



January 5 – 17, 2012

Conversation with Nacho Carbonell in cooperation with SFMOMA A + D Forum: Thursday, January 5, 2012, 6-7:30 pm; South Side Theater, Fort Mason Center, Landmark Building D.

Gallery Reception: Thursday, January 5, 2012, 7:30-10 pm; Fleet Room, Fort Mason Center, Landmark Building D. Presented by Nacho Carbonell.



Patricia Urquiola. Maia collection armchair. Portrait by Rafael Vargas.

“As someone fascinated with flexibility and ability to change and adapt, I seem to gravitate to pieces that are reconfigurable or have been designed to transform depending on the need...every detail converts function into art” Huffington Post.

PRESS RELEASE:

Patricia Urquiola, Nacho Carbonell and Jaime Hayon visit San Francisco in a major design exhibition.

BRAVOS: GROUNDBREAKING SPANISH DESIGN

San Francisco, CA. BRAVOS is an innovative exhibition that portrays an overview of the new Spanish design scene. It comprises the works of twenty-one of the most talented and successful young Spanish designers, and represents the best product design work of the Spanish Design Boom.

The curator Juli Capell, Spanish design expert and architect, has carefully researched and selected the key designers participating. After an important design history with figures such as **Gaudí, Dalí**, and 20th century masters as important as **Ricard, Milá, Tusquets**, and **Mariscal**, Juli Capella now gathers the best and latest talents to emerge in the field of product design in the 21st century.

Cultural / Office /

2375 Pennsylvania Ave, NW
Washington, DC 20037
United States

T. +1 202 728 2334
F. +1 202 496 0328
www.spainculture.us



This generation of Spanish designers is very heterogeneous; however they share some essential traits:

- They network with the international design community.
- They cover all fine arts and blend disciplines.
- They have a strong environmental awareness.
- Their proposals are humorous and playful.
- Many of their projects are conceptual, pragmatic ideas and critiques, leaving behind the shape and function dichotomy, in order to explore other values in design that are more symbolic.
- But they are also practical, approaching the industry sector by creating mass-produced products that are meant to fulfil new needs.
- They are not interested in being part of an artistically uniform group, nor do they want to create a common style. They do not want to represent Spain or lead a movement. Each designer follows their own rules and looks for their own singularity and individuality.
- The most relevant feature of this new generation is the fact that they have no features in common.
- It is the first generation of globalization and the Internet



Previously shown at Dwell on Design in Los Angeles and the American University Museum Katzen Arts Center in Washington, Bravos will be on exhibition in San Francisco this January at Fort Mason Center before travelling to San Juan of Puerto Rico, Europe and Asia.

Featuring internationally renowned **Jaime Hayon** and **Patricia Urquiola**, experimental and cutting edge designers **Nacho Carbonell** and **Curro Claret**, and well-established designers **Martin Azua**, **Marti Guixe** and **Antoni Arola**, amongst others, the exhibition introduces us to an array of 21st century Spanish *designers*.

'The exhibition is dedicated to the people and not the objects for one obvious reason: design used to be an anonymous discipline in which the most vital element was the final product: today, the constant attention of the media has made the creator the centre of attention.' Juli Capella.

Product design recognises designers when aesthetics takes over functionality. Chairs, lamps and other home ware in the exhibition correspond to these more creative aspects without tumbling over their use value. Large scaled portraits of each designer, captured by the tendentious lens of the photographer Rafael Vargas, depict the conceptual source of the final product.

In cooperation with San Francisco Museum of Modern Art and Architecture and Design Forum, The Consulate General of Spain in San Francisco will host a **Conversation with Nacho Carbonell** in which he will be sharing the process of his work. The Conversation will take place in the South Side Theatre at Fort Mason Center, Landmark Building D., at 6 pm January, Thursday 5th.

The opening reception is sponsored by Freixenet Cava and Personality Hotels.

Doors open at 7:30 – 10 pm, presentation by Nacho Carbonell at 8 pm.

Nacho Carbonell available for interviews January 4 – 10

Contact person: Ana Maria Moran
Cultural Coordinator | Consulate General of Spain San Francisco
Phone: (415) 756 5518 ana.moran@spainculture.us
+ Info: www.spainculture.us | Press

The designers

Juli Capella, the curator of the exhibition, has selected 21 designers from the current Spanish design scene that are and will be key in next decades of the 21st Century:

Antoni Arola (Tarragona, 1960 / www.estudiarola.com)

Curro Claret (Barcelona, 1968 / www.curroclaret.com)

CuldeSac (Pepe García, Valencia, 1974 y equipo / www.culdesac.es)

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Diego Ramos (Barcelona, 1978 / www.diegoramos.es)

díez+díez diseño (J. Díez, Madrid, 1966 y José L. Díez, Madrid, 1968 / www.diezmasdiez.com)

El Último Grito (R. Hurtado, Madrid, 1966 y R. Feo, Londres, 1964 / www.eugstudio.com)

Emiliana Design (A. Mir, Valencia, 1969 y E. Padrós, Barcelona, 1969 www.emilianadesign.com)

Ernest Perera (Vilanova i la Geltrú, Barcelona, 1974 / www.ernestperera.com)

Guillem Ferrán (Tarragona, 1983 / www.guillemferran.com)

Héctor Serrano (Valencia, 1974 / www.hectorserrano.com)

Jaime Hayón (Madrid, 1974 / www.hayonstudio.com)

Joan Gaspar (Barcelona, 1966 / www.joangaspar.com)

Lagranja (Gabriele Schiavon, Padua, 1973, & team / www.lagranja.it)

Luis Eslava (Valencia, 1976 / www.luiseslava.com)

Mario Ruíz (Alicante, 1965 / www.marioruiz.es)

Martí Guixé (Barcelona, 1964 / www.guixe.com)

Martín Azúa (Vitoria-Gasteiz, 1965 / www.martinazua.com)

Nacho Carbonell (Valencia, 1980 / www.nachocarbonell.com)

Patricia Urquiola (Oviedo, 1961 / www.patriciaurquiola.com)

Ramón Úbeda (Jaén, 1962 / www.ramonubeda.com) and

Stone Designs (C. Mazuelos, Madrid, 1973 y E. Prego, Logroño, 1974 / www.stone-dsgns.com)



Exposición BRAVOS - Groundbreaking Spanish Design - Diseño Español de Vanguardia / Imágenes prensa / Press pictures



Antoni_Arola.jpg CuldeSac.jpg diez+diez.jpg El_Ultimo_Grito.jpg Emiliana_Design.jpg



Ernest_Perera.jpg Jaime_Hayon.jpg Lagranja.jpg Luis_Eslava.jpg Martin_Azua.jpg



Nacho_Carbonell.jpg Patricia_Urquiola.jpg Drink.jpg Chapapote.jpg Cul_de_Luxe.jpg



Flod.jpg Guerrilla.jpg Josephine_M.jpg Key.jpg Mico.jpg



Moare.jpg Silla_colgador.jpg SoLine.jpg V.jpg Wrinkle's_beauty.jpg



Xarxa.jpg Cronologia.jpg Logo Bravos 1.jpg Logo Bravos 2.pdf Logo Bravos 3.pdf



JCapella©Vargas.jpg

High resolution images found here: <http://dod.dwell.com/bravos>



Exposición / Exhibition

BRAVOS - Groundbreaking Spanish Design - Diseño Español de Vanguardia

• **Piezas / Pieces**

Archivos / Files JPG / CMYK / 18x12cm (aprox) / 300 ppp

Jardinera / Window box **Drink**

Diseñador / Designer: **Joan Gaspar**

Año / Year: 2005

Produce: ABR

Objeto polivalente / Multipurpose object **Mico**

Diseñador / Designer: **El Último Grito**

Año / Year: 2006

Produce: Magis

Florero / Flower vase **Chapapote**

Diseñador / Designer: **Curro Claret**

Año / Year: 2006

Produce: el propio autor / the designer

Lámpara / Lamp **Moaré**

Diseñador / Designer: **Antoni Arola**

Año / Year: 2003

Produce: Santa & Cole

Taburete / Stool **Cul de Luxe**

Diseñador / Designer: **Ramón Úbeda** (con Otto Canalda)

Año / Year: 2008

Produce: ABR

Silla / Chair **Colgador**

Diseñador / Designer: **Guillem Ferran**

Año / Year: 2007

Produce: Casa Constante

Taburete / Stool **Fiod**

Diseñador / Designer: **Martín Azúa** (con/with Gerard Moliné)

Año / Year: 2005

Produce: Mobles 114

Altavoces / Speakers **SoLine**

Diseñador / Designer: **Mario Ruíz**

Año / Year: 2005

Produce: Vieta

Contenedores / Containers **Guerrilla**

Diseñador / Designer: **Stone Designs**

Año / Year: 2007

Produce: RS

Lámpara / Lamp **V**

Diseñador / Designer: **Héctor Serrano**

Año / Year: 2007

Produce: Arturo Álvarez

Lámpara / Lamp **Josephine M**

Diseñador / Designer: **Jaime Hayón**

Año / Year: 2004

Produce: Metalarte

Silla / Chair **Wrinkle's Beauty**

Diseñador / Designer: **Diego Ramos** (con Luis Eslava)

Año / Year: 2008

Prototipo / Prototype

Aparcabicicletas / Bicycle park **Key**

Diseñador / Designer: **Lagranja**

Año / Year: 2008

Produce: Santa & Cole

Asiento / Seat **Xarxa**

Diseñador / Designer: **Martí Guixé**

Año / Year: 2008

Produce: Danese



The exhibition is presented by The Consulate General of Spain in San Francisco in conjunction with The Spanish Agency for International Cooperation (AECID), and the Embassy of Spain in Washington DC as part of the Cultural Program: SPAIN ARTS & CULTURE 2012.

Contact person: Ana Maria Moran
Cultural Coordinator | Consulate General of Spain San Francisco
Phone: (415) 756 5518 ana.moran@spainculture.us
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Government of Spain —through the Embassy of Spain's Cultural Office in Washington, D.C. and its network of General Consulates and Cervantes Institutes in key cities— promotes Spanish culture and art in the United States and strives to strengthen bilateral cultural, artistic and academic exchanges. Spanish-American cultural cooperation aims to create multiple links between the creative sectors of both countries and promote Spain's contemporary artistic expression with special attention to Americas Hispanic Community, striving to emphasize plurality expression and opinion, in line with Spain's own diversity in language, creativity in the arts and unique cultural heritage.

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