

SELECTED EUROPE

VISUAL INSPIRATION
FROM BILBAO

Graphic Design	Typography
Illustration	Gastronomy
Branding	Architecture
Product Design	Interior Design
3D Mapping	Window Dressing
Fashion Design	Landscape Design
Packaging	Teaching
Photography	Information Design

LAVERNIA & CIENFUEGOS

What's your idea of Design?

The concept of design is getting broader and broader each day. You now have professionals working in experience design, service design, social design... but one thing always persists, (the core work of the designer) which is the user's relationship with the object. A relationship that can extend to a service, to a city or to its community.

YON
This sofa, produced in different lengths, is the centrepiece of a collection (chaise longue, armchairs, etc.) designed for home and commercial use. The sofa arms form part of the back and open outwards like a gesture of welcome. Square and rectangular cushions create colour compositions against the neutral tapestry background. Client: Pau 2014



What and / or who are the inspirational references that build your imaginary?

What methods, techniques and experiences do you usually use during your design process?

Our raw material is images. The world of art, cinema, photography, advertising, design... We drink from this visual universe and use it accordingly for the project we are working on. It is the project's requirements and objectives that mark a particular language which, occasionally, tells us where we can find inspiration. But more often than not, it is our desire not to follow the trend or fashion that marks our path.

An inspiration paradox if you like.



EXTREM
A new brand of Iberian, smoked ham has been launched by Agriculturas Diversas, a Spanish company with a long tradition in the premium ham sector. EXTREM needed prestigious new packaging for their top product, which could be bought as a special gift, as the brand positions itself in gourmet shops around the world. The packaging needed to transmit the product's extremely high

quality to put it on par with other delicacies at the high end of the gourmet world, such as caviar and foie-gras. We designed the packaging in matt black, with a contrasting golden pig handle. An elegant serving tray in which to present the finest cuts of Iberian ham "comme il faut". Client: Gallén-Ibáñez and AGRI for Agriculturas Diversas SLU. 2013