

What is SomosDesign vision? SomosDesign vision is to bring Brazilian Design and the Brazilian Way of Life to Germany and Europe. As such SomosDesign is a connector and bridge builder between Brazilian designers, artists and German, European interior designers, architects and design lovers. The word “Somos” itself is Portuguese and translates into “We are”, reflecting the main idea to create a personal link and experience with Brazilian Design and to transmit the emotion, authenticity and creativity of Brazil to our customers.

What does SomosDesign offer? SomosDesign distributes Brazilian Design and Lifestyle Products, mainly to Germany but also Europe and beyond. The offered designer and product portfolio centers around sustainable, high quality and meaningful pieces, representing a modern, urban but also pure and authentic Brazil. In the beginning, sales will take place during selected events throughout the year, the portfolio however can always be accessed through the SomosDesign website (somosdesign.de).

Why the selected designers and portfolio? SomosDesign focuses on post-modern and contemporary Brazilian design starting in the 80s and 90s. In these two decades a new generation of Brazilian designers began their work, re-interpreting Brazilian Design from a post-modern point of view. Sustainability, new materials, social aspects and a meaningful story gained importance. These ideas were taken further in the new millennium. Alva Design, the Campana Brothers, Claudia Moreira Salles, Domingos Tótora, Fellicia, Hugo França and the Mobu Atelier are just a few examples of Brazilian designers representing a post-modern, contemporary Brazilian design, each one with a very unique and distinctive language.

What does the brand and portfolio stand for? SomosDesign works with designers from various regions across Brazil, representing a modern, urban but also pure and authentic Brazil. Manufacturing takes place with dedication, often in small ateliers following a craftsmanship process and sometimes the use of local, indigenous techniques. Our designers and we believe in sustainable and meaningful products, each one of them with its own story to tell and going beyond the functional aspect, by contributing to its surrounding.

Where can I get the products? In the first months, SomosDesign will show the portfolio and designers at different fairs and events throughout Germany and Europe, where products can be experienced and ordered. In addition SomosDesign portfolio can be seen online at somosdesign.de and orders can be placed throughout the year by contacting SomosDesign.

Who is behind SomosDesign? SomosDesign is founded and run by Benjamin Schilly in 2019. Benjamin is German and moved to São Paulo in 2012. He has an economics background and worked for about a decade in different countries and continents in leadership positions, setting up projects and subsidiaries for a multinational. DesignWith his first trip to São Paulo, Benjamin sensed right away the untapped and to many Europeans unknown potential of this city and country. Passionate about design from early age on, soon the idea and personal project was born to connect this thriving, creative and authentic design scene with Germany and Europe.

A portfolio selection can be seen from January 17-21st, 2020 at Maison et Objet in Paris, Hall 5A, Unique & Eclectic, Stand P114.

Alva Design Alva is a furniture and object design studio founded in 2012 and located in Belo Horizonte, Brazil, a region known for its abundance of soapstone. Soapstone has widely been used in local architecture in the 17th and 18th century, being an essential part of Brazilian baroque. Alva Design early on had the idea to work with soapstone in a new, contemporary way. The result can be seen in the presented Amorfo, Itá and Three Sister lines.

Domingos Tótora: Domingos Tótora was born and raised in Maria da Fé, Minas Gerais, Brazil. After studying design in São Paulo, he returned to his hometown and embraced recycled cardboard as the key material for his work, which falls between art and design. The surrounding landscape, the colors, the effects of light and shade and his passion for nature serve as inspiration. With recycled cardboard he creates objects and sculptures where beauty is inseparable from function, granting an artistic aura to everyday objects.

Fellicia: In 2011, Renata Piazzalunga, set up the FELLICIA brand to market products that empower local identity, craftsmanship, sustainable use of Brazilian raw materials and contemporary design. FELLICIA's proposal is to connect these items and to perpetuate knowledge that expresses what is most authentic in each culture. The collections presented by FELLICIA are a sample of traditional techniques inherited from the immigrants to Brazil of Europe, Africa as well as indigenous America and which when introduced into Brazilian culture were subjected to adaptations typical of cultural fusions.

Hugo França: Brazilian designer Hugo França was born in Porto Alegre, in 1954. He moved to Trancoso, Bahia in the early 80s in search of a life closer to nature, and was impressed by the forest fires and amount of waste caused by the wood extraction taking place in that area of the Brazilian coast's tropical forest, Mata Atlântica. This experience made him change focus and consider a new ecologically oriented professional occupation – creating “sculptural furnitures” by reusing and recycling forest and urban debris.

MoBu Atelier: MoBu Atelier is a design studio composed by three partners and based in São Paulo. Established in 2015, MoBu is dedicated to the creation of internal and urban furniture and objects that brings the sensitivity of each piece in contact with the consumer. In the presented e=mc³ product the centuries old concept of wood barrel as we know it, finds a new clothing.

Sergio Matos: Sergio Matos is a Brazilian designer born in Mato Grosso, the central part of Brazil. His presented portfolio of clay vases has been created in partnership with Fellicia and an indigenous community in the northeast of Brazil with the focus on implementing sustainable and fair processes focusing on contemporary design as well as antique techniques.

Contact:

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