

**10**  
**TOUR**



**midim**

international exhibition  
**of mexican design**

**EUROPE 2014**



# WHAT IS MIDIM?

IT'S THE MOST REPRESENTATIVE  
MEXICAN DESIGN SAMPLE WITH THE  
PARTICIPATION OF 50 DESIGNERS

**Italy** | April 1 - April 13

**France** | April 21 - May 4

**Spain** | May 12 - May 25

**England** | June 2 - June 15

**Belgium** | June 23 - July 6

**Netherlands** | July 14 - July 27

**Germany** | August 4 - August 17

**Denmark** | August 25 - September 7

**Sweden** | September 15 - September 28

**Mexico** | CLOSURE

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muestra internacional  
de diseño mexicano

**EXHIBITIONS**  
**CONFERENCE**  
**PARTY**



# MIDIM EUROPE 2014

STARTING IN MILANO UNDER THE  
*SALONE INTERNAZIONALE DEL MOBILE*

EVERY DESIGN CENTER WILL BE ANNOUNCED  
IN THE EVENT OF THE FORMER CITY

## SPEAKERS

CRISTINA RAMELLA - ARTELIER  
KARLA SARTI - MÉXICO ESTA DE MODA  
VICTOR MARTÍNEZ - VGM THEORY  
JARO GAYOSSO - DIX



**10 EXHIBITION CENTERS  
IN 10 CITIES  
OF 10 COUNTRIES**

**FASHION  
OBJECT  
FURNITURE  
INTERIOR**

# midim

international exhibition  
of mexican design

Milano

Paris

Madrid

London

Brussel

Amsterdam

Stuttgart

Copenhaguen

Stockholm



# TOP FASHION DESIGNERS

Mexican Design sounded a lot in recent years. Thanks to international platforms like México está de Moda foreign trade is happening today. Backed by good design and great quality Five Designers from Puebla, Morelia, Monterrey, Querétaro and México City represent Mexican fashion in Europe this year. Their designs are characterized by using materials, processes or elements of Mexican culture. The first International Exhibition of Mexican design in Europe will be represent by Summer Romero, Ana Fernández, Cristina Ramella, Martha Cristina Garza and Katia Marmolejo.



## ANA FERNÁNDEZ

Represents the techniques, talent, and Mexican essence; combining ancestral methods with the contemporary design, creating a unique concept on every handmade piece.



## MARTHA CRISTINA GARZA

Use icons associated with our culture in various fields, as typical dishes, folklore dance and prehispanic elements. Achieving an abstraction of the elements. Synthesized in a very subtle way the traits of our Mexican culture.

# SUMMER ROMERO



## SUMMER ROMERO

Is a unique label that fuses Mexican traditional and millenary textile art with contemporary fashion into ONE OF A KIND, limited edition and energetically programmed garments through a fine, respectful and intentioned production process.



## ARTELIER by Cristina Ramella

Artelier only uses top quality materials: gold, silver and gemstones. In here you can find unique pieces already designed, also redesign existent pieces, reproduce them based in any image and of course.



## KATIA MARMOLEJO

### NOMAD WOMAN

Modeling in Wax  
Lost Wax Casting for Jewelry  
Processes Experience jewelry making various indigenous cultures.

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# FASHION

SUMMER ROMERO  
ANA FERNÁNDEZ  
CRISTINA RAMELLA  
KATIA MARMOLEJO  
MARTHA C. GARZA



**MX URBANO**  
LNUCC



## MX URBANO

Ottoman Platón with extension its concept comes from the simplest geometric form: the cube. Being fragmented retains its properties to perceptual level but aesthetically it gives a completely different meaning. The covers moves laterally and upward to compose a side table.

**Rigel® Durán.**  
Diseño Industrial, México.

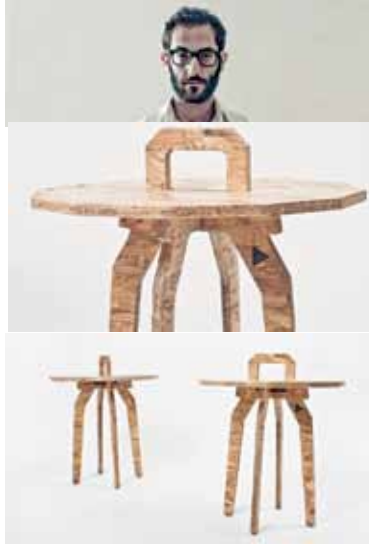


## RIGEL DURÁN

The Tlayacapan chair is an effort that joins the fight to preserve the tradition and Mexican techniques have gradually been abandoning the cultural imagination of our people.

## AJONJOLÍ

Pot or decorative luminaire. Ceramic piece inspired by the organic shapes of the trees.



## NOTWASTE

Mayac is a multifunctional and transportable table that ponder on the mobility of the objects inside the house. It's the first of a serie of furniture and home accessories, produced by Notwaste, mexican brand that was born in 2012, collaborating with local and international young designers.



## WOGAR

Fun and dynamic Bookcase designed to accommodate different sized objects such as books, magazines, video games, dvd's. or whatever you prefer. Its angle of inclination gives it an original.



## ALEJANDRO MACIAS

Ta Ti-To Born unit shared by two trades. Collaboration between H. Francisco Ignacio Delgado & Romo conceives three objects that display their skills.

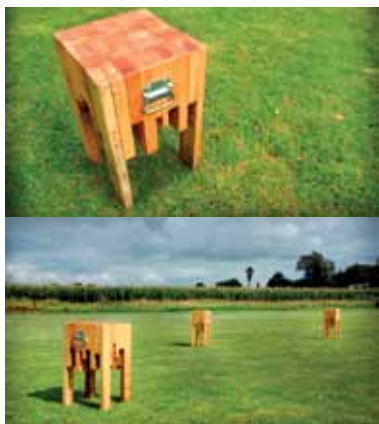
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## OBJECT

AJONJOLÍ  
ALEJANDRO MACIAS  
CHRISTIAN LIAHUT  
DISEÑO AKA  
EDGAR WINGNALL  
HASHTAG  
JACAL



# HABANERO



## HABANERO

Is a project that seeks to transform and reuse materials that have served their original life cycle as wood, glass and metal to transform them into design pieces of great value, not only from an aesthetic point of view, but also functional.



## HAMACA

ook Chair designed and developed from semi craftsmanship, made from solid wood and flame oak veneer (with choice of oak, bamboo, wenge, rosewood or elm); lacquered in white (or the color that the client determines).

## JUSKANI ALONSO

DISEÑO INDUSTRIAL MEXICANO



## JUSKANI ALONSO

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## MAURICIO VALDES

NOVA frutero / the nova fruitbowl

LA CAPILLA BLANCA / the white chapell side table.

## MEDIAMADERA



## MEDIA MADERA

BANKA  
With detachable cover Valchromat and structure of solid oak wood with turned legs. Possible assembly tools needed.



## MOMÉ

Christian Pacheco, through its signature Kimbal, made a collaboration with the company MoMé, the goal was to decorate the table support Agave its line of residential furniture. The decor is linked to the major deities of Wixárika: Werika mukam eagle, deer blue and flower peyote.

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## FURNITURE

- AMO ATO
- ARIEL ROJO
- DGREEN
- EOS MÉXICO
- HABANERO
- HAMACA
- JUSKANI ALONSO
- MAURICIO VALDES







## CHRISTIAN LIAHUT

Portable Thermo taking concept of Mexican chocolate grinder.



## EDGAR WIGNALL

TEN lamps are built uniquely with furniture factory disposal material, in this case chair parts. By a simple wood crafting process we transform its parts into a lamp that can be assembled with other of a kind.



## INTERIOR

ARIEL ROJO  
ARTURO ORTIZ  
C CÚBICA  
CECILIA LEÓN DE LA BARRA  
CÍTRICO GRÁFICO



## DISEÑO AKA

Cheese cutters, with a test on the first production of the cutting of hard and semi-hard cheeses. You can see the interest in experimentation, use, and even creating new materials.



## EOS MÉXICO

Inspired by the iconic Mayan Chac Mool, this piece evokes so as metaphorically and ironically, the ideal link between gods and humans by proposing a position that creates wellness and relaxation, inviting conversation and relaxation.



## LA JABONERA

ARBOIL is designed to provoke and promote responsible habits in the use and disposal of cooking oil. It consists of two pieces that together solve storage problems, re-use and disposal of edible oil.



## MASIOSARE

The beauty of natural wood was the central element to design BeYou bracelet. A line of bracelets that redefines the concept of bijoux in a simple, natural and attractive object for both genders.





## Pablo Gómez Gallardo Latapí

AUTÉNTICO CABALLITO  
TEQUILERO MEXICANO ®  
Thinking of the importance it has assumed the name of tequila with your newly acquired home, we believe that it is important to tell your own glass or representative as well as all major beverage cup.

## YOHO CERAMIC

Japanese Bowl design type for dishes based on rice (gohan). A pioneer in bowls aesthetic proposal, both in configuration and functionality, designed by "ESTMONT desing" for "YOHO ceramic" With contemporary formal proposal, which form part of a family of Japanese goods that should be present in your table.

## ARIEL ROJO

Al-ma is a furniture line for outdoor made out of aluminum, material which in addition to being lightweight, has a long lifetime due to its high corrosion resistance, it is also recyclable.



## TERBS DESIGN DOG FOOD DISPENSER

Art object with the shape of a canine .  
Holds 4 kg of hash .  
Remove the head and croquettes are emptied by means of a lever plate fall to the piece.

## AMO ATO

Chair made from wood (walnut or maple). Upholstery on both sides that simulate the folds of paper. It has a recycled paper insert in one of its legs.

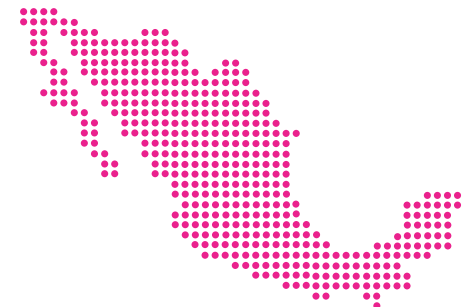
## DGREEN

An eclectic design that arise dynamically merge classic and contemporary concept, breaking existing formal contradictions.



## OBJECT

LA JABONERA  
MAGNOLIA  
MASIOSARESTUDIO  
MAURICIO VALDES  
NEURAL  
O-LAB





## JACAL

Ashtray read-made from a braizer traditionally used in Mexico for offerings on the Day of the Dead festivities.



## MAGNOLIA

Handmade rug handcrafted by artisans from Colón in Querétaro México, it was knitted using a traditional foot treadle loom and dyed in 4 different colors, it's modular design was inspired by the modularity on beehives.



## NEURAL

Vase inspired by the cactus native of Queretaro, which can be used for a center-piece. The position of the flowers refers to the flowering of the cactacias in part inspired.



## O-LAB

Lazarillo lamp. This dog is your faithful guide, with you day and night... specially at night.



## POP+DOTS

Decorative and sculptural clay piece which main functionality is to naturally amplified the sound of the iPhone. The blowing horn was a sound device used for communication or alert.



## SHIFT

La Morena is a small pot that combines two materials rarely seen together, wood and cement. The combination of both results in an honest and balanced artifact where concrete's stony aesthetics are countered and warmed by wood's organic looks.



## FURNITURE

- MEDIA MADERA
- MIDI DESIGN
- MOMÉ
- MX URBANO
- NOTWASTE
- RIGEL DURÁN
- WOGAR



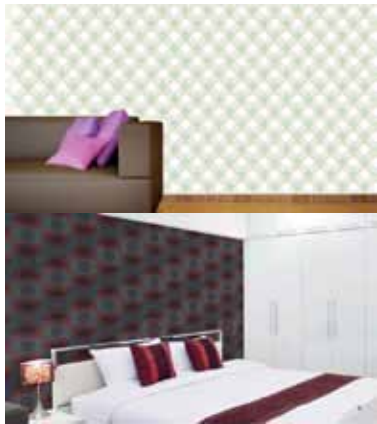
# TOP MEXICAN DESIGNERS

A 100% Mexican Collection of Wallcoverings created in collaboration between Speciale and a select group of the eleven most prestigious Mexican Architects and Designers.

An initiative that seeks to promote and impulse Mexican Design throughout the world, with the talent and creativity of Ariel Rojo, Arturo Ortiz, C Cúbica, Cecilia León de la Barra, Cítrco Gráfico, Ezequiel Farca, Héctor Esrawe, Igancio Cadena, Dr. Alderete, Juan de Lascurain and Michel Rojkind.

Designers that reference symbols of history, culture and every day living that characterized our identity, consolidating that which could only be defined as Mexico.

## ARIEL ROJO



Ariel Rojo Design Studio is a multidisciplinary firm comitted to improve the quality of life throught design solutions. Conscience, responsibility and humor are some of the key ingredients in our proporsals, hoping to steal a smile or a moment of reflection from the user.

## ARTURO ORTIZ



Arturo Ortiz Struck studied architecture and he is member of the National System for Art Creators, FONCA. He has participated in different universities, exhibitions and forums in Mexico, Canada, Italy, Serb, Switzerland, China, Germany and the United States. Today, he is head of Taller Territorial de Mexico.

## C CÚBICA



## CECILIA LEÓN DE LA BARRA



## CÍTRICO GRÁFICO



Andrea Cesarman, Emilio Cabrero and Marco Coello formed C Cubica Architects. They have jointly dedicated their time in creating architectural projects; as well as graphic and industrial design and corporate image national and internationally.

Works on indepentent projects of furniture, product, interiors and consulting. Co-founder of MOB, founder of NEL Collective and Colectivo Hecho a Mano. She curated the Design Exhibitions Handmade: New Collaborative Design Processes and Zona Maco this year.

Citrico Grafico is a design studio founded by María Fernanda Lhez, Malcolm Llanas and Ricardo Lozano Villaseñor. Andamios is their new project that belong to the creative industries and helps to promote new independent artists and designers. Actually they coordinate the graphic design category in Quórum.



# INTERIOR

EZEQUIEL FARCA  
HÉCTOR ESRAWE  
IGNACIO CADENA  
DR. ALDERETE  
JUAN DE LASCURAIN  
MICHEL ROJKIND



## EZEQUIEL FARCA



Creative Director & CEO of the design firm Ezequiel Farca. He has received more than 50 national and international distinctions and awards. Ezequiel opened his first design studio in 1995 and a few years later, a furniture showroom in the heart of Polanco. He studied in Mexico, Barcelona, Washington and finally an MBA in UCLA, in Los Ángeles.

## DR. ALDERETE



Pop illustrator who uses trash culture, 50's science fiction films, wrestling and surf music imagery in his psychotronic illustrations, animations and comics. General Editor for the London based publisher Korero books, where he publish The Day of the Dead and Mexican Graphics.

## HÉCTOR ESRAWÉ



Industrial Designer founder and member of NEL Collective. Special mention at the Interior Design Magazine's Best of the Year Awards for Cielito Lindo Café, project done in collaboration with Ignacio Cadena. His projects have been published in major design magazines and received national and international awards.

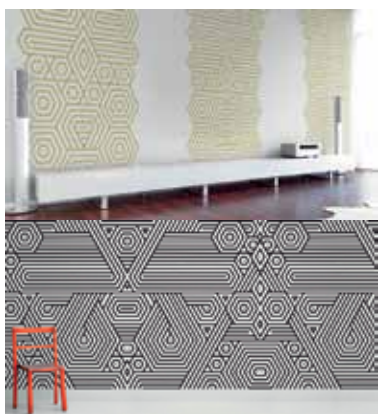
## JUAN DE LASCURAIN



A Mexican artist, designer and entrepreneur. Nine years ago he started the Dream Big concept, with the purpose of inspiring people to follow their dreams.

"No matter where you come from, or how much money you have, if you have Faith, a Dream and you work hard, anything is possible."

## IGNACIO CADENA



His work explores the boundaries of contact between art and science, while represents visual concepts extracted from urban environments and modern media. He works methodically but in an intuitive way to get rid of premature judgments and thus focus their sensitivity. The Pictograms was developed in collaboration with Ricardo Bideau.

## MICHEL ROJKIND



He studied Architecture and Urban Planning. He founded Rojkind Arquitectos considered by Architectural Record one of the top 10 firms Design Vanguard 2005. With the idea of designing compelling experiences and connecting at a deeper level with the intricacies of each project.



## OBJECT

PABLO GGL  
POD+DOTS  
SHIFT  
TERBS DESIGN  
YOHO CERAMICS



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