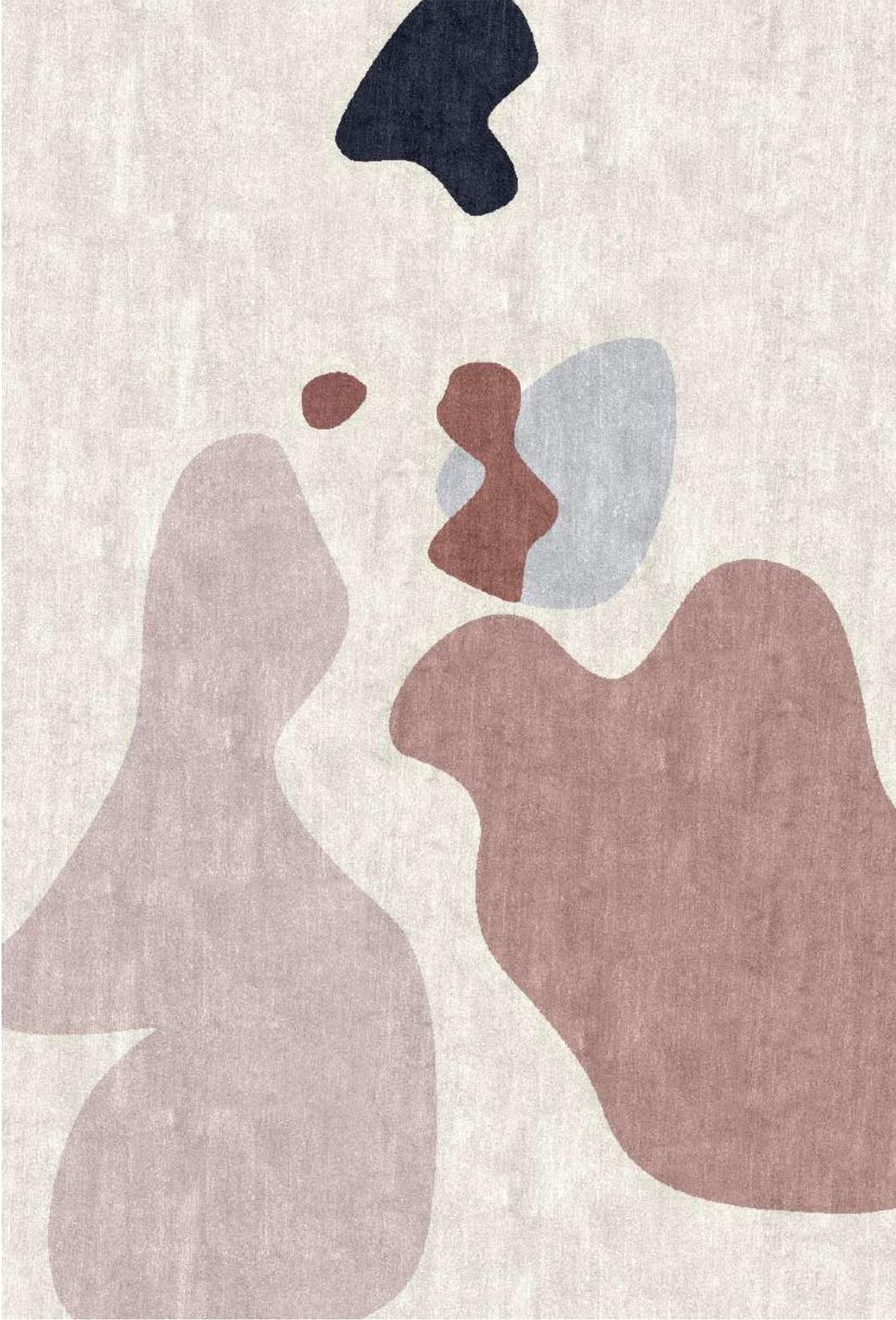
## MAMA VIEJA (OLD MOM)

THE INTENSE BRUSHSTROKE OF THE URUGUAYAN PAINTER PEDRO FIGARI (1862-1939) BRINGS LATIN AMERICAN IDENTITY TO LIFE. BALLROOM DANCES, BLACK CANDOMBEROS AND COLONIAL PATIOS ARE SOME OF THE IMMORTALIZED SCENES IN HIS WORK.

WE MADE A WORK OF REINTERPRETATION AND SYNTHESIS OF ONE OF THE CANDOMBE CHARACTERS IN HIS PAINTINGS CALLED "MAMA VIEJA". WE WERE INSPIRED BY HIS CHARACTERISTIC GESTURE, THE MOVEMENT AND THE STACKED PALLET.

ESTUDIO CLARO





## MEAT AND LEATHER (CARNE E COURO)

YOU FEEL CANDOMBE, YOU LIVE IT, YOU ENJOY IT AND YOU SUFFER IT. IT'S NOT JUST MUSIC, IT'S THE BLOW OF THE HAND ON THE LEATHER. IT IS REPEATED UNTIL BLEEDING, TO FORGET THE PROBLEMS AND ENTER A PRIMITIVE TRANCE BROUGHT FROM AFRICA.

THIS DESIGN PROPOSAL SHOWS THE SHADOWS OF THE HANDS WHEN HITTING THE TAMBOR LEATHER, BLACK AND WHITE HANDS GATHERED AROUND LEATHER TEMPERED WITH FIRE, AN ARCHAIC REFLECTION OF BELONGING AND COMMUNION.





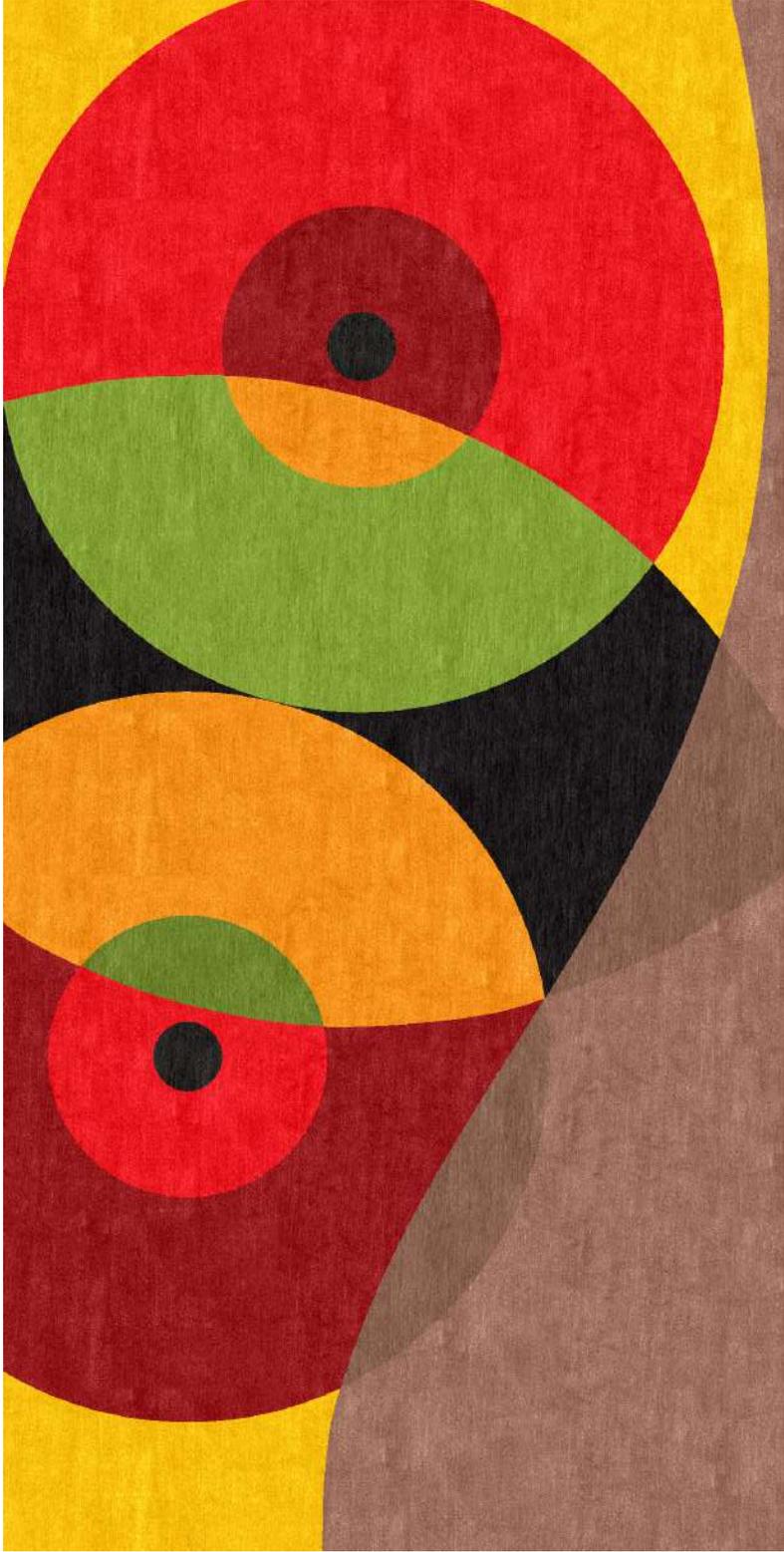
## COMMUNION (COMUNHÃO)

IT COULD BE SAID THAT CANDOMBE BURIES ITS ROOTS IN BLACK AFRICA AND FLOURISHES FROM THE MIXTURE OF COLORS, FOODS AND LANGUAGES OF MONTEVIDEO AT THE BEGINNING OF THE 20TH CENTURY. GATHERED IN COMMUNAL BUILDINGS CALLED "CONVENTILLOS", THE RHYTHM OF THE TAMBORES WAS STRENGTHENED AND PROJECTED AS AN EXPANSIVE WAVE; FROM THE CONVENTILLO OF ANSINA TO MEDIO MUNDO YOU CAN TRACE THE BACKBONE OF CANDOMBE.

FROM THE SOUTH OF MONTEVIDEO, BATHED BY THE BROWN WATERS OF THE RÍO DE LA PLATA, THE HITS OF THE LEATHER GREW AND BECAME AN IDENTITY AND FEELING UNITED BY THE TAMBOR.

THE PASSION OF BLOOD, ALONG WITH BLACK AFRICA ARE THE DIALOGUE BETWEEN CONVENTILLOS, TINTING OF RHYTHM AND TRADITION THE STREETS.





- COMMUNION -

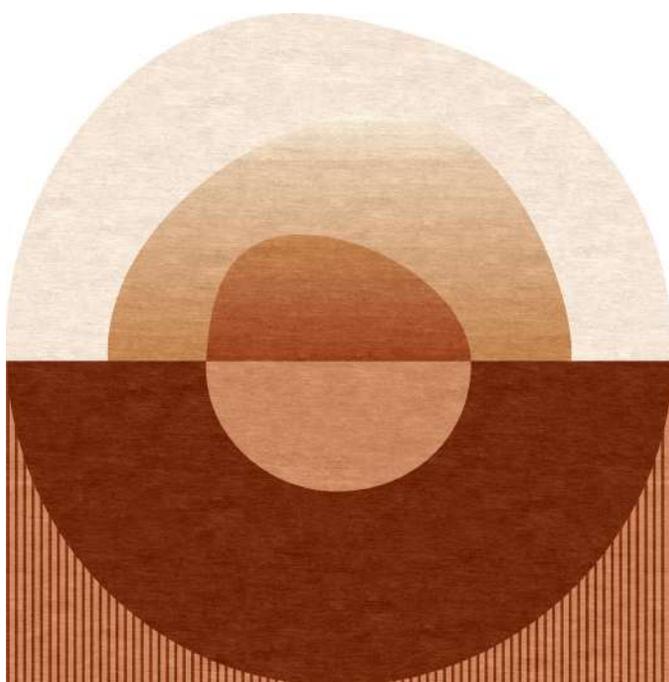




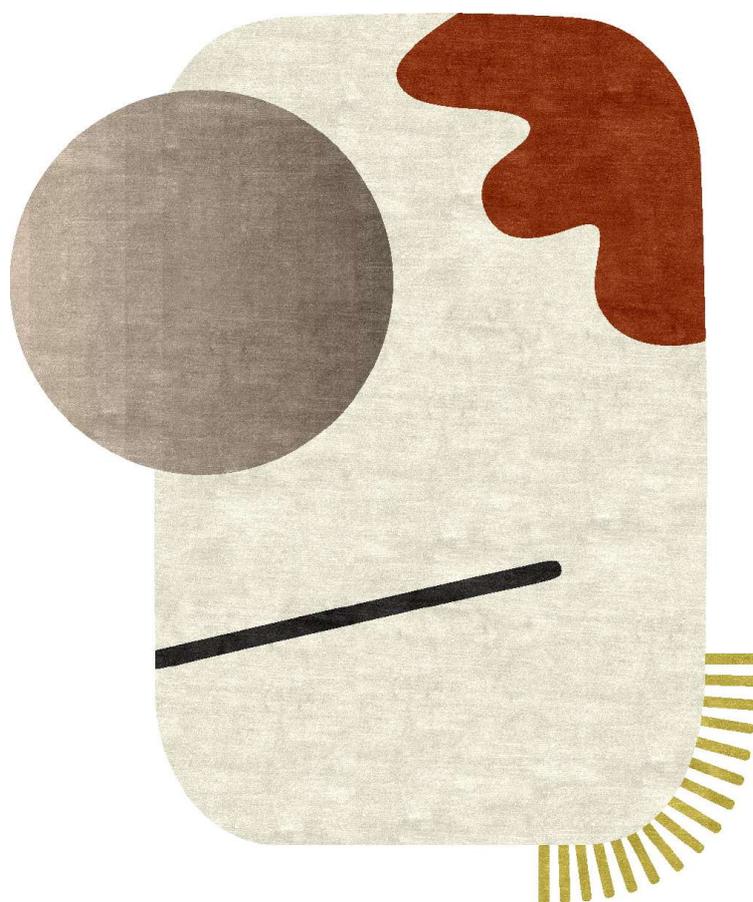
TALÍ  
MOHAIR  
220X300CM



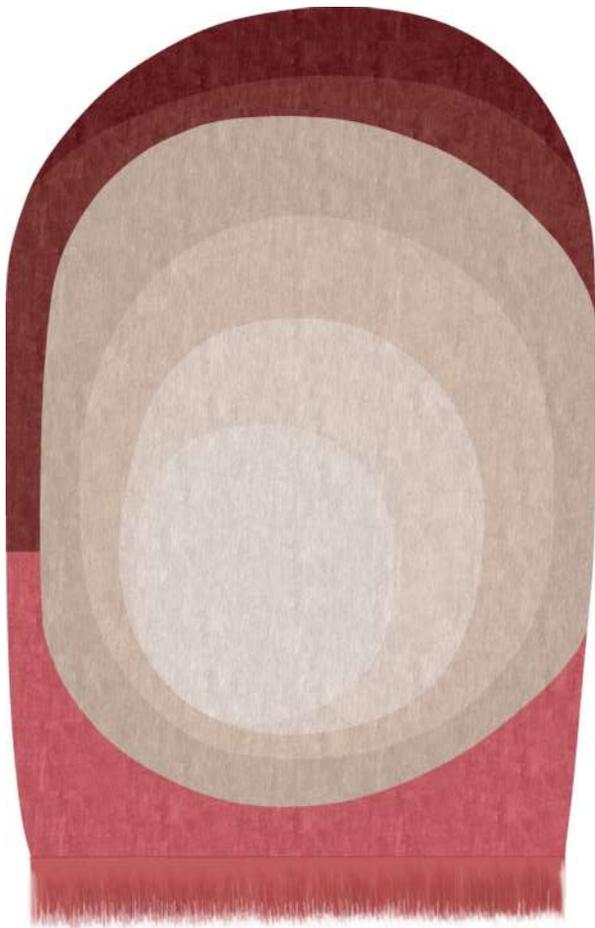
GONDWANA  
BOTANICAL SILK  
140X300CM  
130X300 CM



THE HAT AND THE DRUM  
MOHAIR AND BOTANICAL SILK  
200X200CM



ORIGINS  
MOHAIR AND BOTANICAL SILK  
250X300CM



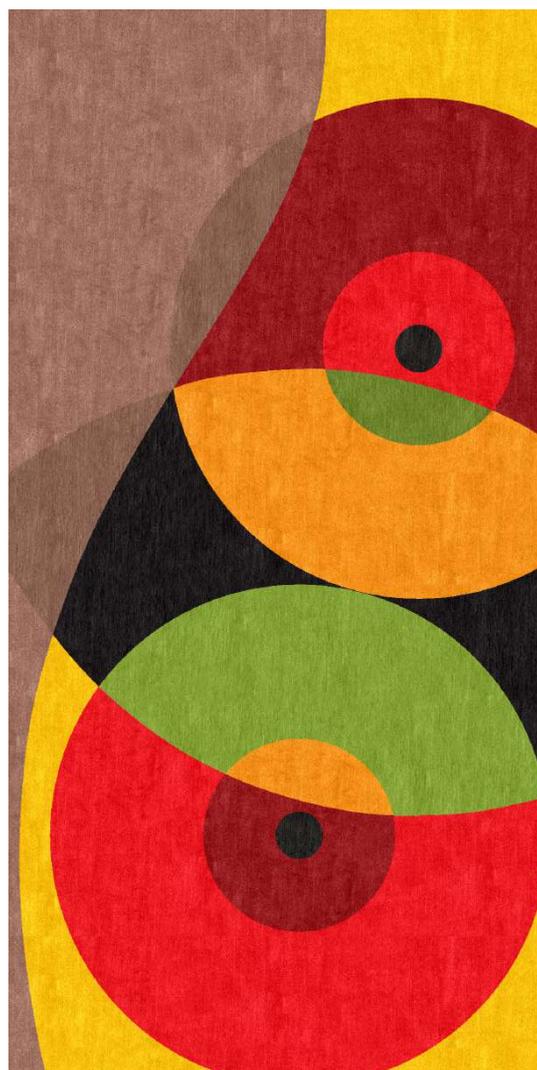
CUATRO NEGRAS  
NEW ZEALAND WOOL AND MOHAIR  
200X300CM



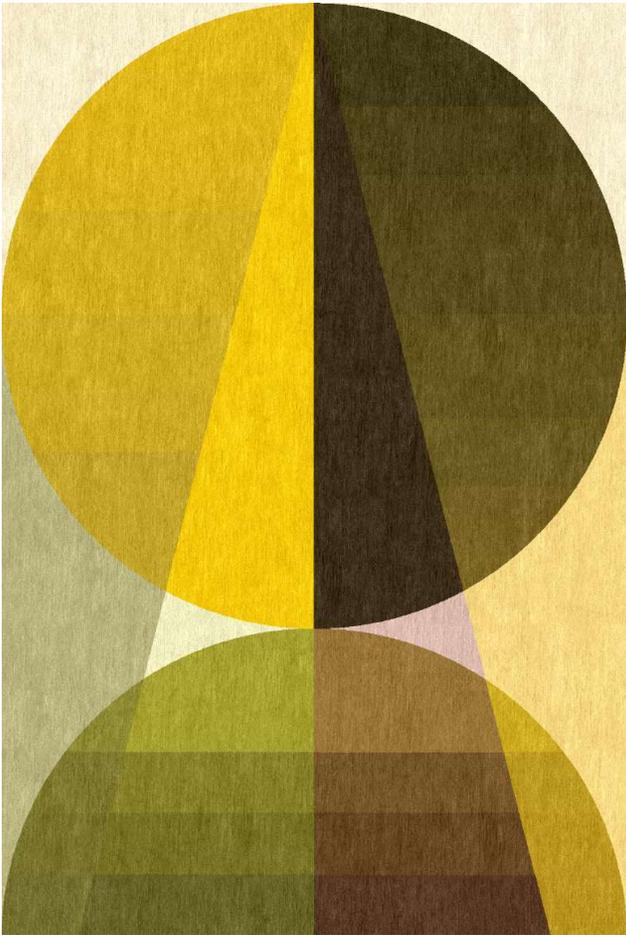
MEAT AND LEATHER  
NEW ZEALAND WOOL AND BOTANICAL SILK  
180X300CM



MAMA VIEJA  
NEW ZEALAND WOOL  
200X300CM



COMMUNION  
MOHAIR  
150X300CM



PIANO  
MOHAIR AND BOTANICAL SILK  
200X300CM



LONJA  
MOHAIR AND BOTANICAL SILK  
200X300CM