

PRESS RELEASE

lool joins the Museo Casa Botines Gaudí to bring its collection of porcelain plates exclusively to León.



- At the end of the 19th century, a young architect who had never left Barcelona crossed the peninsula to build a fabric warehouse in León. His name was Antonio Gaudí, and the building would be Casa Botines. A unique work that cities around the world would dream of.
- It currently houses the Casa Botines Gaudí Museum managed by the Fundación Obra Social de Castilla y León (FUNDOS).
- Made in Portugal under the seal of quality of Portuguese ceramics, lool “Words” plates create an unconventional visual imagery of messages.

Madrid, 29 September 2022

lool joins the Casa Botines Gaudí museum to bring exclusively to the city of León (Spain) its collection **Words - Together we are unequivocal**. Porcelain plates with a visual imaginary of messages made by the symbiotic relationship of the subject portrayed and a thought. Individually subject to interpretation, together they become unequivocal.

A new home for a collection of visual imagery with unconventional messages in a house idealized by Gaudí, an architect with an unconventional aesthetic concept and exceptional creativity, internationally recognized as one of the greatest exponents of modernism.

Pieces carefully made in Portugal and designed to break the limitations of a decorative plate thanks to a careful manufacturing process: A first firing at 1,000 °C in a cycle of up to 18 hours, after which the pieces are fired again at a temperature 1,400 °C, which gives them impermeability and makes them extremely resistant, white and translucent.

Finally, in a **delicate manual process**, the decoration of the "Words" collection is applied individually to each piece, finishing the process with a final onglaze firing of 900°.



The result is a decorative plate with intense colors that can be used in the oven, refrigerator, freezer, dishwasher and microwave, **designed to decorate a table, a home or any environment**. The plates are 28 cm in diameter and 760 g in weight.

The collection is available exclusively in the city of León at the museum store.

About lool

lool is a brand of textile and ceramic pieces for fashion and home without gender: male, female or other.

A personal project launched on the market in 2020 by Paulo Oliveira, designer and creative director resident between Madrid and Barcelona, who embodies in each of his pieces a simple principle: quality pieces carefully made in Portugal, by a northern Portuguese with an international spirit.

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