



MACAEDIS
&
CasaDecor'04 Barcelona

December 2004

MACAEDIS PRESENTS IN CASADecOR THEIR INNOVATING PIECES OF URBAN FURNITURE

Macaedis presented its products of urban design in natural stone in the prestigious exhibition CASADecOR that has been celebrated in Barcelona from the 17 of November to the 19 of December of 2004.

This great showcase of the decoration is celebrated annually in Barcelona, Madrid, Valencia, Lisbon, Oporto and London (as of 2005), and it is considered the most important house-design exhibition of Europe at which all sectors are present and integrated. The main players are the industry and the interior designers and architects. Its channels are a most attractive presentation and effective communication. Its goals, the creation of an essential trade-off between company brands, designers and a public that is increasingly interested in such proposals.



CasaDecor is a exhibition that gather together the best professionals of the decoration, the design and the architecture, with the objective to approach the public the present tendencies of the fashion in the habitat and the rehabilitation.

The annual challenge of this great catwalk of decoration is to rehabilitate an uninhabited building in the different cities where it is made and to that way be able to inform to the visitors, through multitude of decorativas and innovating proposals, offering solutions for all the corners of the house, inner as as much outer.

For it CasaDecor chooses for each exhibition a different building, with the premise of which it has an outstanding historical and artistic value.

Cities are the vehicles that carry the major elements of our contemporary culture. Their leading role in the production and dissemination of new ideas, in the expression of contemporary tastes and lifestyles and in the communication of aesthetic and artistic values is unquestionable. Cities act as speakers that blare out the elements of avant-garde. They are the great showcases for the best things our societies create and produce.

In these modern times of change and accelerated social modernisation, Barcelona occupies a relevant position as a focal point for culture and leisure, has become a world referent for new trends and now generates a relentless flow of energy that benefits residents and visitors alike.

This year CASADDECOR Barcelona has been made in Can Gili Nou (the Farinera of the Poblenou), a built industrial set between 1877 and 1880 in the industrial district of the Poblenou. This building has been rehabilitated and transformed by outstanding architects, interior designers and landscape architects showing the last trends in lofts, offices and open spaces, the architectonic units more characteristics of the zone.

CASADDECOR has been sponsored in this edition by the City council of Barcelona through its project 22@. CASADDECOR'04 has bet by 22@, because it constitutes one of the most dynamic areas of the city thanks to the project of the City Council of Barcelona to turn the zone onto the main economic and technological platform of Barcelona and Catalonia.

In this context, Macaedis has displayed its innovating collection of pieces of urban furniture through a project of the prestigious architect and Spanish national prize of design, Quim Larrea.



This space, located in the center of the building and occupying 500 m2 of surface, has been conceived by the architect like a transit of rest and coolness for the eye between the myriad of visual impacts that receives in the exhibition.



The organic tones of the materials, all exclusively natural materials, allow to create serenity sensations inviting to the visitor to relax and to contemplate.



T Bench (Design: Daniel Nebot)

The different pieces from Macaedis are integrated in a natural form creating small spaces of a intemporal beauty.



STO Benches composition (Design : Daniel Nebot)



F mina Planters (Design: Oscar Tusquets Blanca)



Botánica Planter (Design: Gabriel Teixeira)

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Alta drinking fountain (Design: Jordi Garcés)



STO benches (Design: Dani Nebot)



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