



ADIDEA
DESIGN





ADIDEA

D E S I G N

Adidea was born to bring to life new objects with a different touch. They will fascinate you thanks to the use of new production technologies such as laser cutting or engraving, but most of all you will be captured by their style and little details that make the difference.

We'll reinvent beautiful furniture from the past developing a functional style that will adapt to almost every space. We'll also always be open to create your dream furniture together.



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INTRAVISTO

Thanks to this line of furniture every viewer will be able to deduce and build his own story.

In recent years we've witnessed a mass standardization in interior design, sometimes we could have the impression of seeing over and over the same furniture and accessories in different spaces and houses.

This is one of the reasons why we've created this furniture collection, all the pieces have something different to say, the observer is forced to think about their meaning, and they can bring character to all sort of spaces.

Every piece of furniture of this collection deserves to be carefully examined, because only the keen observer will may be able to catch things carefully outlined by the engraved draw.

In collaboration with Spanish artist Arancha del Fresno we conceived a heterogeneous set of images, from the geometric figure to the abstract shape, the draws we have chose will be able to satisfy every taste.



ÉL LA TABLE



Sometimes we can have the feeling to see human faces everywhere, Él la will enforce this feeling. In its engraved handmade draw the observer will generally be able to recognize human traits, but the same draw it's indeed open to different interpretations carried by imagination.

Él la side table, solid wood frame, assembled with lock miter joints. Wood type, dimensions and graphics are customisable.



W: 40 cm
H: 34 cm
D: 30 cm

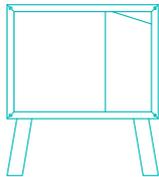


EXOTIC TABLE



Modern life in big cities and metropolis can sometimes move us away from nature and wildlife. Exotic theme plunges the observer between big palm leaves allowing him to disconnect from his present environment.

Exotic side table, solid wood frame, assembled with lock miter joints. Wood type, dimensions and graphics are customisable.



W: 40 cm
H: 45 cm
D: 30 cm

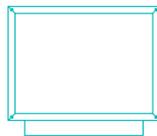


GEO TABLE



The base of Geo was born from just a couple lines drawn on a sketch book, we still invite the observer to find what is really hidden inside his geometrical pattern.

Geo side table, solid wood frame, assembled with lock miter joints. Wood type, dimensions and graphics are customisable.



W : 40 cm
H : 34 cm
D : 30 cm



AVE-C

To reinvent the design of the bar cabinet we've begun the conception of the AVE-C collection.

The name AVE-C it's a mix between the Spanish word "Ave", that means bird and it's related to the engraved drawings realized in collaboration with Spanish visual artist Arancha del Fresno, and the word "Avec", French for "With", because we wanted to underline the utility of this collection of modern design furniture in social occasions. They're meant to be used with friends and family, with these modern bar cabinets we wanted to fill houses with emotions bringing quality and a functional design without unnecessary encumbrance.

The collection is actually composed by two pieces of modern furniture; Flamenco is a tribute to the common Italian rite, the "Aperitivo", Garza rethinks the design of the classical liquor cabinet to give a new life to this kind of furniture in modern houses.



GARZA LIQUOR CABINET



Garza is a liquor cabinet which can also be used as a bar table thanks to the shape of his opening. This functionality is achieved without a complicate design, closed is the perfect way to store liquors and cocktails ingredients and open it has the surface necessary to serve them simply by using is interlocking top.

Garza bar cabinet, solid wood frame, assembled with lock miter joints. Wood type, dimensions and graphics are customisable.



W : 34 cm
H : 96 cm
D : 25 cm

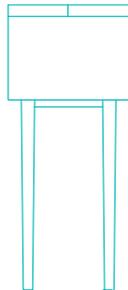


FLAMENCO BAR CABINET



Flamenco is a reinterpretation of the design of the classic sewing box. As people today don't use to sew as before this kind of accessory is lesser common in our houses. With this project we wanted to change his classic role and Flamenco is designed to be used as a cabinet bar with emplacement for glasses, soft drinks, alcoholic beverage and appetizers which will be possible to serve in the two included trays.

Flamenco bar cabinet, solid wood frame, assembled with lock miter joints. After opening top width measures 64 cm. Wood type, dimensions and graphics are customisable.



W: 32 cm
H: 75 cm
D: 22 cm

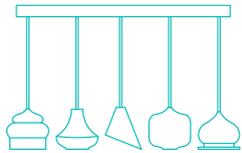


DOMES D'AIR LAMP



We started designing this modern chandelier having in mind the beautiful shapes of domes in classic and modern architecture, we wanted to put together different domes in the same scenario as a tentative of joining different dome designs that had populated human history of architecture.

Dômes d'air lamp, solid wood structure carved on a lathe. Wood type, dimensions, cable's color and lenght are customisable. Light bulbs are LEDs GU5.3



W : 26 - 32 - 57 cm
H : 63 - 38 - 38 cm
D : 26 - 12 - 12 cm

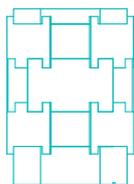


AUREA LAMP



As its name suggest this modern design lamp was conceived with golden ratio in mind. The structure is easy to assembly, and the shape of this modern design lamp is able to diffuse light creating beautiful shadows on nearby objects, the solid base gives balance to the whole ensemble complete its design.

Lampada Aurea, solid wood base and cardboard panels. Wood type, dimensions, number of panels and cable's color are customisable. Lampholder E14 and LED bulb.



W : 17 cm
H : 23 cm
D : 17 cm



PANGEA TABLE



The table Pangea take its name from the supercontinent that existed 300 million years ago when Earth surface was a single block before breaking up and drifting to their present locations.

The set include the three tables that are different in shape, volume and designed function. A side table and magazine rack, a side table with a shelf to keep books or other objects or as a tv set table and a coffee table.

Fabrication process involves modern cutting technologies to realize the beautiful continent shapes and to leave them perfectly joinable. Also available in other wood.



W: 96 cm
H: 35 cm
D: 100 cm





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Patricia Alonso Pardo

I left everything behind me when I was just 21 years old to give myself the opportunity of studying design in probably the most design iconic city, Milan in Italy. When I arrived for the first time in Italy I wouldn't even speak a word of Italian, but thanks to willpower and friends met on my path I had the possibility to begin a new life full of excitement but sometimes also disappointments.

I pursued my studies both in Italy and Spain attending classes at "Escola d'Arts i Disseny Superior DEIÀ" in Barcelona and at "Nuova Accademia di Belle Arti NABA" in Milan. Especially during my studies in Milan I learnt a lot about product design.

During those years I got also the opportunity to take part in several projects and design contests and I've worked for a furniture design company in Milan.

At the moment I'm living in Grenoble, France, where I'm working at my first collections and I'm also collaborating with local architects, designers and craftsman.

www.adidea-design.com

