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SPAIN arts & culture cordially invites you to a DESIGN EVENING to launch  
**S.O.S. SPANISH OFFICE SHOWROOM**  
&  
**CRAFTS & TALENT From Spain**



**WHAT:**  
**S.O.S. SPANISH OFFICE SHOWROOM**  
Exhibition of Spanish Office Furniture in Washington, D.C.

**CRAFTS & TALENT From Spain**  
Exclusive series of crafted products designed by some of the most innovative new Spanish firms.

**WHEN:**  
**DESIGN NIGHT: Thursday June 13, 2013 (6:30 – 8:30 pm)**  
\* Cocktail reception by Taberna del Alabardero. By invitation only. RSVP required: [contact@spainculture.us](mailto:contact@spainculture.us)

**WHERE:**  
Former Residence of the Ambassadors of Spain, 280116<sup>th</sup> St NW, Washington, D.C.

Cultural / Office /

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## S.O.S. SPANISH OFFICE SHOWROOM

SPAIN arts & culture is pleased to present, in collaboration with Apartment Zero, **S.O.S. Spanish Office Showroom**, a permanent showroom of Spanish workplace furniture, light fixtures, and other complementary objects, representing both superb design and functionality at the Former Residence of the Ambassadors of Spain in Washington D.C.

Curated by renowned architect and interior designer **Juli Capella**, the exhibition consists of a selection of award-winning office furniture created by established Spanish designers **Jaime Hayón**, **Patricia Urquiola**, **Luis Eslava**, **Joan Gaspar**, **Antoni Arola** and others, as well as the most innovative Spanish firms such as **BD Barcelona** ([www.bdbarcelona.com](http://www.bdbarcelona.com)), **Dynamobel** ([www.dynamobel.com](http://www.dynamobel.com)), **Gandia Blasco** ([www.gandiablasco.com](http://www.gandiablasco.com)), **LZF lighting** ([www.lzf-lamps.com](http://www.lzf-lamps.com)), **Metalarte** ([www.metalarte.com](http://www.metalarte.com)), **Santa & Cole** ([www.santacole.com](http://www.santacole.com)), and **Uno Design** ([www.uno-design.com](http://www.uno-design.com)), to name a few.

**S.O.S. Spanish Office Showroom** highlights how the creativity of contemporary Spanish design adapts itself to any office environment, and further showcases the international presence of Spanish design companies in competitive markets, such as those in the United States. Many firms have collaborated with Spanish industrial designers to produce these distinctive and practical pieces thus assuring their availability to the American public. This exhibit features just a sample of the many products and designs available.

As the backdrop to this design exhibition, the **Former Residence of the Ambassadors of Spain** in Washington, D.C. is proud to present the S.O.S. Spanish Office Showroom. Not only was the mansion built by the wife of the senator who introduced the 13th Amendment abolishing slavery, it was intended to be the Vice Presidential Residence and would house the ambassador of Spain for some sixty years. Now the Embassy of Spain together with the Spain-USA Foundation is converting the building into a culturally significant and historically rich venue for various events. With this exhibit, the Embassy opens the second floor to the public for the first time since the Ambassador's residence moved to Foxhall Road.

According to **curator Juli Capella**: *“Despite the difficult economic times, Spain continues to give birth to new and more talented creators. In the designer home furnishings and office equipment sectors, Spain is one of the world leaders, leveraging its strength by providing a wide range of reasonably priced, functional and beautifully designed products. The works featured in this exhibition have been conceived by established Spanish designers and produced by renowned Spanish companies, leaders in the office furniture sector. The many possibilities of these pieces are endless, from the most sophisticated and luxurious craftsmanship, to efficient and pragmatic solutions, to the most avant-garde experiments.”*

The Showroom gives visitors a chance to see examples of high-quality Spanish products available within the US including, but not limited to light fixtures, desks, chairs, shelving, rugs, casegoods, lounge seating and other furniture items. All items on display in this unique DC historic space will improve any working environment and may be easily shipped within the US.

**Showroom on view on special Design Fridays:** June 14, 21 & 28, 2013 from 10 am to 2 pm.  
From July onwards, visits by appointment to: [contact@spainculture.us](mailto:contact@spainculture.us)

**See attached brochure for full details on the pieces and companies featured at S.O.S.** For inquiries into any of the furniture listed, pricing and availability, please contact: [info@apartmentzero.com](mailto:info@apartmentzero.com) or (703) 538-2309.

**Hi-Res pictures available upon request.**



## CRAFTS & TALENT From Spain

SPAIN arts & culture also presents **CRAFTS & TALENT From Spain**, a series of handcrafted products exclusively designed for us by some of the most talented new Spanish creative brands. Starting this June, this exciting collaboration will allow our followers to access this unique collection through our website.

To launch this limited collection, we introduce the collaborations with **peSeta** –a fabric lover’s product line from Madrid– **Loreak Mendian** –a reference name in today’s streetwear inspired by arts, music, surf, and its Basque roots–, and **Toormix** –the creative studio that has developed the SPAIN arts & culture branding.



### peSeta messenger bag for SPAIN arts & culture

peSeta proudly presents a limited series of 100 bags made especially for SPAIN arts & culture. Being a special request, we decided to use strong *cordura* material to protect the exterior and for the lining we used a well-made cloth from a traditional fabric store. The bag has a durable, modern and simple shoulder strap for comfortable and easy transport. As always, even though we use fabrics from all over the world, peSeta designs and produces all our handcrafted products locally in Madrid, Spain.

+info: [www.peseta.org](http://www.peseta.org)



### Loreak Mendian t-shirt for SPAIN arts & culture

SPAIN arts & culture commissioned Loreak Mendian to create a t-shirt that would transmit the warmth, friendship, and good feeling of Spanish society. After a few designs and exchanges, the design was selected: A classic wicker chair sustained by four legs, inviting people to meet up on the streets; to laugh, to sing, to live. The text that accompanies the illustration makes the message clear by saying “Come and sit with us.” We are happy with the results and hope that you enjoy it as much as we liked designing it.

+info: [www.loreakmendian.com](http://www.loreakmendian.com)



### Toormix notebooks for SPAIN arts & culture

Toormix, the creative studio that developed the SPAIN arts & culture branding, has designed a series of colorful notebooks easy to carry anywhere.

Use them to write, to draw, to sketch or just to doodle at boring meetings. The illustrations of geometric hands in these notebooks mirror the visual identity of the SPAIN arts & culture brand. These journals will be good companions for your travels and thoughts.

+info: [www.toormix.com](http://www.toormix.com)

All products available at: <http://store.spainculture.us>

Info and updates: [www.spainculture.us](http://www.spainculture.us) / [facebook.com/SpainArtsCulture](https://facebook.com/SpainArtsCulture) / [twitter.com/SpainCultureUSA](https://twitter.com/SpainCultureUSA)

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