



# Poetic forms

Nine Uruguayan design studios present an exhibition inspired by one of their cultural icons, the poet Juana de Ibarbourou.

The works of Poetic Forms draw their inspiration from *Las Lenguas de Diamante*, a very influential book for Latin American literature on the one hundredth anniversary of its publication.

The collaborative work of these Uruguayan studios reflects upon the main themes of this revolutionary poet such as love, freedom, body and nature to create unique pieces that use the noble raw materials that Uruguay offers.

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# Estudio Tosca

Estudio Tosca was founded in 2017 by industrial designers Cecilia Casafúa and Alfonso Martínez. It is the only Uruguayan industrial design studio focused on the development of products created from native precious stones of the country such as agate, amethyst, jasper and quartz, which are considered in the world of quality "A".

The perfect finishes, optimal polished and almost sculptural pieces are the leitmotiv of their collections. As there are no two identical stones, no two Tosca creations are the same, so each customer gets an exclusive industrial design product.

**Estudio Tosca chose to draw inspiration from the poem "La hora".** The studio designed three clocks, a mirror and chandeliers that symbolize the passage of time, reflection (in old age) and brightness (in youth). Estudio Tosca designed functional pieces with a strong stage presence. The precious stones are carved in contemporary shapes with a palette of warm colours and metallic finishes. Tosca seeks to convey that these materials are almost eternal, the result of millions of years of geological formation and that the passage of time as we know it will not harm them.



ESTUDIO  
TOSCA

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[@estudiotosca](#)  
[estudiotosca.com](http://estudiotosca.com)





# sámago

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@samago.uy  
samago.uy

## Sámago

Sámago is a team of architects and designers with the aim of creating different spaces. It was founded in 2013 focused on author's furniture design and its materialization.

Sámago took inspiration from "The still grove" to design the centre table "Arboleda". The challenging design process aimed to create a tangible product from the interpretation of the poem.

Word by word, they broke the poem down into different shapes and materials. The meaning of the words became the essence of the design. "Arboleda's" identity comes from something rigid that comes to life and breaks free.

"Arboleda" centre table has three different rotating surfaces that give dissimilar sensations evoking freedom, carefree and merrier times. The upper surface transmits a sense of slenderness and calmness, being closely related to nature with its curves and wooden imprint. The middle surface represents the nightly forest, the still grove's habitat. Infinite darkness only interrupted by the light of constellations, reflects the dark side of the author's biography sprinkled with the memory of and hope for happier times. The bottom layer has the particularity of being reflective. It shows a distorted image of reality, generating a playful experience in interaction with the user.



# Muar Diseño

Established in 2011 by Federico Mujica and Carolina Arias, MUAR Diseño works in multiple disciplines, from architecture, interior design, furniture, lighting and refined objects. The studio develops projects with a unique approach that results in differential and innovative concepts, focused on the person, aesthetics, quality and longevity of the products.

MUAR Diseño will present at the London Design Fair a set of low tables and a wall mirror, each inspired by a poem: "Diamond tongues" and "The star" respectively.

In the poem "Diamond tongues", the poet talks about the magic of love between two lovers under the moonlight, an instant of passion and supreme sensory connection, which nothing should disturb it. The set of tables represents this union and connection between the lovers.

The outer material in aluminium symbolises skin dyed with moonlight and the chamoise-coated interior represents carnal pleasure. On its covers, a textured relief detail - a pattern that continues from table to table - symbolises the connection and silent communication between lovers, the "supreme dialogue". Handmade in sand and suede cast aluminium.

In the poem "The star", the poet embodies a simple image of nature: the reflection of a star in a pond of water, which she uses as a metaphor for an illusion to be treasured. The designed mirror tries to represent and capture the scenes that occur around the pond, the admiration, the play of light reflections and the distortion caused. Handmade in several superimposed layers of brass and antique mirror.



DISEÑO

@muar\_diseno  
muar.com.uy

# Menini Nicola

Menini Nicola is a Uruguayan studio founded by designers Agustín Menini and Carlo Nicola and dedicated to the development of products for the home and furniture.

The studio is a point of reference for Uruguayan design and has worked on relevant projects such as equipping the cafeteria of the historic Teatro Solís in Montevideo, the food court of the Montevideo Agricultural Market and other interesting initiatives related to Uruguayan heritage.

Since 2006 Menini Nicola has a continuous presence in the Brazilian market and received the Industry Award at the Salão Design Movelsul Brasil 2014 fair.

Additionally the studio has continued its work experimenting with the result of its constant search for style, through furniture with a local vision, a deep European influence and Scandinavian spirit.

Menini Nicola will exhibit, inspired by the poem "La espera", an auxiliary table and a stool made by Uruguayan artisans in brick and oak, with upholstery in sheepskin of long wool. The products will be displayed inside a wicker separator. The studio has collaborated with a potter, carpenter and leather upholsterer from Montevideo, celebrating the main features of Uruguayan design and traditional experience.



# Manos del Uruguay

Manos del Uruguay is a non-profit social organization that since 1968 has provided work for women artisans in rural areas of Uruguay, allowing them to remain in their communities, have access to training, an economic livelihood and develop as individuals.

Manos del Uruguay has grown into an organization formed by artisan cooperatives, creating noble, sustainable and ethical products. The company is a member of the WFTO (World Fair Trade Organization) since 2009.

In a world context where handcrafts have become luxury, Manos del Uruguay bets to defend and nurture it, aware that it represents a cultural standard and a productive system with a high value. It works with artisanal techniques of low impact on the environment and with natural and renewable raw materials such as wool.

At the London Design Festival Manos del Uruguay will present the series "La noche", "El lago" and "Los amantes" with blankets and cushions inspired by the poem "Las lenguas de diamante". These pieces are handmade from biodegradable natural wool fibres.



@manosdeluruguay  
manos.uy

# Estudio Diario

Estudio Diario was born in 2013 in the city of Montevideo - Uruguay, as an industrial design initiative of Ana Sosa and Guillermo Salhón. It works in the field of product design, custom projects and interiors.

To date, the studio has developed products that are sold in Switzerland and sells licenses to markets such as Brazil or Argentina. It also designs exclusive pieces for Uruguayan architectural studios.

His inspiration comes from his interest in combining functionality and aesthetics, creating simple and timeless pieces, combining different materials and shapes. His designs arise from the limit between the traditional and the modern, rescuing conventional techniques and optimizing production processes.

Estudio Diario selected the poem "Salvaje", which figuratively describes the typical Uruguayan landscape, guiding the reader through pastures and a stream. As the character moves through this landscape, he gradually becomes part of it, surrendering to nature. As the poem progresses, the reader becomes part of this process, perceiving the aromas, textures, colors and sounds that highlight the beauty of the wild.

From this poem, the study presents a series of small-scale objects for personal care, including a mirror, a container and a hairbrush. Estudio Diario encourages visitors to interact with the objects, so that they also evoke a sensory experience similar to that of "Salvaje".

The objects use contrasting textures, colours and contemporary forms and are created with raw materials such as wool and tiento (a material derived from leather), as well as with modern and handcrafted techniques.



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**@estudio\_diario**  
**estudio-diario.com**

# Estudio Claro

Rosina Secondi and Daniel Appel are the Uruguayan designers behind Estudio Claro, born in Montevideo Uruguay in 2008.

Their collaborative process with local workshops and artisans gives their design pieces and spaces a unique value. They design products and spaces characterized by developing creations with a balanced perspective of functionality and aesthetics, expressed by simple forms that are inspired by local influences.

The studio carry out design projects in Latin America and Europe, and their products are designed for both selected galleries and large scale production. The core principle is the interpretation of the context through simple forms and noble materials that give identity to their furniture.

Estudio Claro selected the poem "El Dulce Milagro" as inspiration. In this poem, Juana de Ibarbourou creates an enchanted, dynamic, feminine, warm and visceral world, with references to flowers as part of a powerful love.

With this poem as a starting point, Estudio Claro presents a series of objects that guide visitors through the stages of the poem, including vases and vases with flowers sprouting in reference to joy and a mirror that symbolizes the reflection of reality and the gaze of others. The series culminates with a seat, representing the end of the poem, that takes the visitor to a moment of contemplation and serenity.

Claro worked in ceramics, natural fibers and glass to create the pieces.



ESTUDIO CLARO

@estudioclaro  
estudioclaro.com



# Carolina Palombo

Carolina Palombo is an Uruguayan architect and industrial designer who established her studio in 2007. Since then she has been known for her wide range of designs including furniture, homes, small residential buildings, commercial spaces, offices and everyday objects.

In 2017 her work was awarded in Italy and her designs are currently marketed in Brazil.

Inspired by "La pequeña llama", Carolina Palombo exhibits a collection of pendants combining natural materials such as totora and burnt wood, the last of which was modeled using Uruguayan wood turning techniques. In line with the heritage of the studio, the new pendants demonstrate craftsmanship and a return to basics.



CAROLINA PALOMBO PÍRIZ

@carolinapalombo  
cpp.com.uy

# IZZI

Izzi Design is a project led by the industrial designer Maximiliano Izzi, master in Management and Design for Systems of Products Destined to the Domestic Space of the Università degli Studi di Roma - La Sapienza.

His studio is characterized by designing memorable experiences that are meaningful to people and offer value. Its design process is linked to innovative tasks that connect with the development of new products.

Izzi Design will present Gaff, a table inspired by the poem "Vida Garfio", which focuses on love and death as two manifestations of the freedom of the soul and the ability to generate new life.

Gaff imitates this idea of growth from the earth, making use of geometry, starting from linear forms to reach complex structures. At the base of the table natural materials such as marble and wood are used, marking the source of growth. The table structure is made of laser-cut steel with a copper finish.



IZZI

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@izzi\_design\_mvd  
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