



2011

BRAVOS

GROUNDBREAKING SPANISH DESIGN

PRESS RELEASE



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BRAVOS: Groundbreaking Spanish design

The most talented and successful creations of young Spanish designers of today, now in Los Angeles



Photo: Martín Azúa

When: June 24th-26th

Where: Dwell on Design. Los Angeles Convention Center.

1201 South Figueroa Street, Los Angeles, CA 90015

Curator Juli Capella will be available for interviews



BRAVOS: Groundbreaking Spanish design

Washington, DC, June 21, 2011- The Spanish Agency for International Cooperation (AECID) in collaboration with The Spain-USA Foundation and the Embassy of Spain are pleased to present the exhibition BRAVOS: Groundbreaking Spanish design.

BRAVOS is an innovative design exhibition that portrays the innovation and diversity of the new Spanish design scene. It includes the work of twenty-one of the most talented and successful young Spanish designers of today, and represents the best industrial design creations of the Spanish Design Boom.

Dwell on Design in Los Angeles will host BRAVOS. The exhibit will then travel throughout the U.S. during 2011 and 2012, Chicago, San Juan Puerto Rico and Houston... before travelling through Europe, Asia and Latin America.

After an important design history with figures such as Gaudí, Dalí, and 20th century masters as important as Ricard, Milá, Tusquets, Mariscal, the 21st Century has unravelled a new generation of Spanish designers that stands out just like Scandinavian, Italian and Dutch Design did in previous decades.

This exhibition is part of Spain Arts & Culture 2011, a cultural program that includes more than 100 events all over the US featuring the most cutting-edge works of internationally renowned Spanish artists in fields such as design, urban culture, architecture, visual arts, film, performing arts, literature and music.

BRAVOS: Groundbreaking Spanish design

June 24th-26th. Dwell on Design. Los Angeles Convention Center.

Curator Juli Capella will be available for interviews.

Contact: Francisco Tardío, Cultural Manager 202 714 9518

For Online Press Registration: <http://dod.dwell.com/media-registration>

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Facts of interest:

- A heterogeneous generation that share essential traits.
- Most of them have studied and worked abroad.
- 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, critique, leaving behind the shape and function dichotomy, in order to explore other values of design that are more symbolic.
- They are also practical, approaching the industry sector to create mass-produced products that are conceived to fulfill new needs.
- They are not interested in being part of an artistically uniform group.
- They do not 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.

Artists:

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

The portrait of each designer in the exhibit has been taken by the photographer Rafael Vargas.

High res images found here:

http://homepage.mac.com/capellagarcia/filechute/BRAVOS_PRESS_LA.zip

*The 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.



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



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 **Flod**

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