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MODEH

Mayo 2017

· THE WORLD OUR WAY ·



PALM SPRINGS · CASADÉCOR · ESTUDIO NÓMADA

MODEH

We can almost touch it... we can feel it, smell it in the air...

IT'S TIME TO GET INTO SUMMER MODE H.

In this issue, we propose an exciting journey to mid-century California, specifically to Palm Springs. The Second World War is over and the world is looking for reinvention, for rebirth. This leads to three decades of tremendous creativity in the arts, architecture, graphic and industrial design. Simple lines and materials brought together in an explosion of colour. This is Mid-Century Modern.

What makes Palm Springs, a small town in the middle of the desert, so special? Perhaps its proximity to Los Angeles, or its wealth of modernist architecture, combined with a touch of glamour, the rich and famous... perhaps all of these things. Regardless, Palm Springs defined an era and a style... a style which is back in force. At Hisbalit, we have reinterpreted this style to offer our new colourful, sun-drenched collection. Welcome to Mid-Century Modern by Hisbalit.

Back in this century and this month, we offer a tour of Casa Décor, which is celebrating its 25th anniversary. The year 1992 brought us the Expo, the Olympic Games as well as the most important annual event in décor and interior design.

HAVE A GOOD SUMMER... SEE YOU IN SEPTEMBER!

MODEH Nº2

05/2017

WELCOME TO PALM SPRINGS

New Art Factory collection inspired by the modernist desert glamour of southern California.

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CASADÉCOR

Discover the latest proposals from Hisbalit in the annual exhibition of the current trends in décor and interior design.

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ESTUDIO NÓMADA

Architecture.

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EVENTS.

Hisbalit, where and when.

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WELCOME TO

PALM
SPRINGS



PALM SPRINGS

WELCOME TO THE MID-CENTURY BY HISBALIT

Mid-Century Modern is in fashion and there is no better place to celebrate its return than Palm Springs. Vacation hotspot of Hollywood stars in the 50's, 60's and 70's, this California town is once again a place of pilgrimage and desire.

Located in the desert valley of Coachella, a mere 2 hours from Los Angeles, Palm Springs is a mecca of modernist architecture. This style, promoted by the architect Donald Wexler among others, is so prevalent that a specific current within modernism has been identified with Palm Springs, so-called "Desert Modernism" or "SoCal Modern" (referring to Southern California).

Bungalows flooded with light from enormous floor-to-ceiling windows that bring exteriors and swimming pools into the routine of the house. Sliding doors, steel roofs, minimalism, geometry and functionality combined with vibrant, cheerful colours for a feeling of endless summer.

Swimming pools, palm trees, glamour, prints and colour are the key inspirations for this new design collection from the Art Factory.

Geometric prints, pearlescent sheen, bold colour combinations, retro inspiration... open the door to all the glamour of the Golden Age of Hollywood...

"Welcome to Palm Springs"





// INDIO 1 //



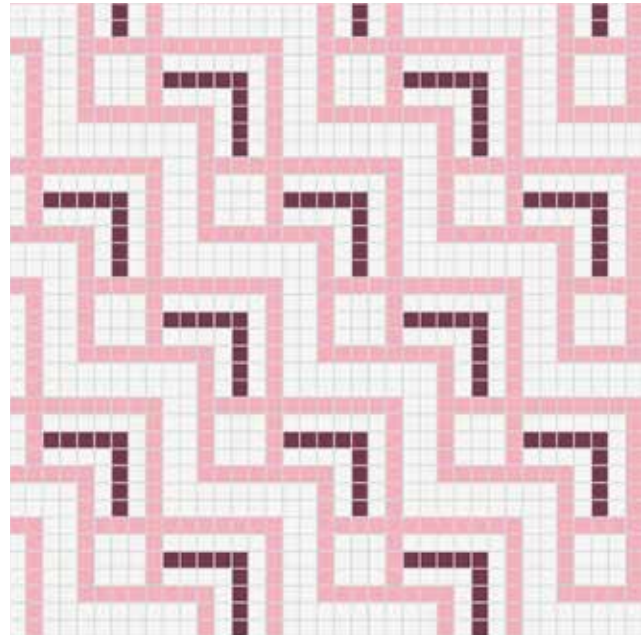
THINK PINK //

Selected as one of the colours of the year for 2016 by Pantone, the maximum authority in the world of colour, rose quartz refuses to give up its crown.

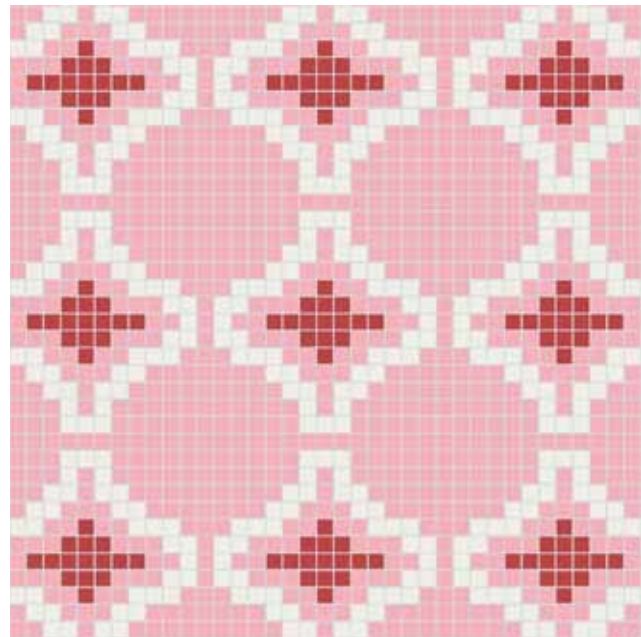
This colour transmits an atmosphere of calm, softness and sophistication. Pink, turquoise, mint green, pastel yellows and blues... this is the unmistakable palette of the glory years of Palm Springs. They say that it was so in fashion that every housewife wanted a pink kitchen and bathroom, and thus was forever identified as a feminine colour.

Feminine or not, this colour imbues spaces with elegance, warmth and a feeling of relaxation.

Inspired by the aesthetics of the era, we have toyed with the characteristic palette of colours, beginning with pink, and with geometric patterns, to offer versatile and cheerful designs that give a touch of freshness to any space.



// COACHELLA 4 //



// DUNES //



// PALM 4 //



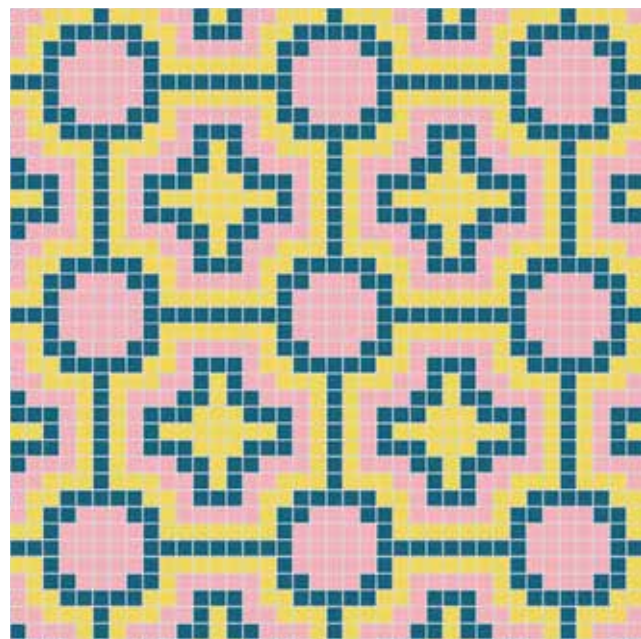
// ANZA //

NATURAL GREEN //

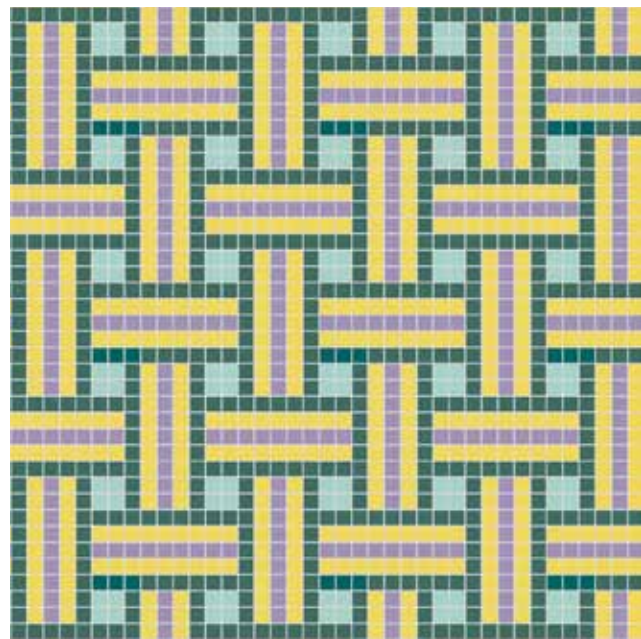
Emerald, malachite, turquoise, jade: green in all its natural tonalities. Brilliant and varied tones that inundate this season's interior design, creating an elegantly fresh and balanced atmosphere that matches any style. A tribute to nature giving an immediate feeling of refreshment.

This palette of greens is complemented and harmonised with other ranges of colour found in nature: terracotta, coral, yellow, rose quartz, blues (in its full range of tones). Greens are boldly combined with touches of other colours, greens with other greens in glam combinations, and greens with other colours in striking contrasts for bold interior designs.

A universe of green is yours... go green!



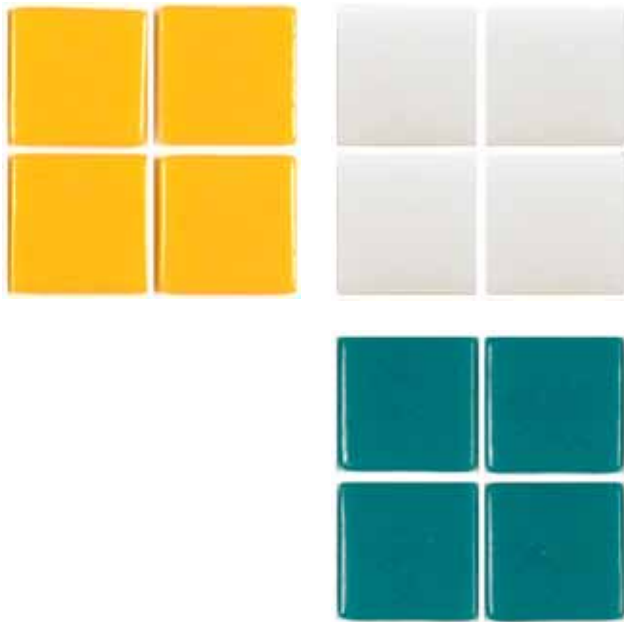
// MECCA //



// SYCAMORE 2 //



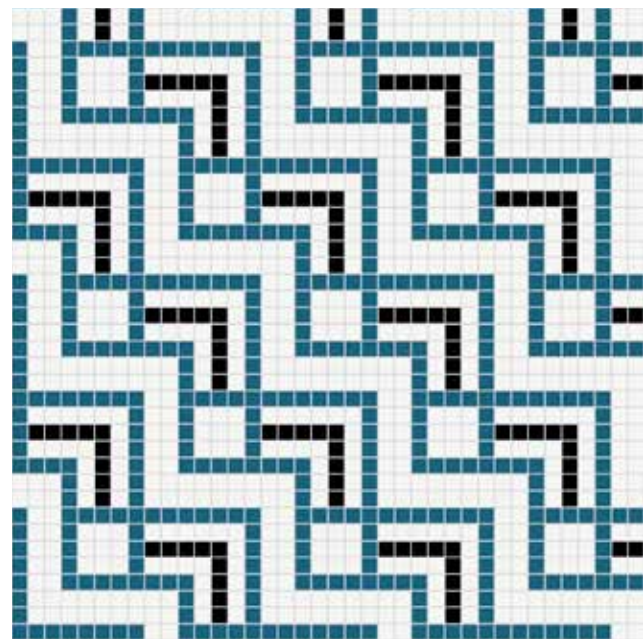
// HOVLEY //



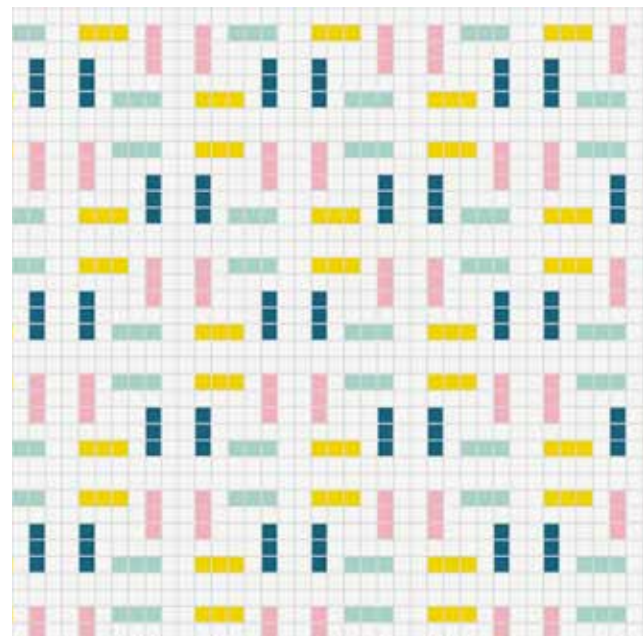
POOL PARTY //

Glorious sunsets, long orange-hued evenings in the desert, striking modernist houses with inviting swimming pools, music playing. Frank Sinatra, Marilyn, Elisabeth Taylor and Bob Hope chatting away over a Dry Martini. There is no doubt it's summer and we're at one of the famous Palm Springs pool parties. Hollywood A-listers gather in the desert, their summer retreat, subject to the "Two Hour Rule" imposed by the studios (Actors under contract had to be available in Los Angeles studios within two hours). Summer nights stringing party after party where colour was the star.

As temperatures rise, and days become longer and longer, we feel irresistibly drawn to terraces, gardens and swimming pools. We offer designs full of summery, cheerful colours with patterns inspired by Palm Springs pool parties. Yellows, greens, pinks, turquoise... balanced by neutral colours providing harmony and the right touch of colour without excesses.



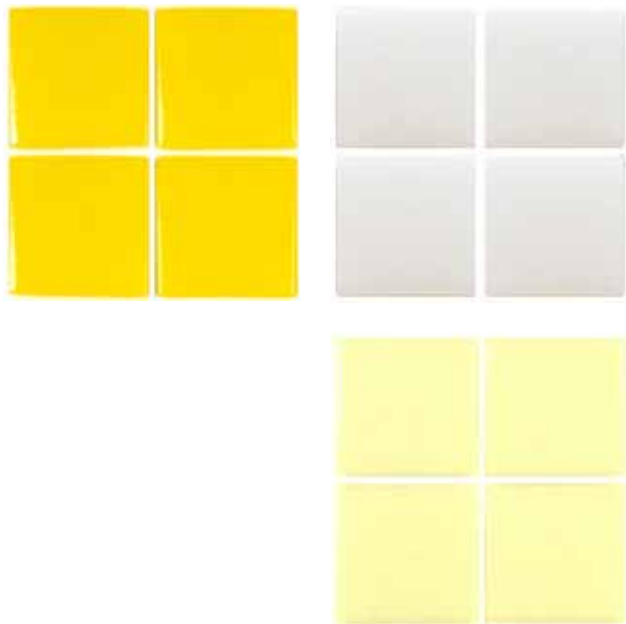
// COACHELLA 3 //



// MOTEL //



// HEMET 1 //



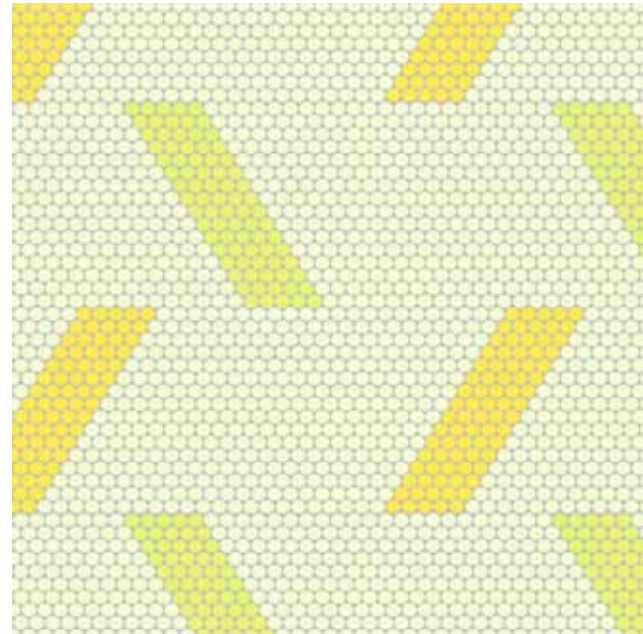
YELLOW FEVER //

Both daring and seductive, yellow has become the colour of the season, to the point that some say yellow is the new white.

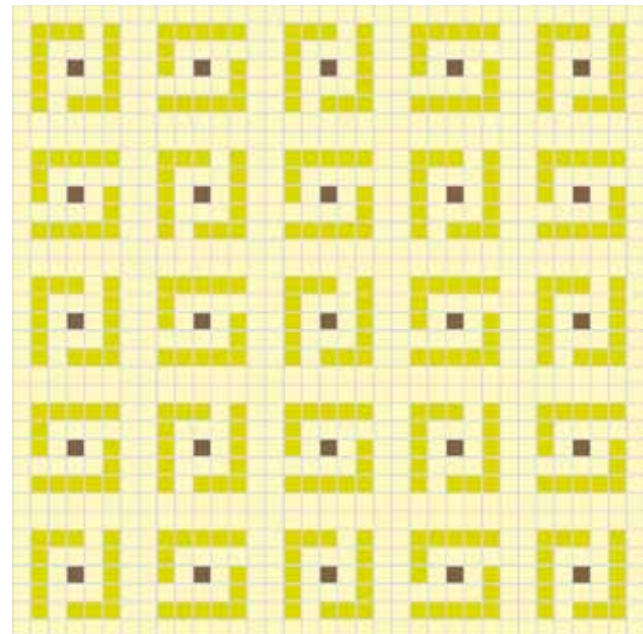
The connotations of this colour are infinite, and on occasion contradictory: energy and strength versus envy and hostility.

There is no middle ground, you either love it or hate it. But in décor, yellow always brings a note of freshness and good cheer, that “je ne sais quoi” of summer. From its soft pastel hues to its sharper, citrusy tones, yellow brings an unmistakable note of personality to any atmosphere.

Our proposal? Geometric prints and combining an array of yellows.



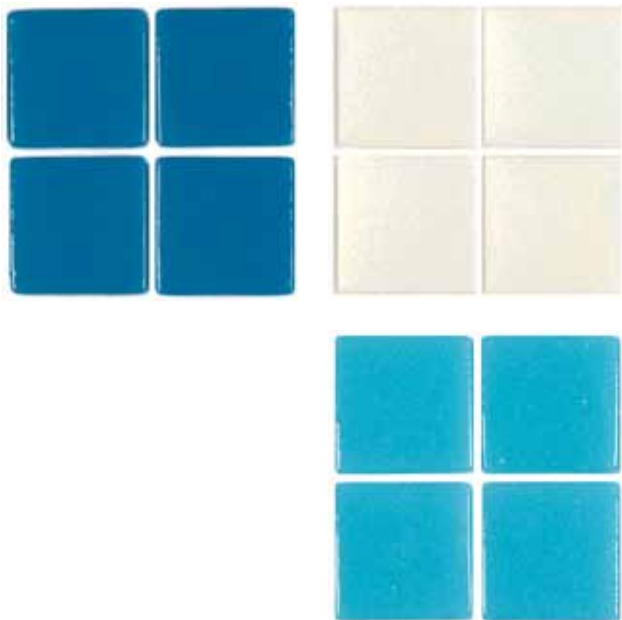
// CACTUS //



// PALM 3 //



// BISKRA 2 //



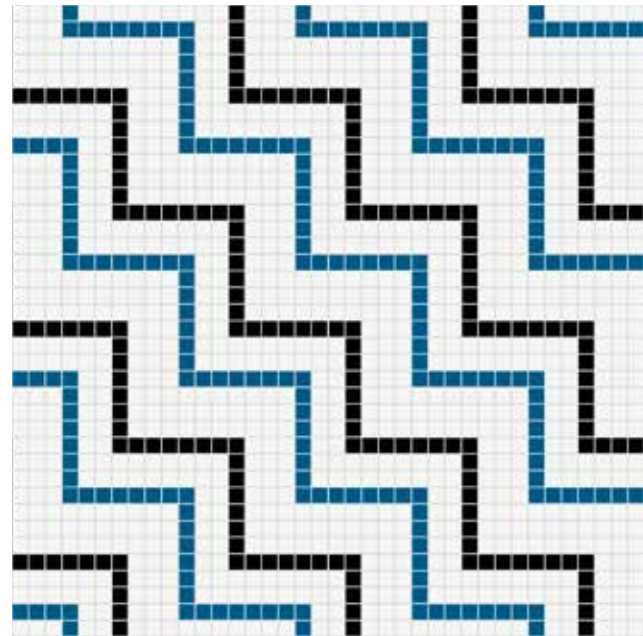
// SYCAMORE 1 //

SKY IS BLUE //

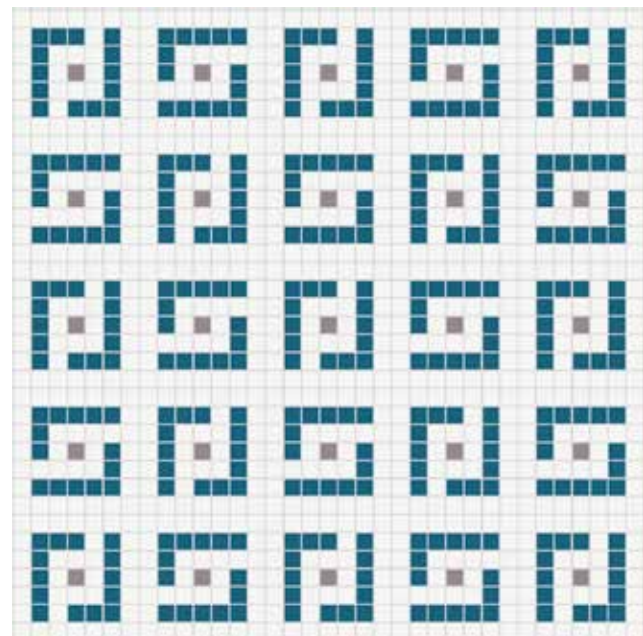
Palm Springs, desert, cactus and blue sky. And there, from high above, it inspires inviting interiors and appealing colour contrasts. The Mid-Century Modern style is characterised by clean lines and simple materials in architecture and furnishings, but also with the bold use of colour in interior design. Colourful polka dot patterns and a vibrant palette of colours, brilliant blues in striking contrast to intense oranges, reds and yellows creating combinations of intense colours that awaken the senses.

This is the colour of water, the sky, of clean, fresh, open spaces and these are the feelings of blue in décor. Together with white, blue can have a striking effect and when used in combination with its chromatic opposites, oranges and reds, creates a vibrant and dynamic atmosphere.

Although blue has a relaxed personality, its can provoke intense effects, transforming spaces and mimicking the sensation of being outdoors.



// HEMET 2 //



// PALM 2 //



HISBALIT

en

CASA DECOR 2017

Hisbalit has been selected to decorate several spaces in the 2017 edition of Casa Décor, celebrating its 25th anniversary this year. The company is collaborating with various design studios to exhibit its products, in tune with the latest trends and in a context presenting the latest developments in décor and interior design.

Lovers of décor and interior design will get a first-hand look at the latest creations of Hisbalit's Art Factory. This personalised service draws on Hisbalit's extensive catalogue of colours, with over 200 references, to make any project, in any space, on any surface, a reality. Hisbalit is dedicated to completely personalised projects, offering infinite combinations of colours, textures and motifs able to transform and revive any space. Art Factory allows your imagination to soar, creating an endless array of patterns, borders and geometric designs. The brand has designed some proposals which are fully adaptable to any size or type of space. Colour ranges can also be adjusted to meet the needs of any project.

For this reason, design studios have chosen Hisbalit, valuing the benefits of the product in terms of the creation of new designs and adaptation to difference spaces, while meeting the demands of the latest trends and those to come. This is a mosaic tile that makes a statement, an aesthetic that is both totally original and highly durable.



AWAKEN THE SENSES

by Nuria Alía Studio

For this latest edition of Casa Décor, the Nuria Alía Studio has created a bathroom. If we look to the current trends, this space has seen a transformation in recent years. Far from being a merely functional space, bathrooms have become an oasis of wellness and relaxation in times that never seem to let up. It is also your first stop in the morning and last before bed and therefore must inspire, refresh and help you to revitalise or to relax.

Considering the importance of the bathroom in the day to day, Nuria has sought to create a warm, intimate and comfortable space to awaken the senses of the user.

In the bathroom, the vanity is framed with an arch of iron, stone and gilded brass drawing and focussing one's attention on the reflection in the mirror. The cabinets have a clean design to achieve the necessary feeling of relaxation described above.





The sitting area, by contrast, envelops the user in a jungle that invites flights of imagination, leaving routine behind. In the centre of the space is a free-standing bathtub under a striking ceiling lamp and with a large dressing mirror.

As a final touch and the key to the project, Hisbalit has designed an Art Deco style floor of mosaic tiles thanks to the personalised Art Factory service. The design draws the various elements together into a unified space, with an essential touch of fun and creativity.

Additionally, one of the walls of the bathroom are surfaced with tiles from Hisbalit's collection, Unicolor 255, square format with a gloss finish.



JACOB DELAFON BATHROOM

by Ele Room 62

Ele Room 62 has created a bathroom for Jacob Delafon where two universes, his and hers, are combined in perfect harmony.

Hers, in “classic modernity” is an elegant space with a distinctly classic character reinforced by architectural features such as the mantelpiece and mouldings. Extremely feminine in terms of colour and the delicacy of the finishings and textures. With painstaking attention to every detail, even the most basic elements, such as the sink or the radiator, are truly decorative features.

The bathtub is the star of the space. Rounded and with sinuous forms, it is incorporated within contrasting decorative elements to imbue the space with style and personality.

Now we enter his universe, in the style of “mechanical chic”. This is an elegant space with a more contemporary feel, practical and functional. Black and white tones set in geometric play that reinforce the masculine character of the space. The elements, sober and rectilinear, are few but judiciously selected, including the radiator.



Black and white tones set in geometric play that reinforce the masculine character of the space. The elements, sober and rectilinear, are few but judiciously selected, including the radiator and also the presser, look to function more than mere form. Woods and the play of light bring warmth and mystery to the space.

Common to these two universes are the texture of paper with natural fibres, geometric motifs, the play of textures and lighting and richly decorative elements.

Among these elements is the creation of Hisbalit for Ele Room 62, an Art Factory design for his bathroom wall produced through our exclusive personalisation service. A la carte colours, textures, motifs and compositions... The Art Factory design team can develop any project, transforming an idea into reality in mosaic tile.

Two universes inspire this bathroom, designed for enjoyment and relaxation, together or individually.

WAKE UP IN PALM SPRINGS

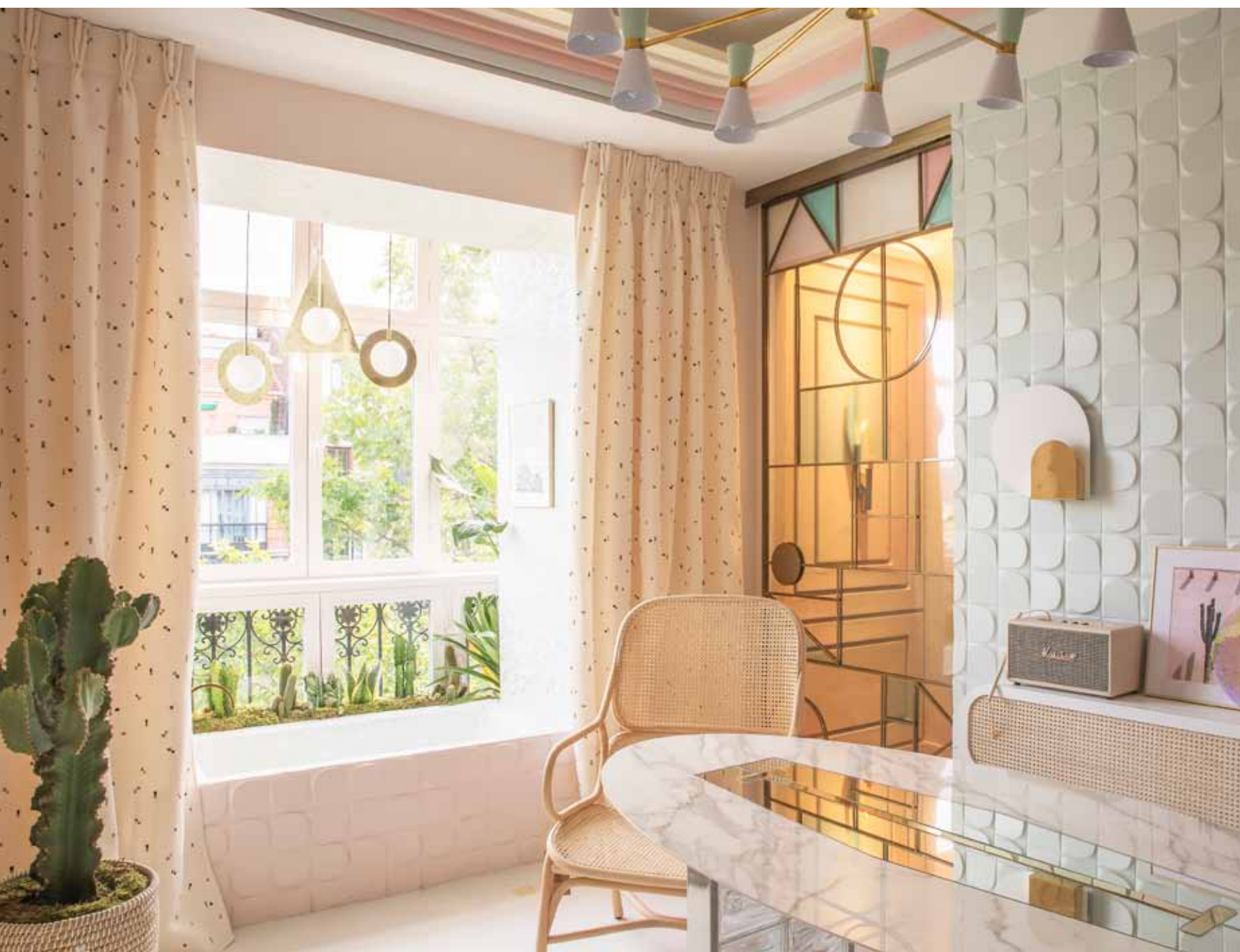
by Blossom Studio

Blossom Studio presents a space in which everyone can feel like a Hollywood star for one night. A unique suite evoking the essence of the Golden Age of Hollywood and desert summers full of life, Palm Springs.

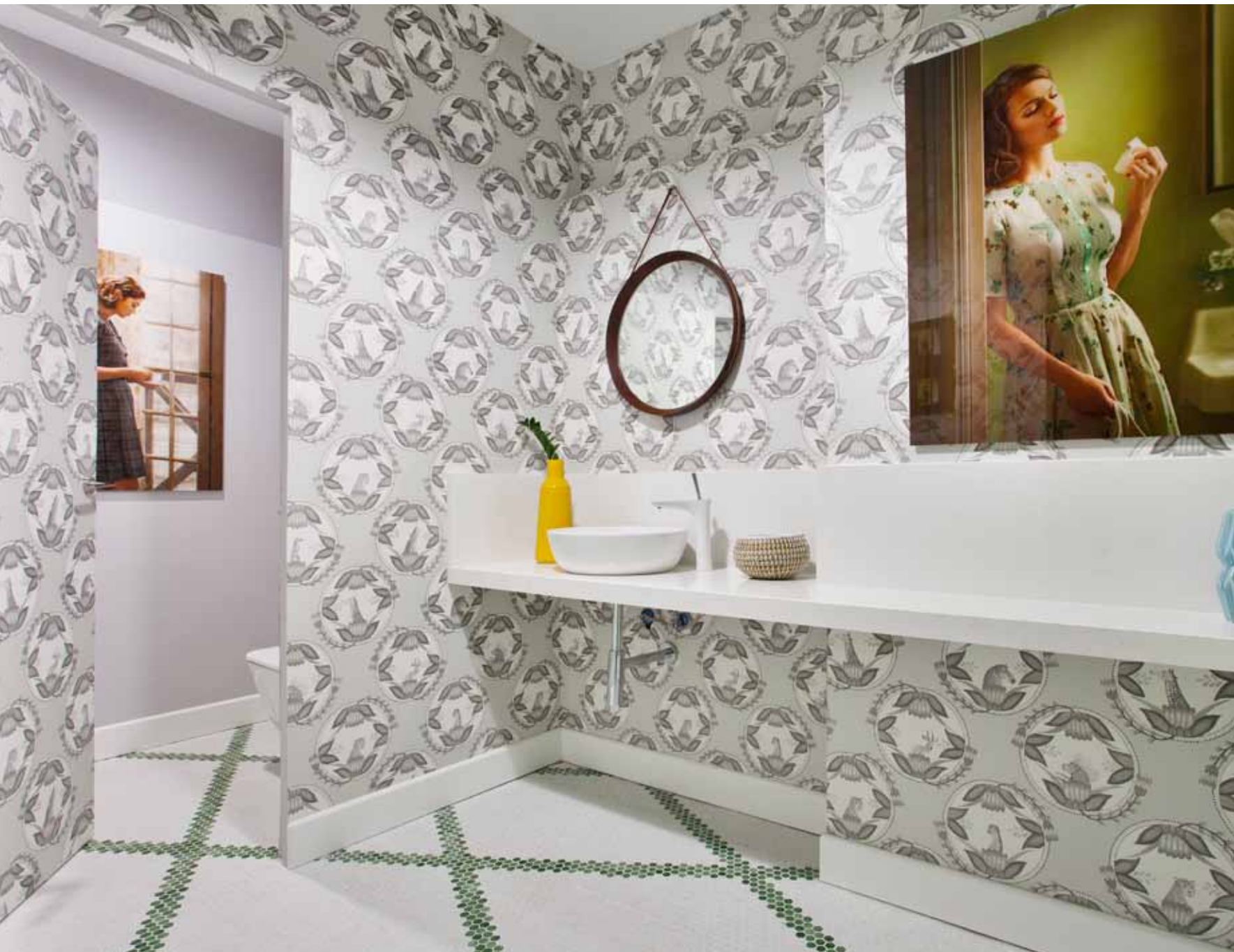
The room looks to tropical vegetation and organic forms, with pastel colours, to create full high summer atmosphere. The suite radiates good vibrations and positive energy, the clear objective of the studio. The space defies convention and is striking and emotive while ensuring a feeling of wellbeing and comfort for the user.

The studio has evoked the aesthetics and lifestyle of the golden age of American cinema and combined it with the festive air of Coachella and hipster roadtrips.

Thanks to Hibalit's Textures collection, the glamour extends to the bathroom of the suite. With gloss and matte finishes, smooth and rough textures, metallised, pearlescent and iridescent colours, the combination of textures is the hallmark of the space, opening the door to sensorial décor, movement within the static. Each centimetre is different, changing and evolving with light and movement, transforming into an infinitude of varied facets.







OASIS

by *Carlos Álvarez & Leticia Peironcely*

Carlos Álvarez from Build & Bruin and Leticia Peironcely from Decolook have developed the project for the public bathrooms of the venue. The objective of the space is to visually enliven the waiting experience by creating a suggestive and embracing space that evokes the feel of an urban tropical garden.

The wallpaper is the most visually striking aspect of the space, with a banana leaf pattern of broad leaves that envelope users in the tropical landscape of the space.

The floor, work of the personalised service of Hisbalit's Art Factory, follows the same colour pattern to reinforce the enveloping effect of the walls. The design, created exclusively for this project, simulates a large carpet. The idea was to provide added luminosity with the materials. Hisbalit's white, slightly pearlescent, white tiles offer just the effect the designers were looking for. To pick up the pattern of the green leaves, the floor design also incorporates tiles in the same tones of green.



The concept was based on creating a versatile décor that is both harmonious and aesthetic but also functional. This combination works providing it is done with good judgement. This has always been the leitmotif of designs by Leticia Peironcely and Carlos Albanex. They want visitors to Casa Décor to make a brief stop in their urban orchard while they wait or before entering the auditorium, or even to sit and take notes or hold an impromptu work meeting.

In the bathroom area, tropical banana motif is combined with renderings of African wildlife using wallpaper evoking traditional African ceramic arts. All the bathroom fixtures are inspired in nature: the counters, the porcelain sinks and taps, the name of which, PuraVida, is itself a declaration of intentions.

THE OFFICE OF ALICE

by CBRE

CBRE has created a space inspired by Alice in Wonderland for the 25th anniversary of Casa Décor. The magic of this attic space with a terrace resides in the surprise, the contrast, the play of imagination. The firm succeeds in combining in a single space the imagination and creativity of Lewis Carroll's story with functionality and the latest trends in current workspace design.

The space reflects the speciality of CBRE in the creation of collaborative work environments that are sustainable and equipped with the latest technology. Additionally, CBRE has created a dynamic mural which is an analogue and physical representation of "big data". Visitors to the CBRE space will be participants and protagonists of this original project. In this way, the mural will continue to evolve over time.

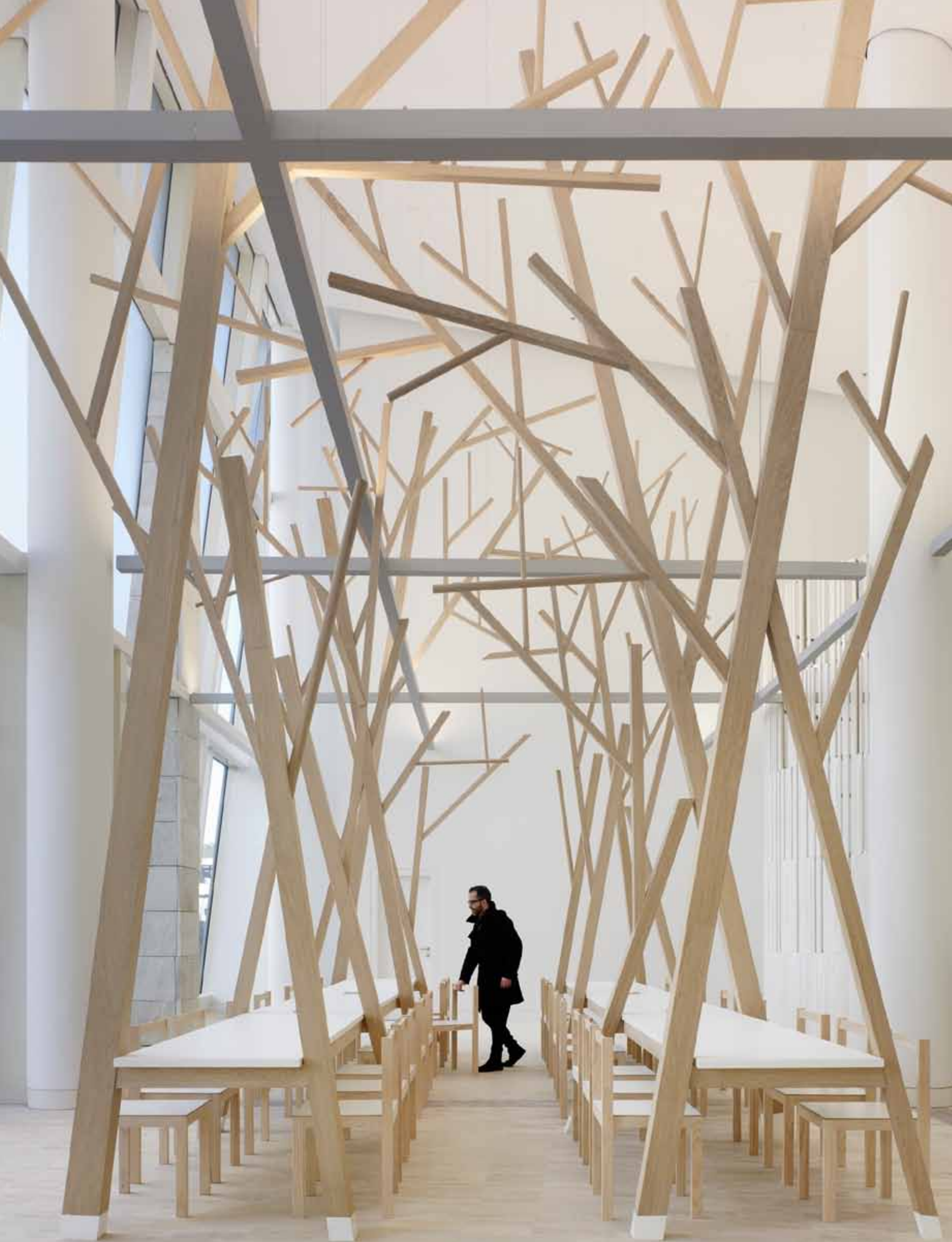




Hisbalit was charged with surfacing the terrace with its collection Unicolor 103A, round format in matte finish. The versatility of Hisbalit's collection makes it appropriate for any type of décor, in this case, the pure white tiles provide a touch of sobriety and neutrality to the space.

This is an innovative space which commands attention, very focussed on the wellbeing of the user. This has supposed a significant challenge to the firm, given that it must offer the best functional solution while meeting the design requirements.

The concept of office and terrace is based on contrasts. A bold gambit to achieve the impossible, transforming the familiar into an entirely new vision, and aiming at recreating the experience of Alice in Wonderland.





ESTUDIO NÓMADA

The architectural and urban design studio located in Santiago de Compostela is focussed on architectural projects with a special emphasis on the details and a strong orientation towards interior design, seeking a unitary concept in all their projects. This aspiration to take on all aspects of the process differentiates this team by exploring new disciplines outside the traditional scope of the profession such as furniture, graphic and industrial design, etc. but always applying the same rigorous work process as with architectural projects. The Studio is headed by the architect José Antonio Vázquez Martín.



1// WHAT ARE THE VALUES OF ESTUDIO NÓMADA?

Fundamentally, the capacity to engage on a range of different scales and different fields. Our work almost always surpasses strictly architectural parameters and we generally enter adjacent disciplines, such as décor, furniture, graphic and industrial design, although always applying the same work methods used in architecture. Regardless of the scale of the project, these always have a strong focus on details, with an enquiring and itinerant attitude. Hence the name of our studio.



2// IF YOU COULD CHOOSE ONE MATERIAL, WHAT WOULD IT BE AND WHY?

Wood. For many reasons. Firstly, because it offers infinite creative possibilities. It is easy to work and to achieve the desired results. We also love its great variety and sensorial characteristics: its feel, its smell... Our projects always have a high proportion of customised furniture designed specifically for the space. We feel most confident working with wood.

3// WHAT DO YOU SEE AS THE ADVANTAGES OF MOSAIC TILES OVER OTHER MATERIALS?

Versatility. Mosaic tile is a very interesting material because of the creative possibilities it has to offer. The range of formats, colours and even finishes make it ideal for surfaces, with endless aesthetic possibilities that are unique and exclusive. I would also add its technical characteristics, and its availability pre-installed, this facilitates installation and guarantees the highest quality of execution.



4// WHAT ROLE DOES INSPIRATION PLAY IN THE DESIGN AND CREATION OF YOUR PROJECTS?

A great deal of inspiration is subconscious and we absorb it in daily life. Travel, the streets, history, cinema... these are all tremendous sources of inspiration that give us many of the keys to find new solutions and to stimulate our creativity.

5// THE MOST AMBITIOUS PROJECT, THE MOST EMBLEMATIC PROJECT, THE MOST INSPIRED PROJECT.

We cannot say that any of our projects were more ambitious than others. Our attitude, when approaching a project is always the same, regardless of its size or “importance”. In general, we feel more comfortable on a smaller scale, in the details, and so, at times, our greatest ambitions are more modest projects.

Without a doubt, our most emblematic project is A Cantina de la Cidade da Cultura de Galicia, in Santiago de Compostela, which won the Restaurant & Bar Design Awards of 2012 for the best restaurant design in the world. For the moment, that is our most iconic project.

The most inspirational project was the shoe store Delfin 1953. We took on a project for a small locale that hadn't been renovated in 60 years and which was the family business of our client. For them the intervention was an emotional challenge. A lot of feeling went into the project, listening to the heart more than the head.



6// WHAT IS STYLE FOR YOU?

Style is what gives coherence to any professional or artistic work... what identifies and differentiates. It is less about superficialities and more about a way of approaching the work, regardless of the conditions or the solutions. It's more about the process than the results.

7// FROM YOUR POINT OF VIEW, WHERE IS INTERIOR DESIGN GOING? FORMS, SPACES, MATERIALS...

It is difficult to make predictions but it seems that there will be a great deal of influence from new technologies, ecology, economics, globalisation and the accessibility of information. However, there is no doubt that future spaces will be more human, practical, comfortable and sustainable.

8// IF YOU HAD TO DEFINE YOUR STYLE IN TERMS OF GASTRONOMY, WHAT WOULD IT BE?

Well, we like food made with quality ingredients, with substance and without fanfare.



9// ESTUDIO NÓMADA WORKED WITH HISBALIT FOR THE RENOVATION OF PILI CARRERA OUTLETS. WHAT DID HISBALIT MOSAIC TILES CONTRIBUTE TO THIS PROJECT?

Fundamentally, versatility. It was very important that the material was not too thick, allowing us in many outlets to use the existing floor as a base to install the tiles, saving time and money. We could also use it in areas where we needed both millimetric thickness and very high durability for high-traffic areas. It's a very versatile material, not only in terms of construction but also aesthetically. The possibility to create different tile patterns for each space, using the same colours, really stimulated our creativity and allowed us to make each outlet unique while maintaining the same corporate image throughout.

TRAINING SEMINARS AT THE COAM “MATERIOTECA”: “DESIGN THROUGH COLOUR”



On February 16th, Hisbalit participated in the seminar “Design through colour” organised by the Materioteca of the Official College of Architects of Madrid (COAM, Colegio Oficial de Arquitectos de Madrid).

The event was divided into three blocks: the first aimed at professional associations, universities and technology institutes; the second provided companies the opportunity to expound on their vision and the solutions provided by their products; the third and final block was dedicated to building inter-professional relationships and networking. The program was presented by José María Canalejas, professor in the field of Materials, with the participation of Carlos Pesqueira Calvo, professor at the Universidad Francisco de Vitoria, Gutiérrez de la Fuente Arquitectos, TallerDE2 Arquitectos and Teresa Sapey. Participants in the event included the companies Abet Laminati, Basf, Axalta, Hisbalit and Pergo.

At Hisbalit, colour is one of our most powerful tools and one of our core values that differentiate us from other materials in the market. Thus, we centred our presentation on the explaining the vast possibilities afforded by mosaic tiles to introduce colour into any project. The broad range of aesthetic possibilities, combined with the excellent technical characteristics of the material, make our mosaic tiles the perfect partner in executing any project.

The cycle of seminars will continue until the end of the year on a wide range of interesting topics.

Consult the program at <http://materiales.coam.org/>

IED:

“ELEMENTS OF INTERIOR DESIGN”

On February 1, Hisbalit was honoured with an invitation to speak to students of the Master in Interior Design of the IED, Instituto Europeo de Diseño, within the series “Elements of interior Architecture”. The aim of the series is to bring students into contact with the industry and the opportunities it has to offer. The IED faculty selected 16 pioneering firms within the sector which are the leading innovators within their particular product segments.

Using a purely practical format, and surrounded by samples and catalogues, we had the opportunity to teach these future professionals in interior design what we do and the enormous possibilities mosaic tiles have to offer for their projects.



HISBALIT at:

CERSAIE 2017

Hisbalit will participate in Cersaie, on September 22nd to 25th, the principal international showcase of the latest trends in ceramics, mosaic tiles and bathroom fixtures.

This 43rd edition of Cersaie, held in the Italian city of Bologna, is a meeting place for the most innovative firms in the sector. Over 800 exhibitors from around the world will participate in the trade fair to exhibit their latest products.

Hisbalit will be in Hall 19. We'll be expecting you!



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www.hisbalit.com / cac@hisbalit.es

