

zoom out
Opposites getting closer

zoom out
Opposites getting closer

El concepto "Zoom out" trata de alejarse, ganar perspectiva y ampliar el punto de vista. No fijarse solo en el detalle, sino también en el contexto, tratando de abrir la mente para no quedarnos solo con lo local, sino también confrontarlo con lo global. Al ensanchar nuestra mirada y distanciarnos, observamos cómo objetos, espacios y arquitecturas aparentemente contradictorios dialogan, se complementan y se reinventan creando nuevos ambientes.

A continuación, presentamos nuestra nueva colección 2018/19 a través de cuatro nuevos espacios más abiertos, más dinámicos y multidisciplinarios que se adaptan a una nueva manera de relacionarse, de trabajar y en definitiva también de vivir.

"Zoom out" stands for standing back, gaining perspective and expanding one's point of view. To focus not only on the detail but also on the context, always trying to open one's mind, not centering on the here and now but confronting global aspects. Objects, spaces and architectures that, despite seeming contradictory, by opening up our field of view and distancing ourselves from them we can observe how they engage in a dialogue, complement each other and reinvent themselves creating new environments.

Our new collection 2018/19 is presented in the framework of four open, dynamic and multidisciplinary new spaces which adapt themselves to a new way of interacting, working and ultimately living.

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Health, sustainability, Slow food and leisure

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Reinventing tradition

zoom out

Salud, sostenibilidad, “Slow food” y ocio
Health, sustainability, Slow food and leisure

Urban Harvest

¿Un jardín en el campo? ¿Un huerto rural? Mejor. Un jardín vertical en el centro de la ciudad o un huerto urbano en la terraza de un restaurante. Al hacer zoom out descubrimos un paisaje inesperado, donde lo rural y lo urbano se desdibujan sin solución de continuidad.

De estética minimalista y monocromática pero confortable, en este espacio se mezclan materiales auténticos como las maderas naturales de superficies rugosas con materiales desgastados, despintados, y con cementos suaves y texturas cálidas. Destacan los colores de la naturaleza; pálidos grises, verdes y azules combinan con tonos ocre, tierra y verde oliva.

A garden in the country? A market garden? Better still, a vertical garden in the city centre or an urban garden forming the terrace of a restaurant. When we zoom out we see an unexpected landscape in which traditional urban and rural worlds fade away remaining unresolved in continuity.

Minimalist and monochromatic but comfortable aesthetics, this space combines authentic materials such as natural timber forming rough surfaces, distressed and rudely stripped, with cement in smooth and warm textures.

The colours of nature come to the fore; light greys, greens and blues combine with ochres, earthy hues and olive green.



Continental Oak 2335-D011



Athens Pine 2363-D007

Baikal 2349-204



zoom out

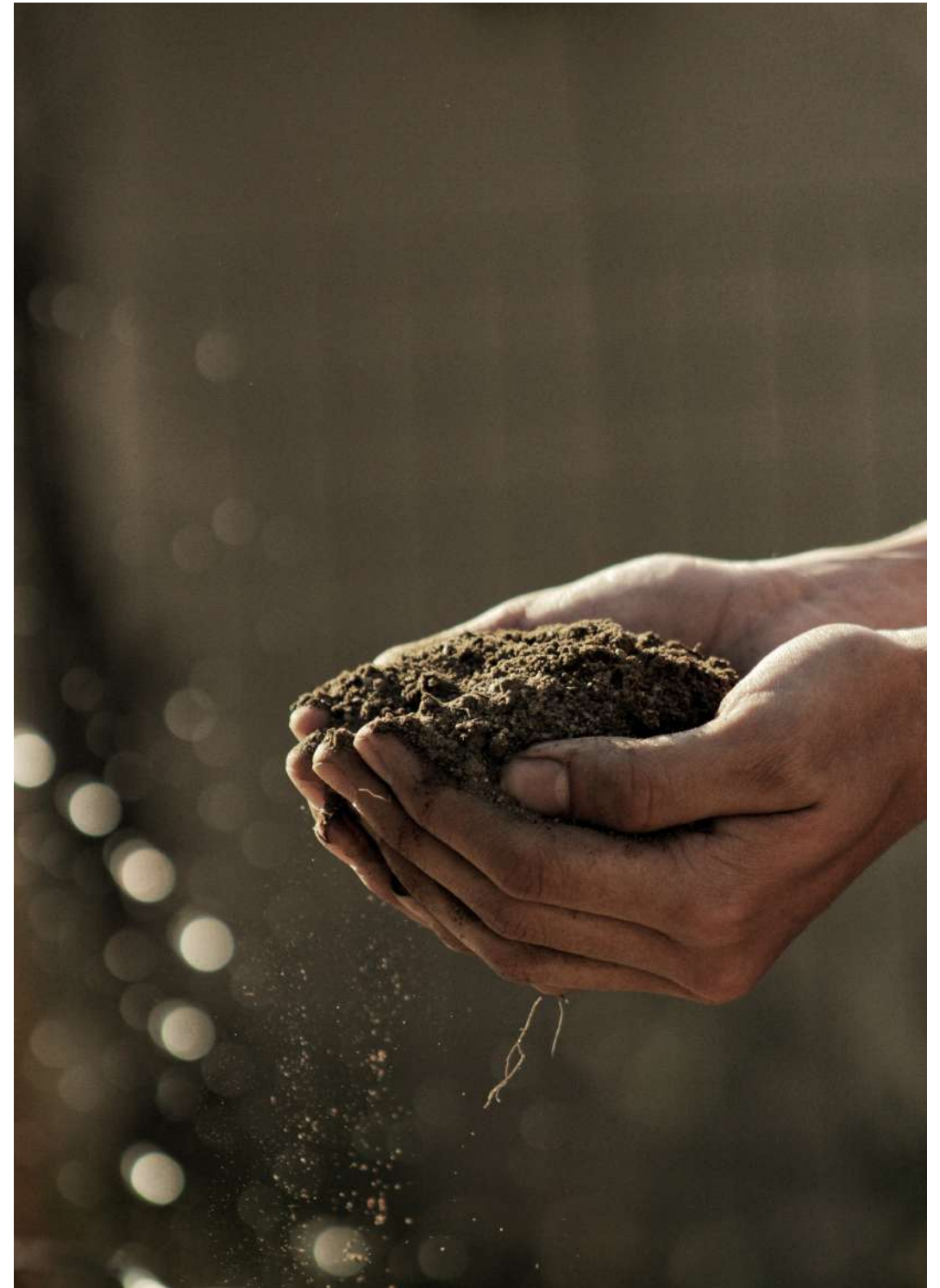


Rural Oak 2371-D002

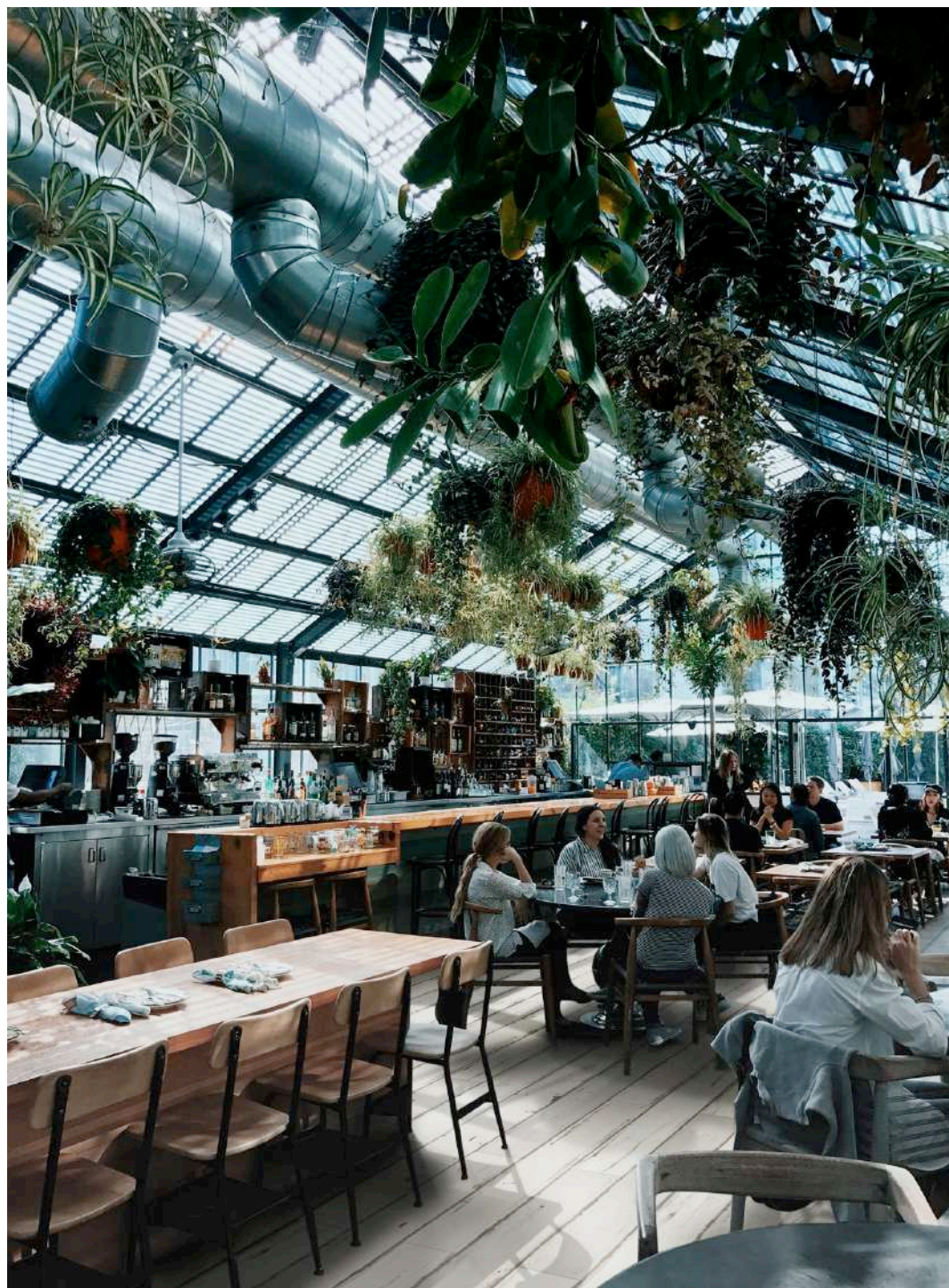


Lublin Oak 2355-407

opposites getting closer



zoom out



Milford Pine 2127-306

“Work sweet Work”

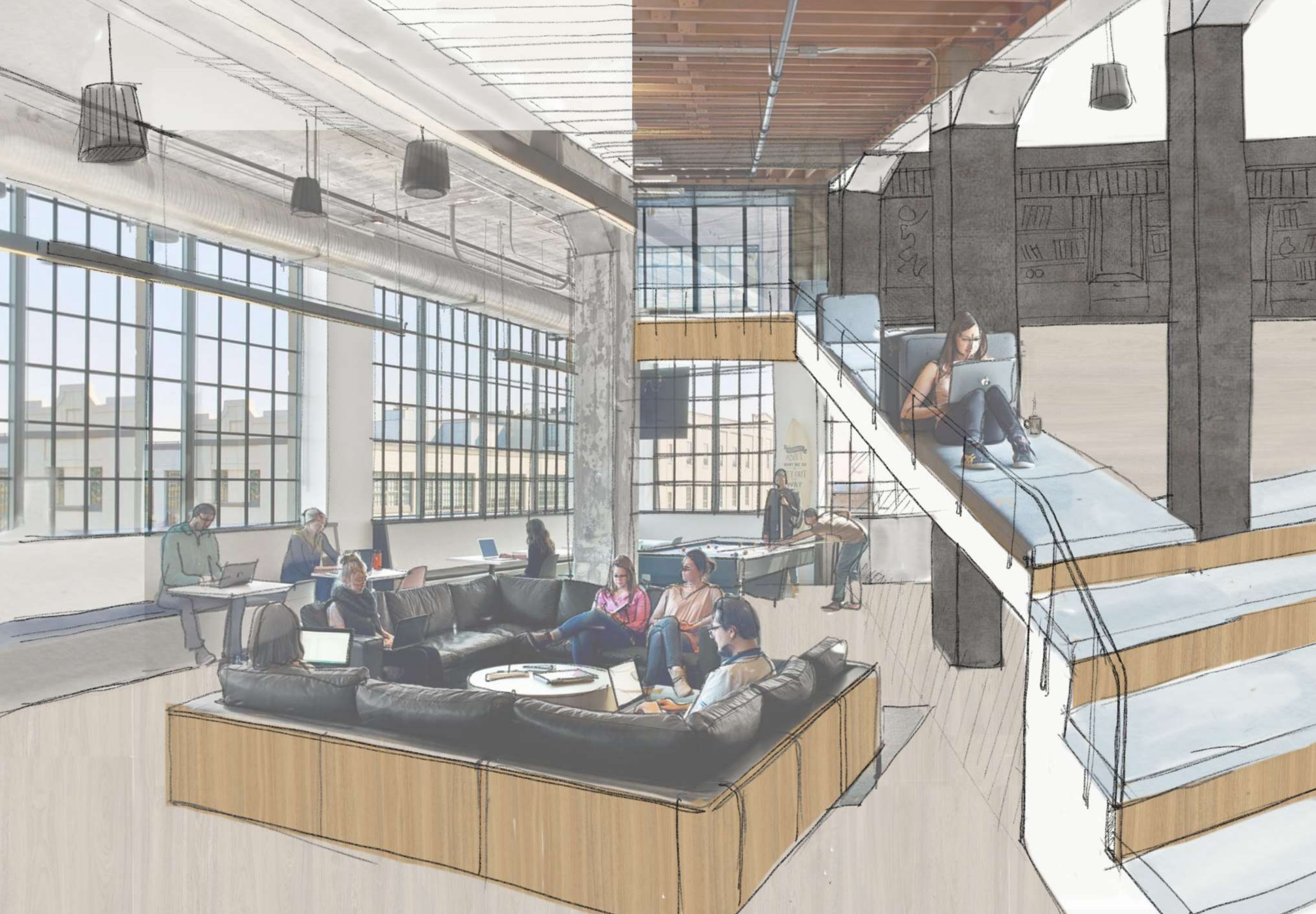
Single Collective

En la distancia corta, una escena de la vida cotidiana. Ordenador sobre las rodillas, un café, un sofá. Abrimos el foco y encontramos una cafetería en una calle cualquiera, con gente sentada aquí y allá. Conectada a su portátil, hablando por el móvil o tomando notas. Es un coffee-office, un co-working nada convencional. El “hygge”, un nuevo concepto que remite a lo acogedor, al bienestar y a compartir momentos de disfrute, aplicado a los espacios de trabajo.

Maderas de tonalidades claras y cálidas, texturas y textiles son los materiales que encontramos en estos espacios donde predominan la flexibilidad y la versatilidad. En cuanto a color, la apuesta son los tonos neutros, verdes y azules intensos.

Just ahead of us, we come across a common scene in our daily lives. A laptop nestles on somebody's knees, a cup of coffee, a sofa. Again, we zoom out discovering a coffee shop that could be found anywhere with customers dotted around connected via their tablets and mobiles or simply jotting down thoughts. It is a café-cum-office, an improvised co-working space. “Hygge”, this new concept referring to cosiness, wellbeing and sharing good times, is applied to the workplace.

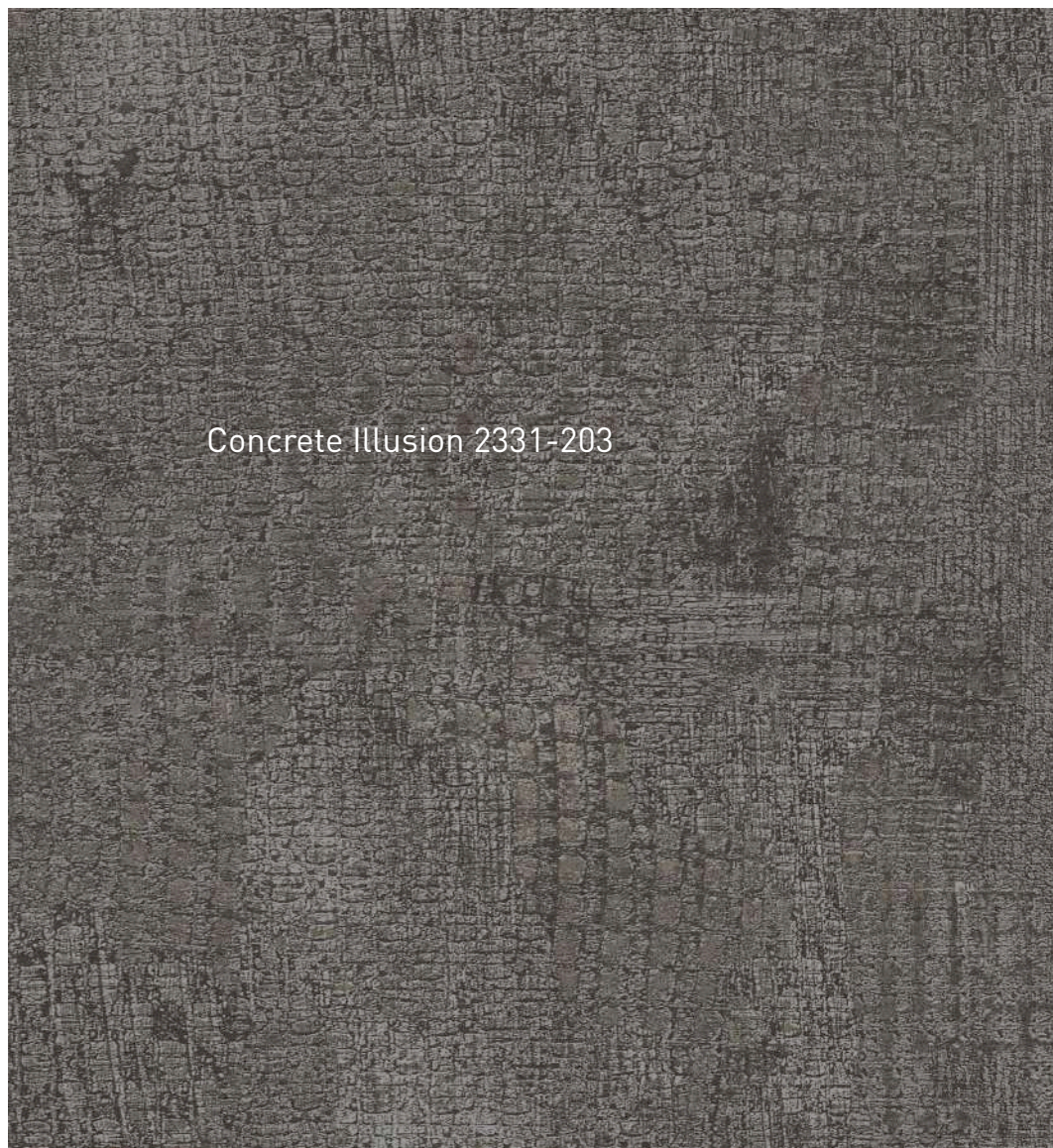
Pale or warm tone woods, textures and fabrics are the materials to be found in spaces like this, in which flexibility and versatility predominate. When it comes to colour, options revolve around neutral tones and intense greens and blues.



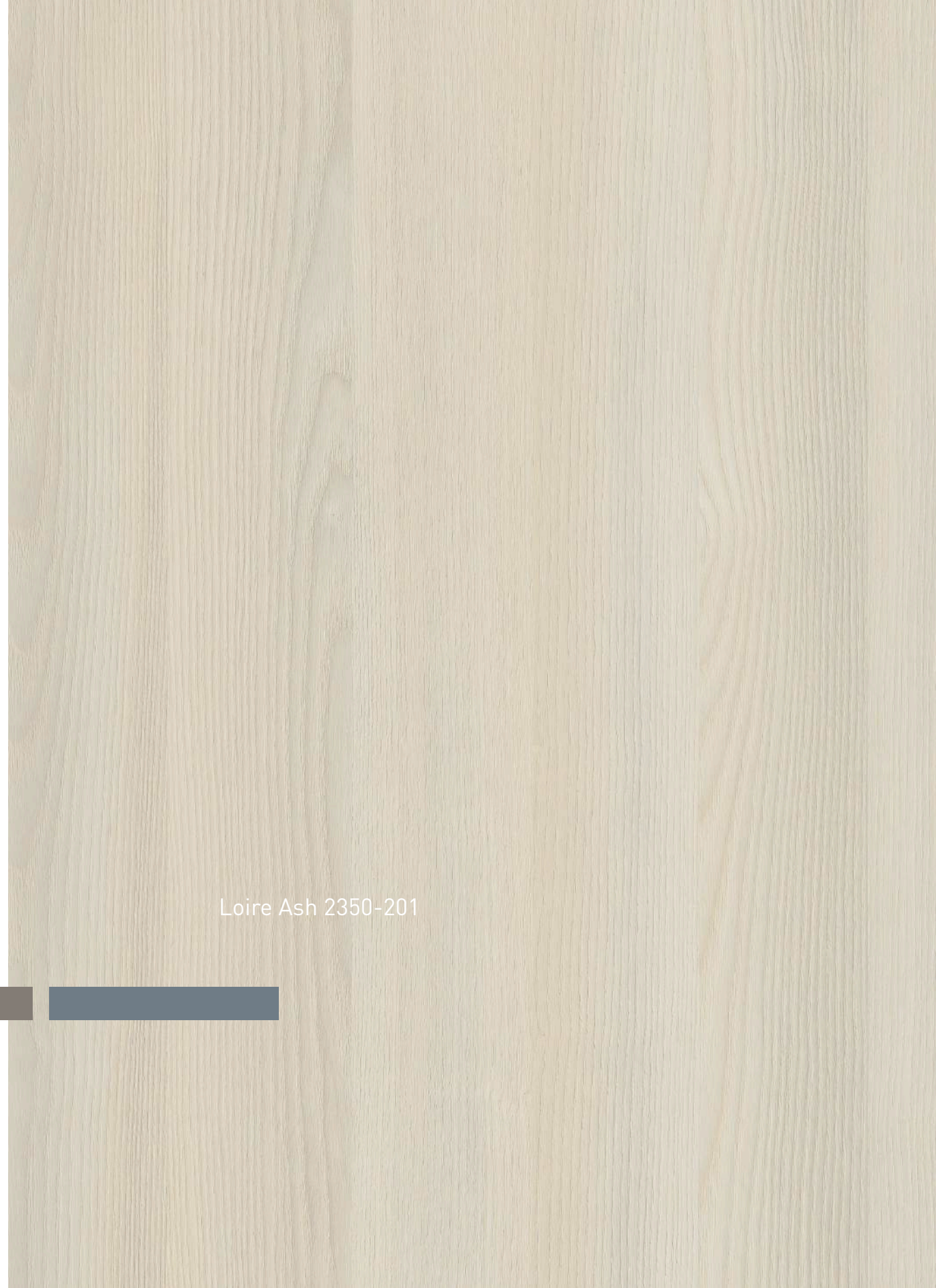


Nature Chestnut 2364-D002

zoom out



Concrete Illusion 2331-203

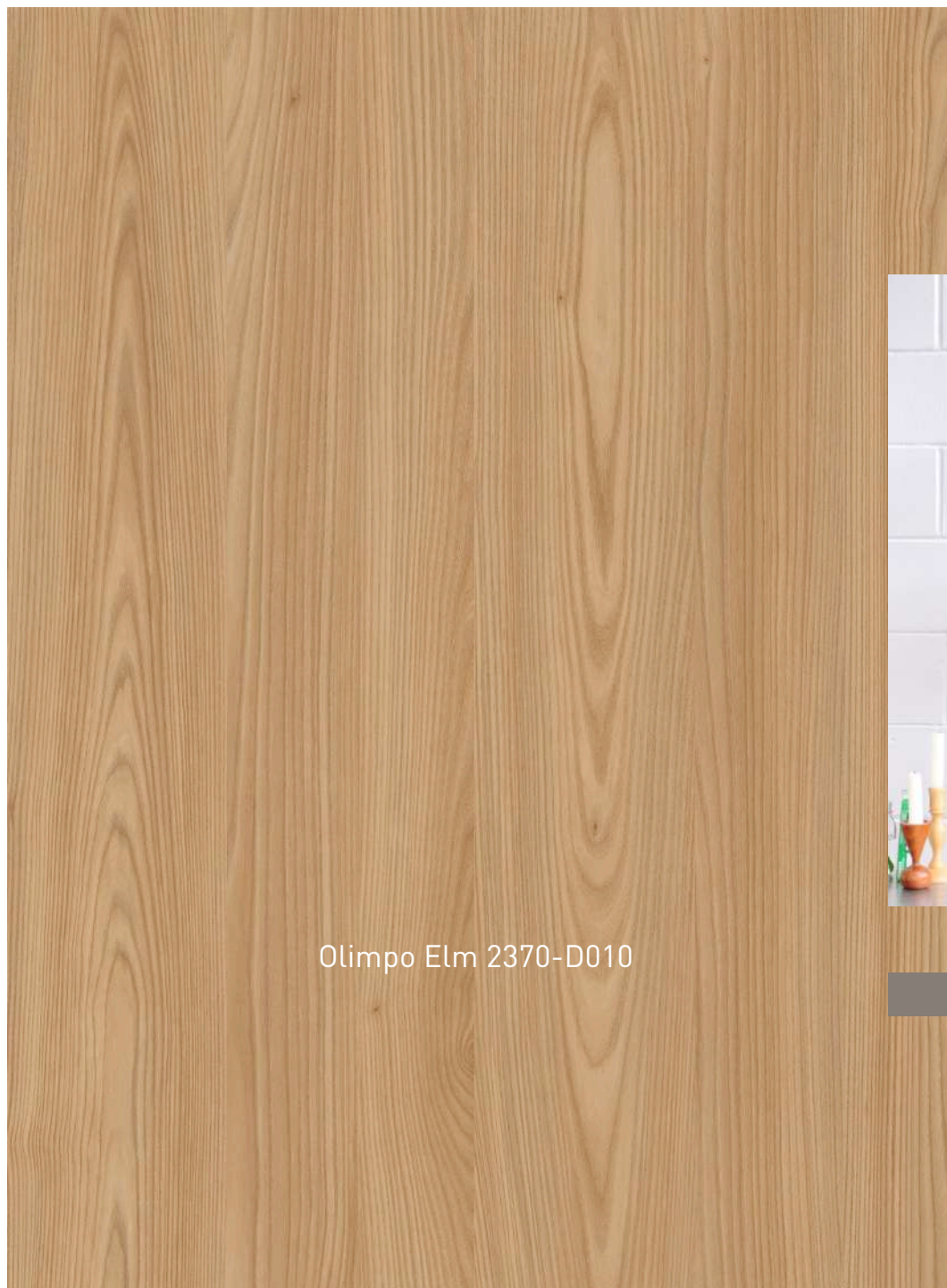


Loire Ash 2350-201



zoom out

opposites getting closer



Olimpo Elm 2370-D010



zoom out

opposites getting closer



zoom out



opposites getting closer



Grand Elm 2365-D004

zoom out



Arizona Oak 2353-201

Arte y diseño desde lo doméstico
Art and design from a domestic perspective

Perfect Mess

Un taller como espacio de trabajo o un estudio como máxima expresión de la creatividad. Lugares de efervescencia creativa sin horarios, donde lo laboral y lo personal se abrazan y se funden en una perfecta convivencia imperfecta.

El resultado: casas con personalidad, con la impronta de su inquilino, reflejo de sus necesidades y anhelos. Espacios llenos de contradicciones que se convierten en lugares únicos y exclusivos.

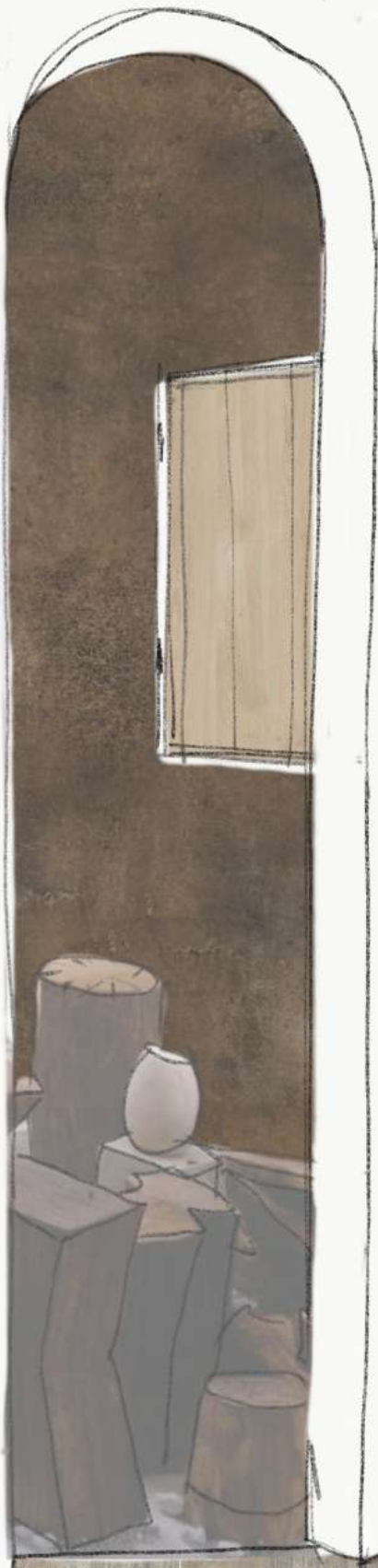
La imperfección, la sutileza y la elegancia son características de los materiales que inspiran este espacio: maderas pintadas y envejecidas, metales y cementos.

Y los colores: tierra, minerales, negro sobre blanco.

A workshop, whether it be a workplace or a study, as the maximum expression of creativity. Places where the effervescence of creativity is not chained to the clock, where work and free time dissolve in an embrace fusing into the perfect imperfect coexistence.

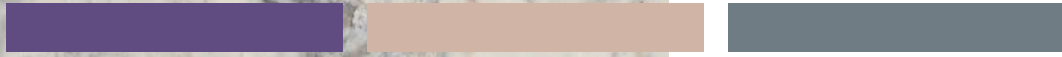
The result: homes with personality bearing the hallmark of its inhabitants reflecting their needs and desires. Spaces that are charged with contradictions converting them in unique and exclusive places.

Imperfection, subtlety and elegance are the characteristics inspired by the materials used in this space: painted and distressed woods, metal and cement. Colours: earthy tones, minerals and black on white.





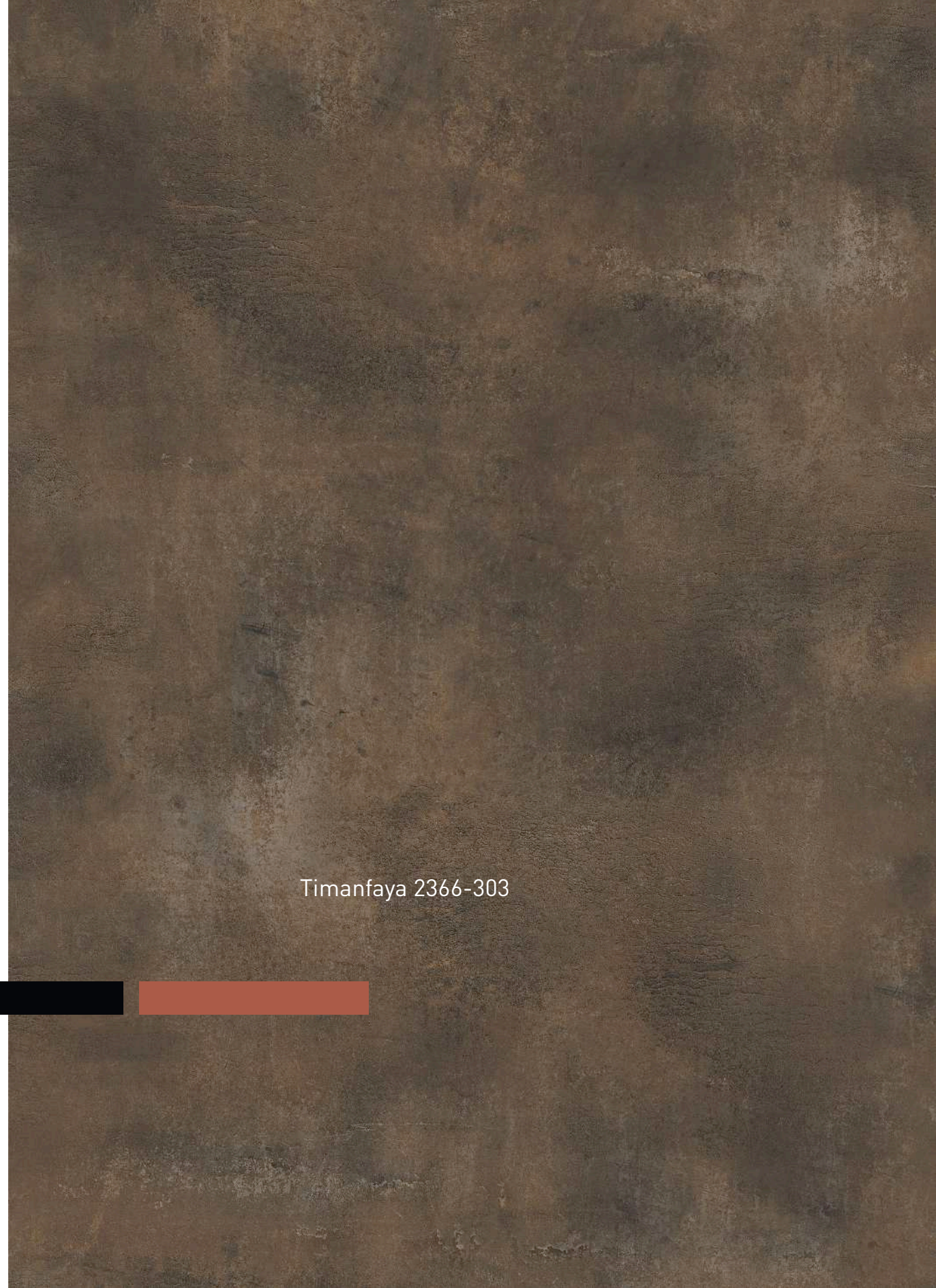
Mykonos 2356-D004



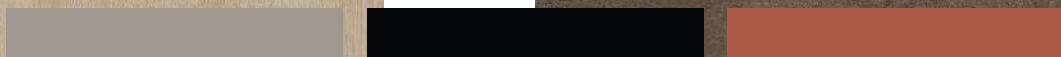
zoom out



Calipso Oak 2354-D003



Timanfaya 2366-303



zoom out



opposites getting closer



Devon Oak 2373-D001



zoom out



Alaska Elm 2128-D001

zoom out



Logan Oak 2369-D002

opposites getting closer



Reinventando la tradición
Reinventing tradition

Innovative Roots

La impresora 3D donde antes había un torno; ordenadores de última generación sobre antiguas mesas de diseño; una pantalla táctil en lugar de pizarras. La actividad se mantiene, las herramientas cambian, se actualizan. Simbiosis de tradición e innovación. Fábricas, talleres, espacios de siempre que cobran nueva vida gracias a la tecnología. Sacamos a la superficie la piel de antiguas naves industriales, de viejos espacios donde paredes desvaídas y cementos irrepitibles son prueba de su continuidad y legado, pero también de su rotunda modernidad.

Maderas exóticas, mármoles, piedras y metales desgastados interactúan con las nuevas tecnologías. Y la huella del tiempo se tiñe de marrones, grises, azules intensos y tonos oscuros.

A 3D printer where a lathe used to be, a state-of-the-art computer on an antique designers table, a touch screen instead of a blackboard. The activity remains the same but the tools have changed, updated in a symbiosis of tradition and innovation. Factories, workshops, traditional spaces in which technology breathes new life. We uncover the outer skin of old industrial buildings, old workplaces with faded walls and irreplaceable cement work; they are proof of its continuity and legacy but also of its categorical modernity.

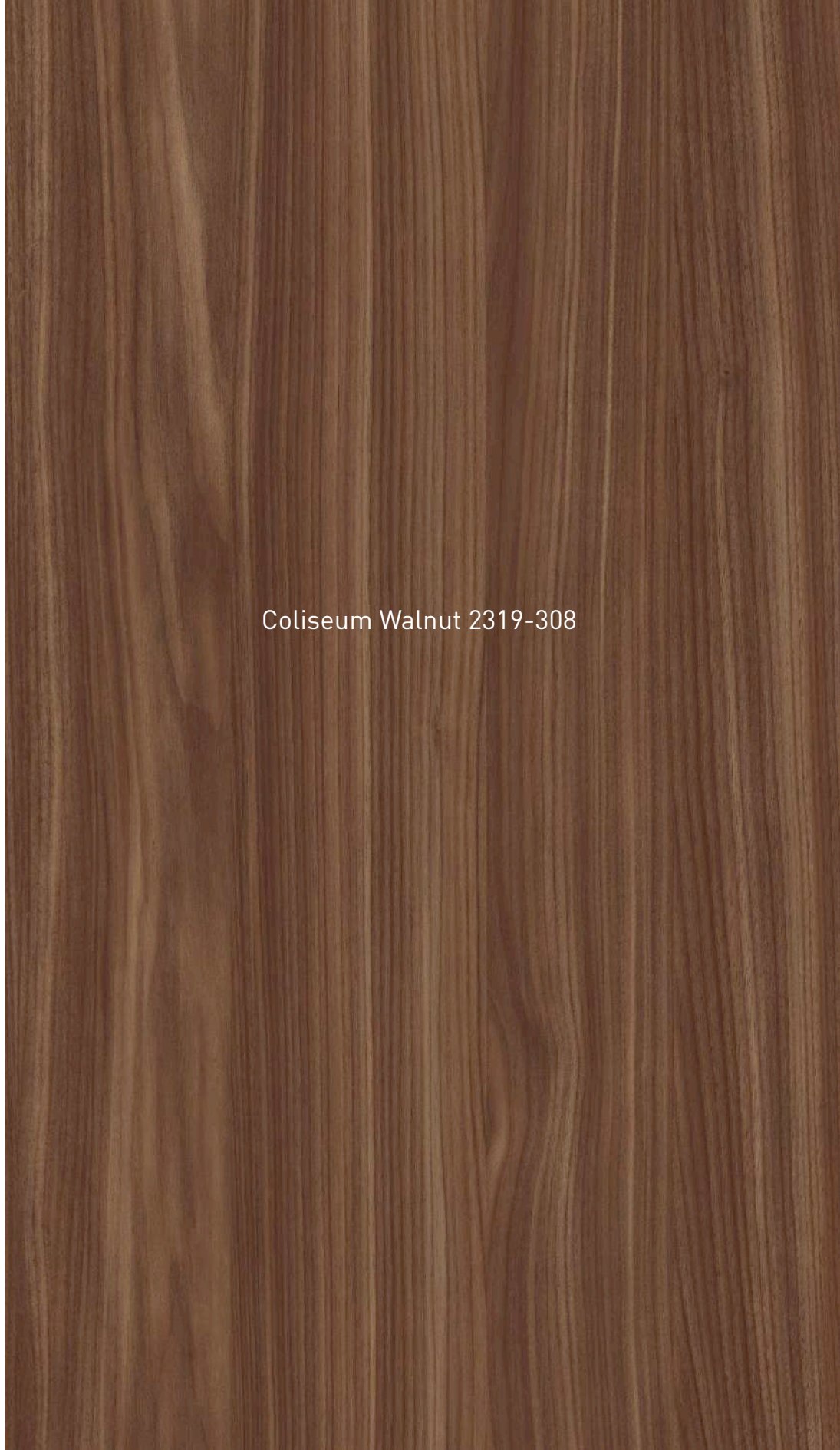
Exotic woods, marble, stone and metal distressed by the passage of time interact with new technology. The stamp of time is coloured with browns, greys, intense blues and dark tones.



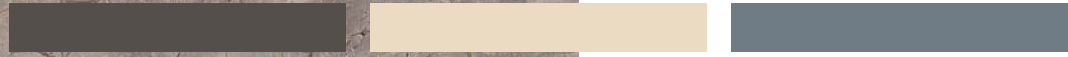
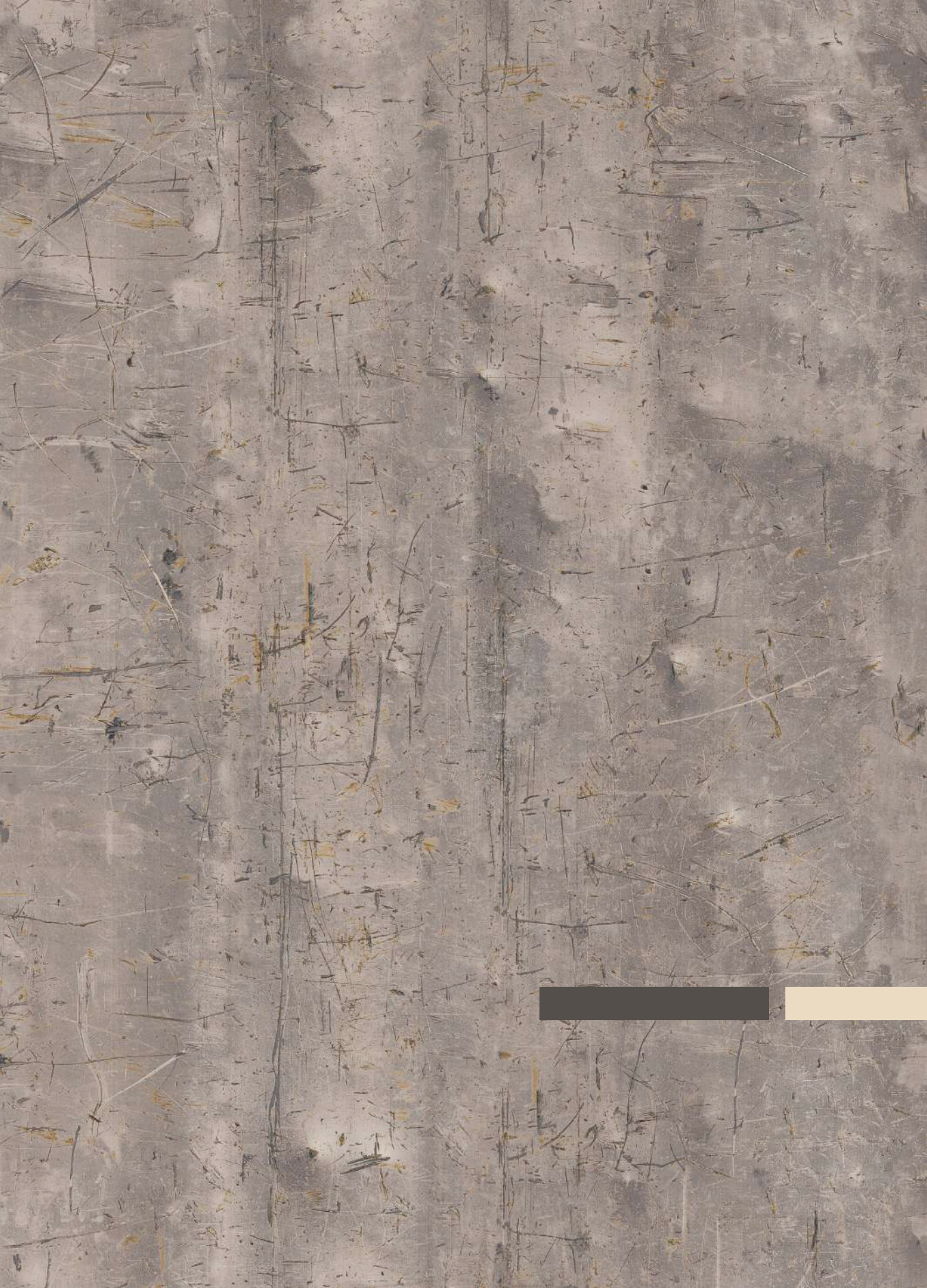
zoom out



Louvre 2358-306

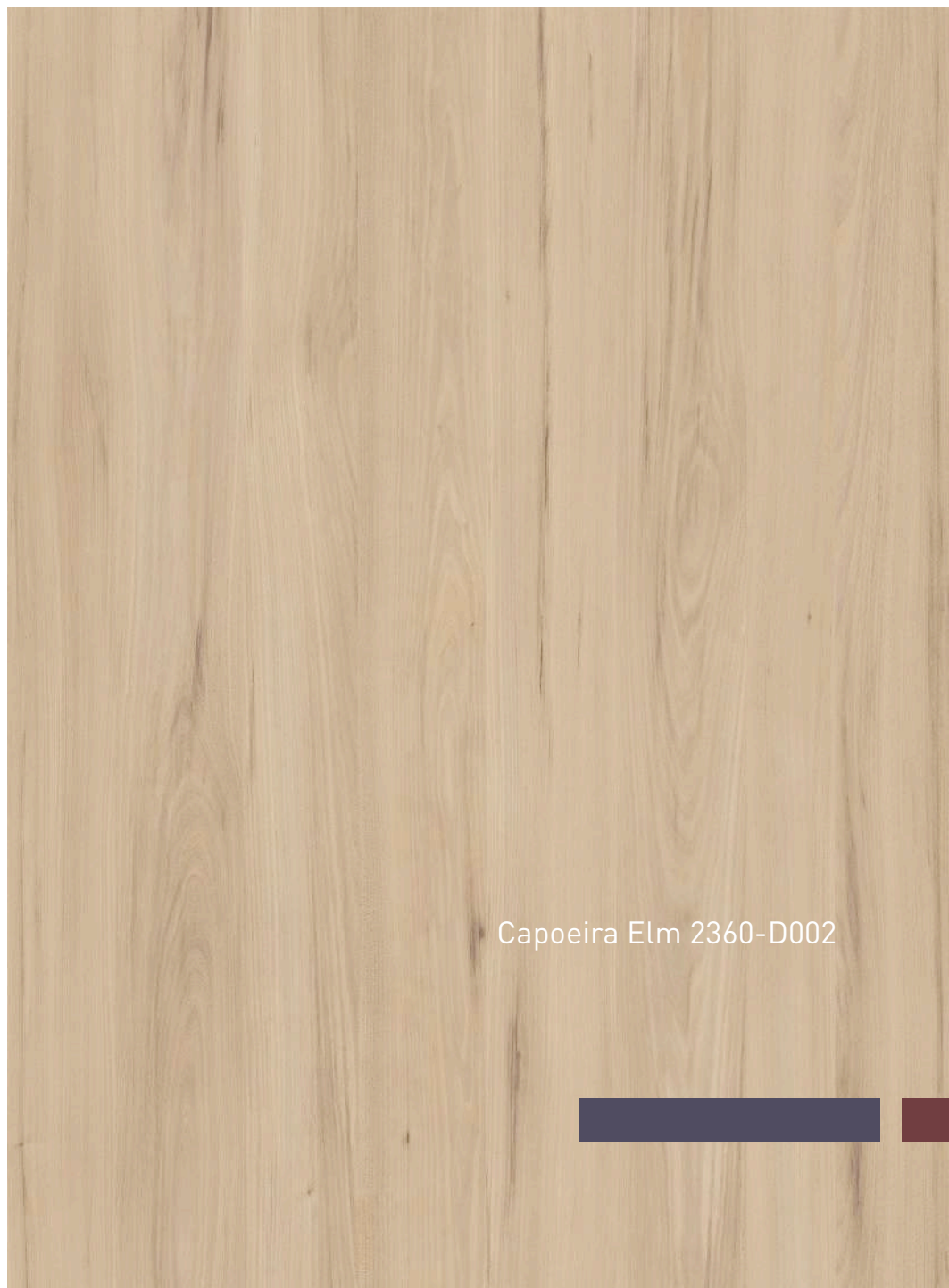


Coliseum Walnut 2319-308

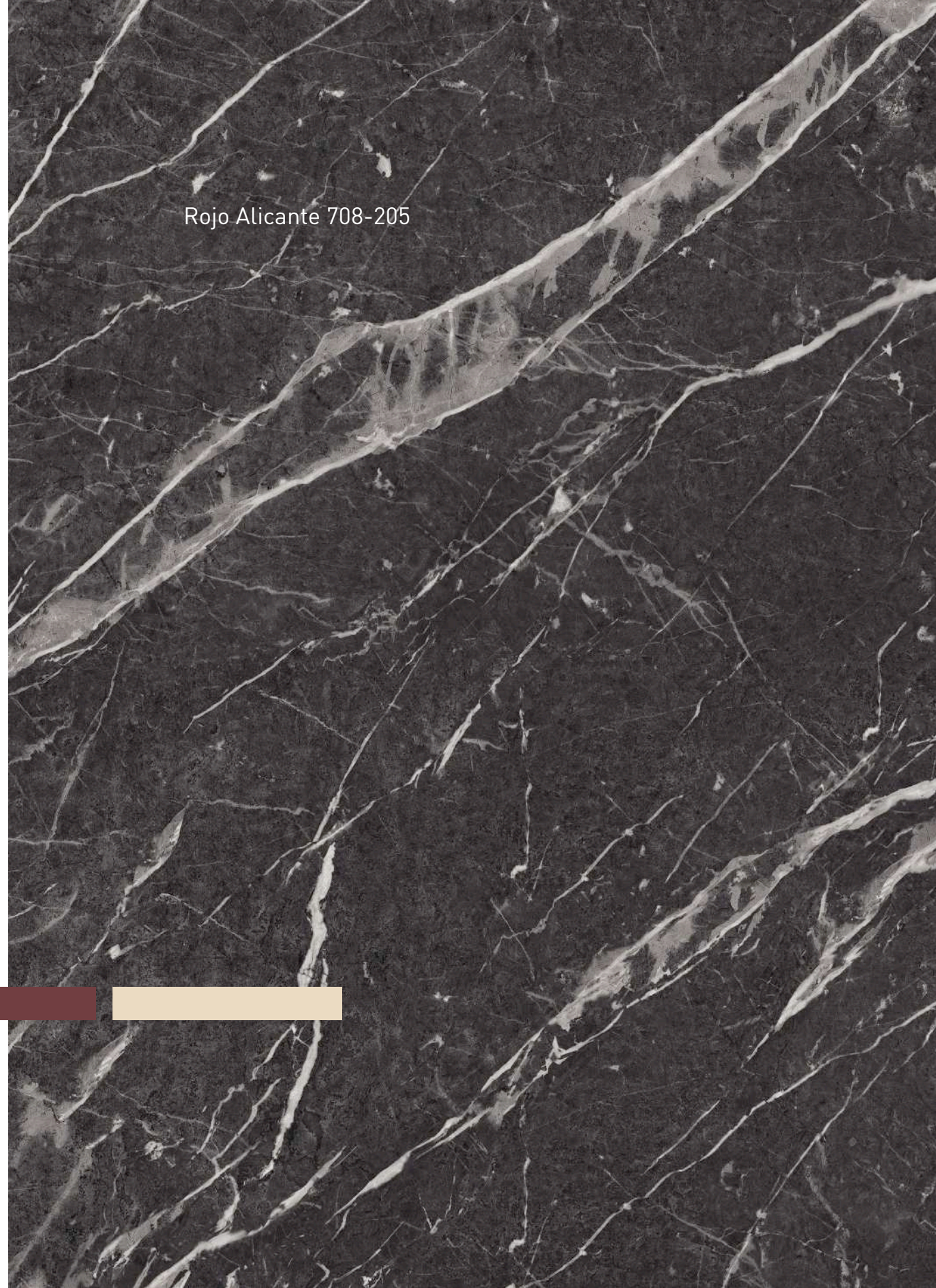


Truck Door 2351-402

zoom out



Capoeira Elm 2360-D002



Rojo Alicante 708-205



Perge Oak 2340-313



zoom out



opposites getting closer



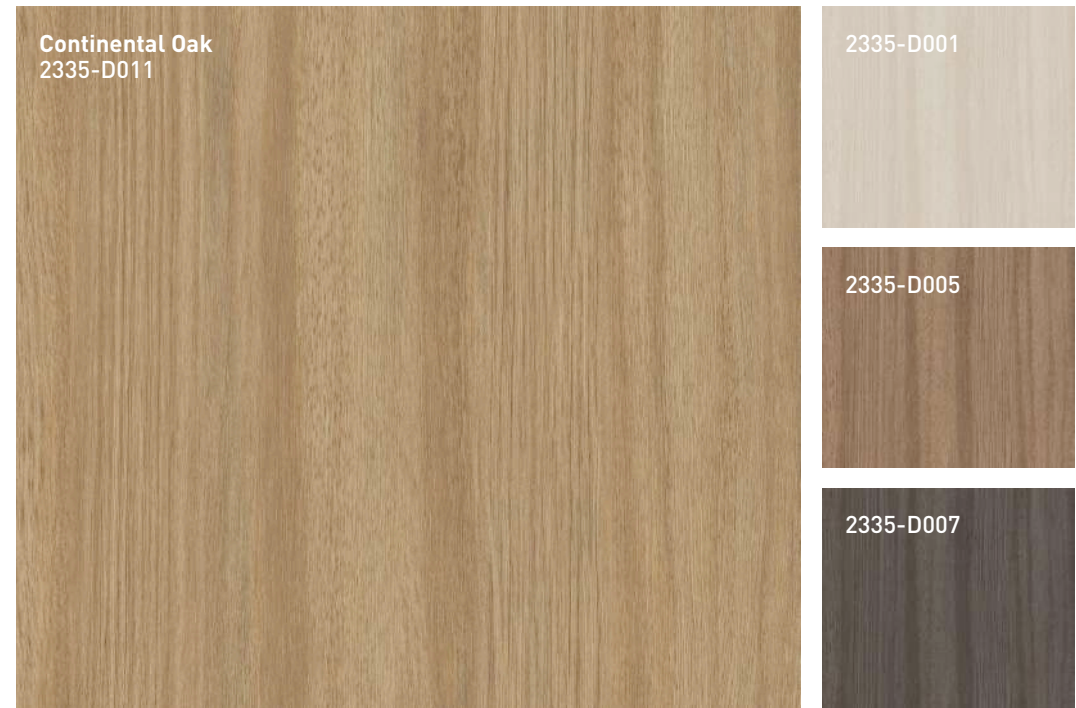
Aconcagua Elm 2357-D008

**Decor
selection**

2018/19

Furniture 74

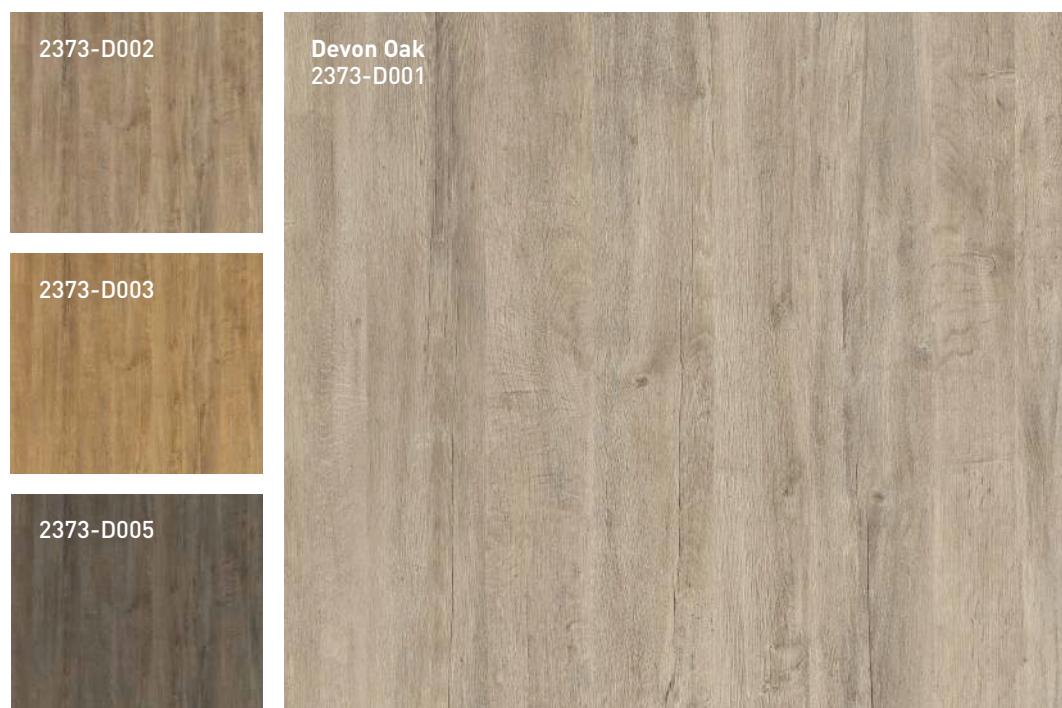
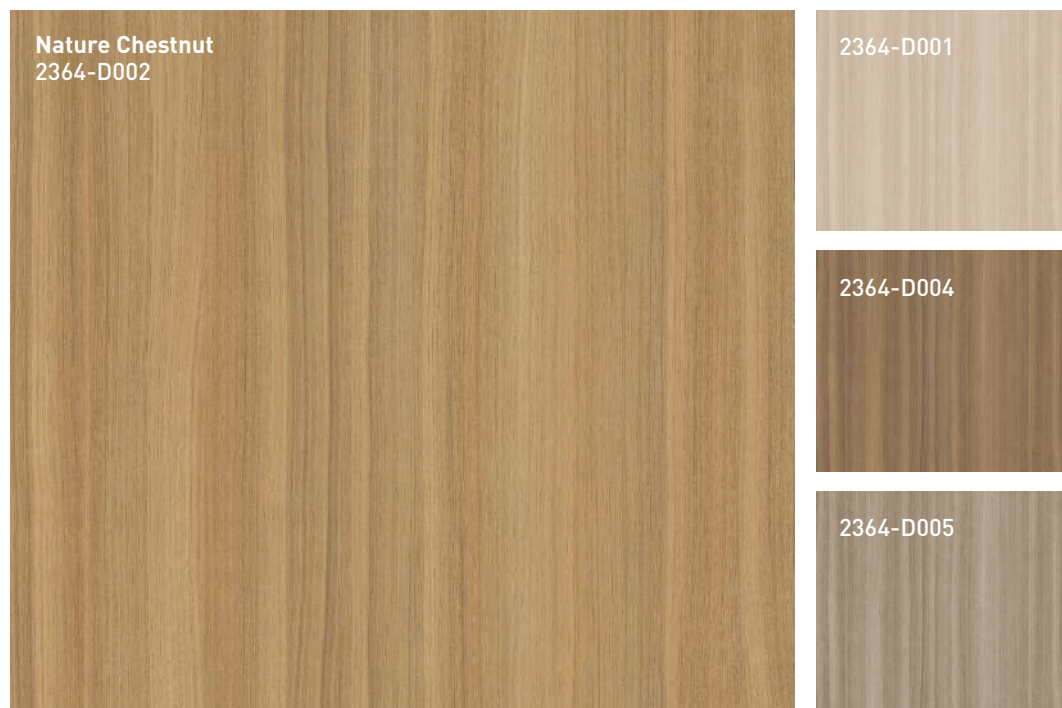
Flooring 84



Furniture

Decor selection
2018/19

zoom out



opposites getting closer



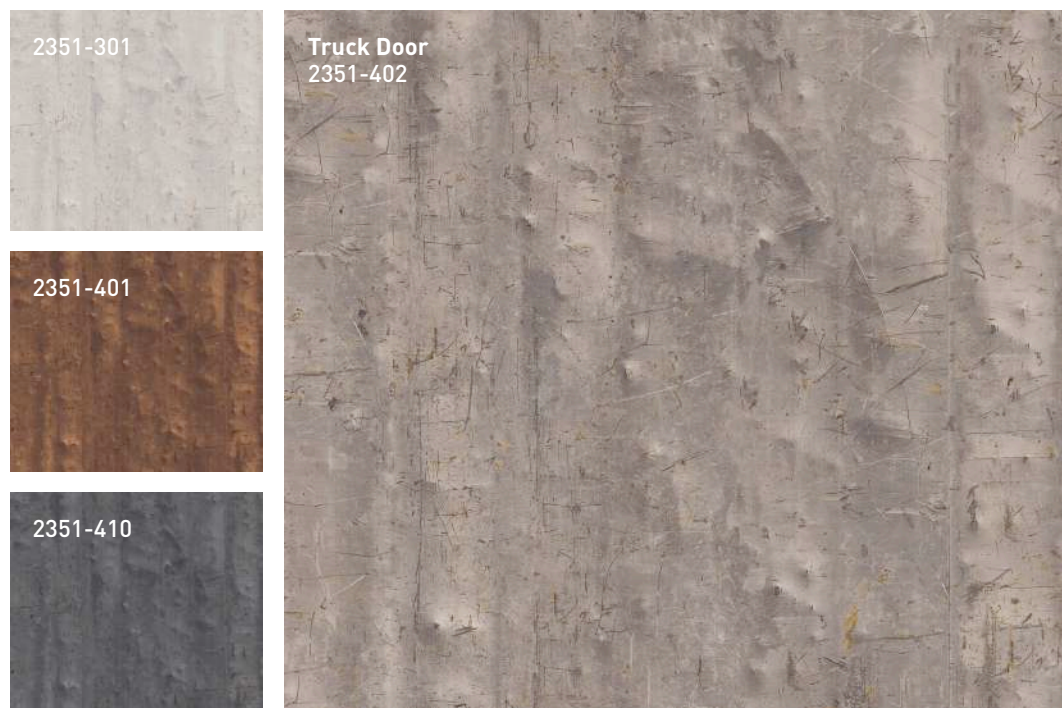
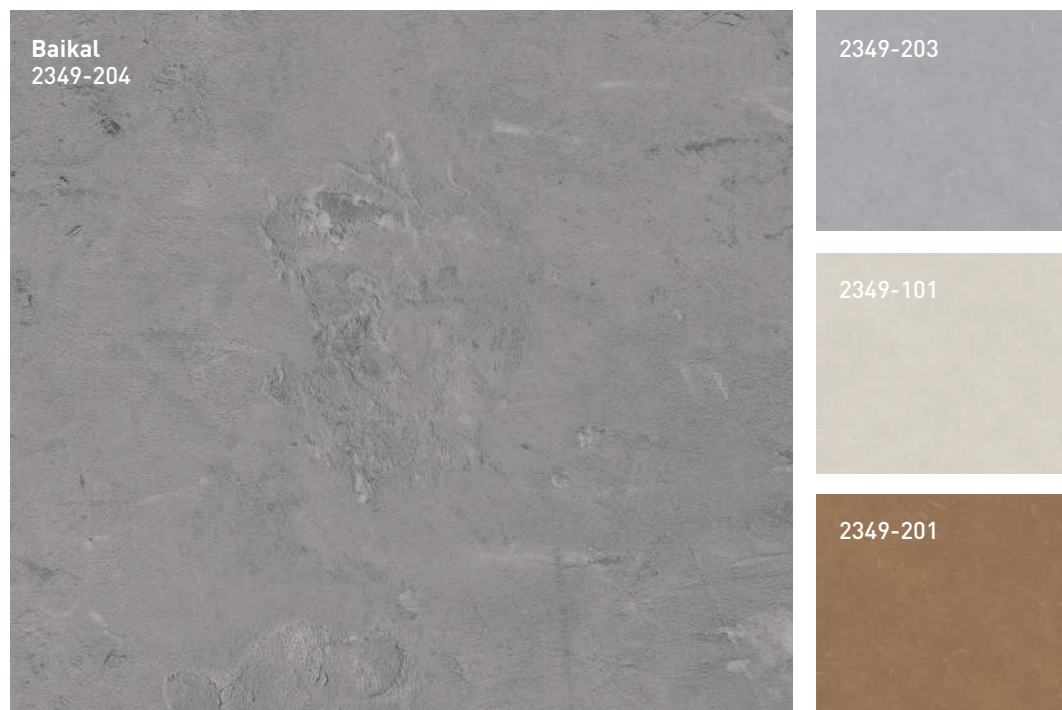
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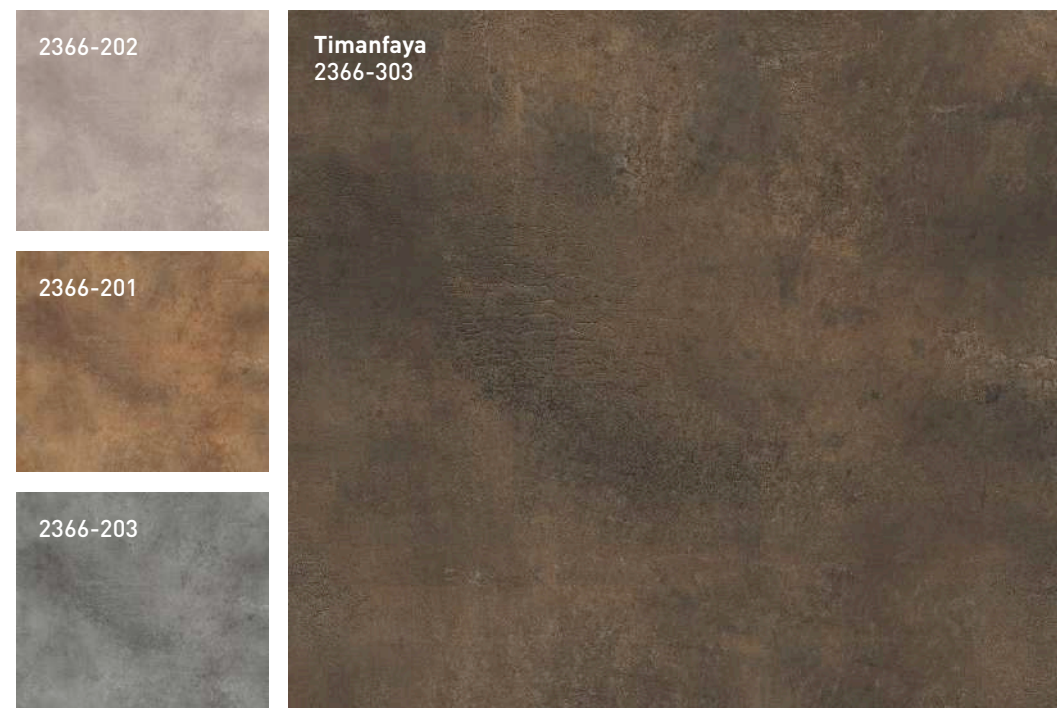
opposites getting closer



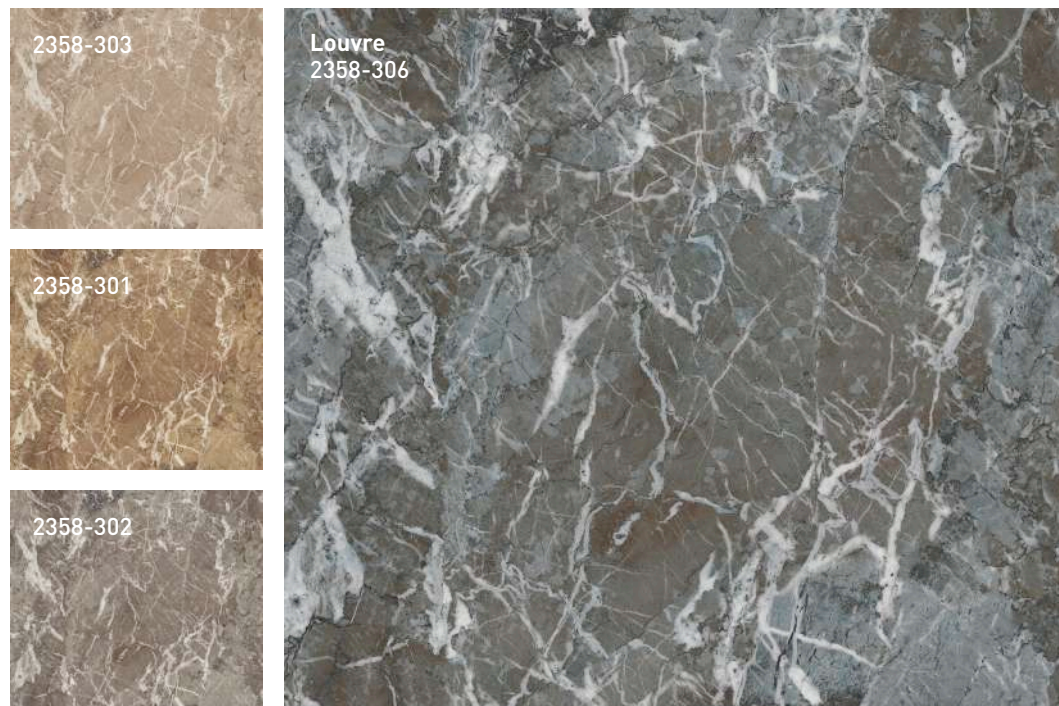
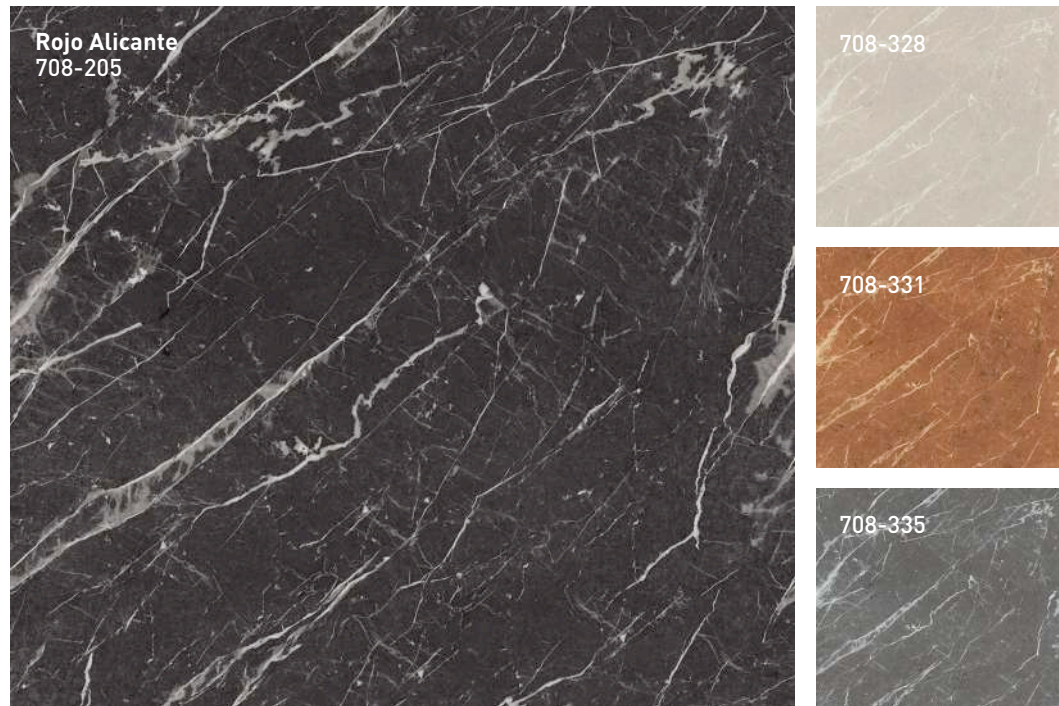
zoom out



opposites getting closer



zoom out

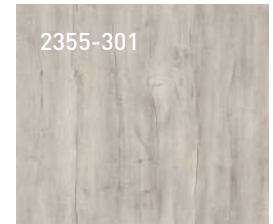


opposites getting closer

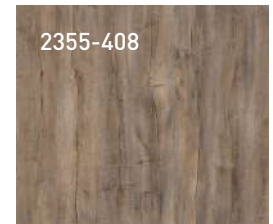




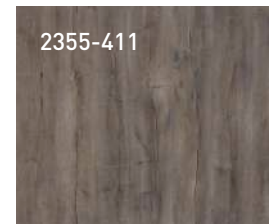
Lublin Oak
2355-407



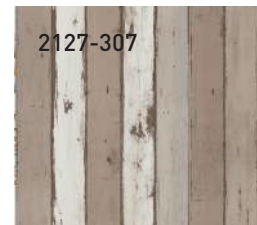
2355-301



2355-408



2355-411



2127-307



2127-404



2127-403

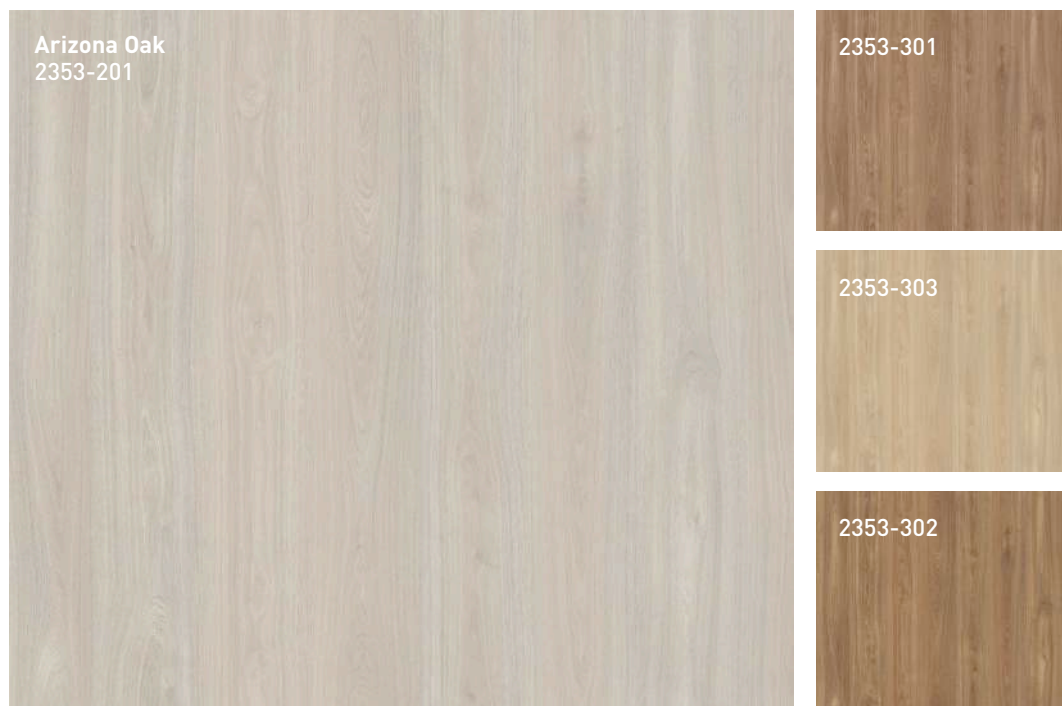


Milford Pine
2127-306

Flooring

Decor selection
2018/19

zoom out



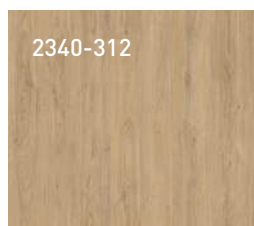
opposites getting closer



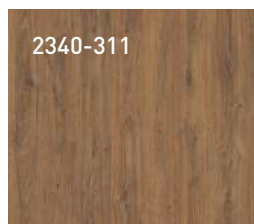
zoom out



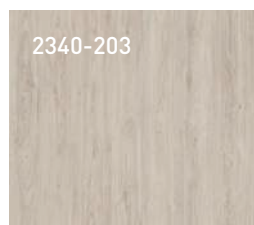
Perge Oak
2340-313



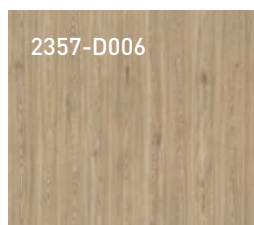
2340-312



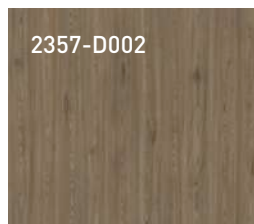
2340-311



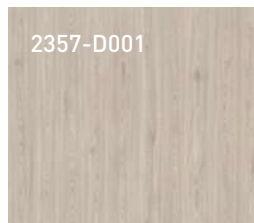
2340-203



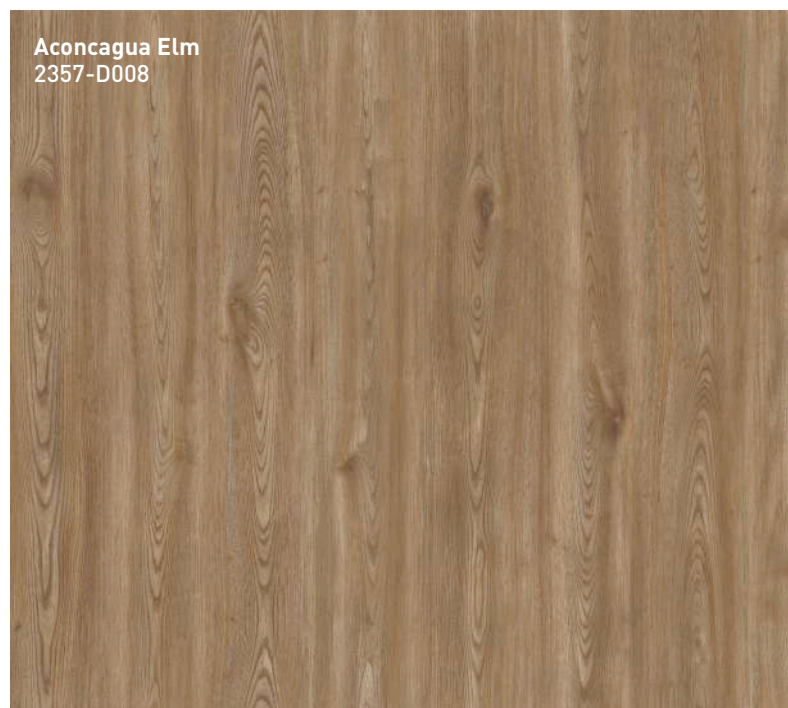
2357-D006



2357-D002



2357-D001



Aconcagua Elm
2357-D008



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