

FRIENDS OF PAULA

the LINHA collection

HAND-PAINTED CERAMIC TILES



VIÚVA LAMEGO

Desde 1849

JANUARY 2026

FRIENDS OF PAULA

Le studio

FRIENDS OF PAULA is an interdisciplinary design studio based in Zurich, founded by architect Paula Gisler. Driven by a deep respect for materials and craftsmanship, and a commitment to thoughtful and responsible design, Paula creates limited edition furniture, bespoke interiors and collaborative art editions.



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Made in Sintra

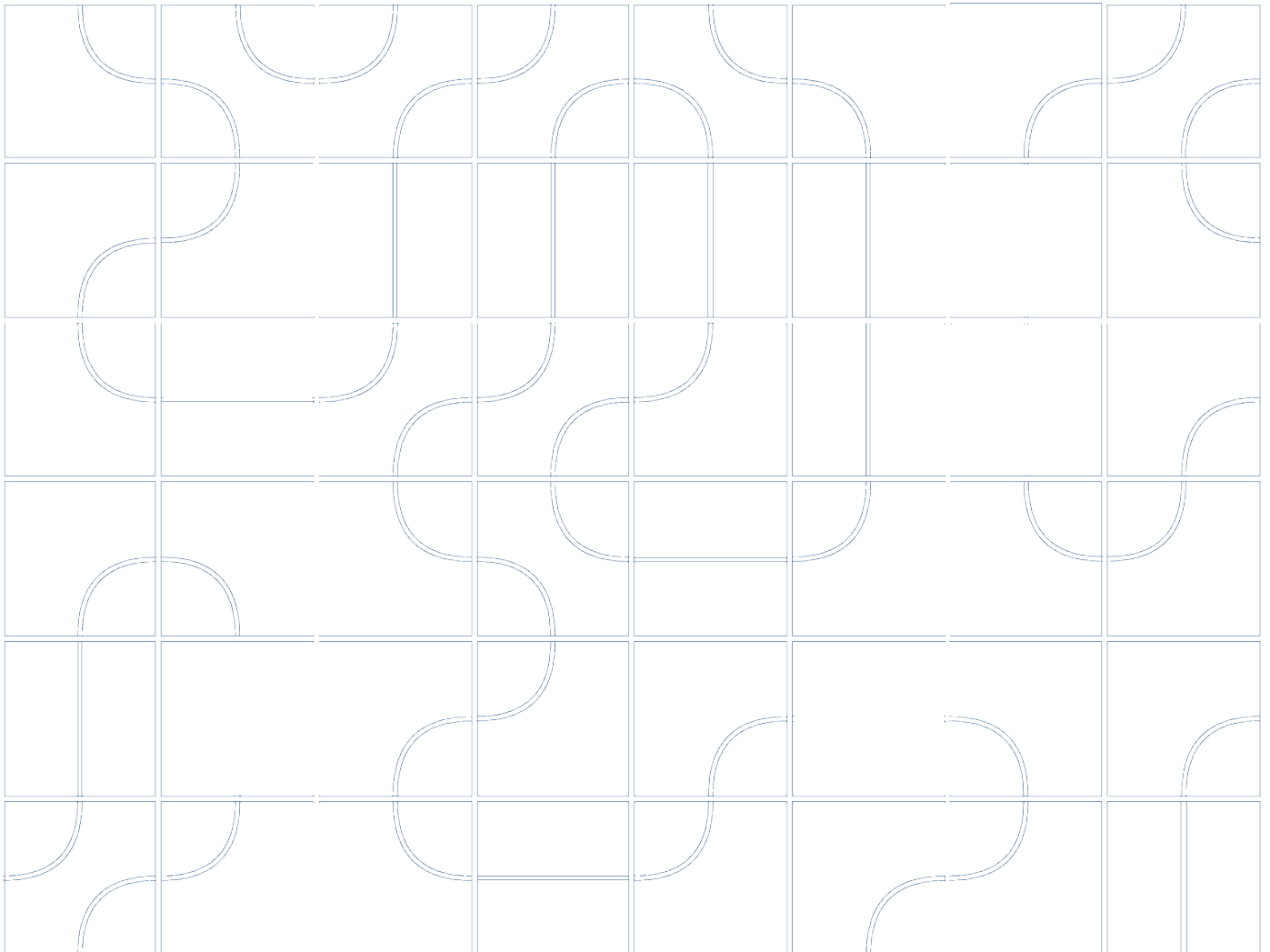
The Linha collection is a collaboration between FRIENDS OF PAULA and the historic factory Viúva Lamego, founded in 1849 and located in Sintra, Portugal. With over 175 years of expertise, Viúva Lamego continues the legacy of Portuguese majólica—the art of hand-painted ceramics. All tiles are hand-painted by the talented artisans at Viúva Lamego, just as they have been throughout the factory's long history.

The tiles are made with local and natural raw materials, such as clay, water, pigments and additives which are natural in origin. The clay is sourced from Viúva Lamego's own clay pit, which is situated near the factory.



Inspiration du Brésil

La collection LINHA — nommée d'après le mot portugais signifiant « ligne » — était née d'une étude du modernisme brésilien, en particulier de l'œuvre de l'architecte paysagiste Roberto Burle Marx. Dans une volonté de traduire l'architecture paysagère sculpturale en une collection de carreaux, nous avons développé un design dans lequel une ligne unique relie visuellement chaque carreau, les unifiant en un motif à la fois cohérent et modulable. Ce design ouvre la voie à une infinité de compositions, permettant d'agencer les carreaux en paysages continus et organiques.



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Details



size	14 x 14 cm
thickness	9 mm
tiles per m2	49 tiles
suitability	walls, kitchens, bathrooms, facades (not frost-resistant)

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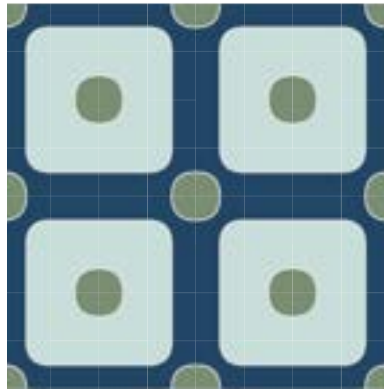
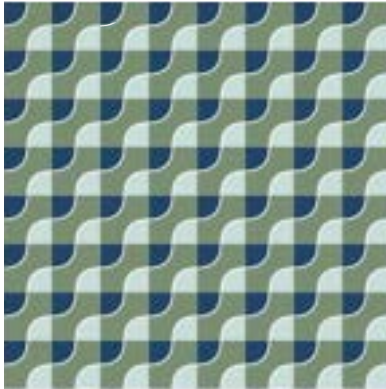
The four color worlds

The color worlds of the Linha collection are incarnations of inspiring places found around the world. Inspired by the local flora and architecture, each color world captures the unique color palette inherent to that place and conveys its essence through the vibrant paint on the ceramic tiles.

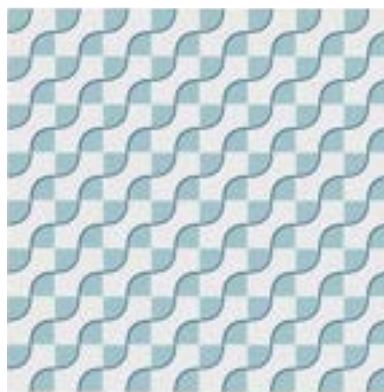
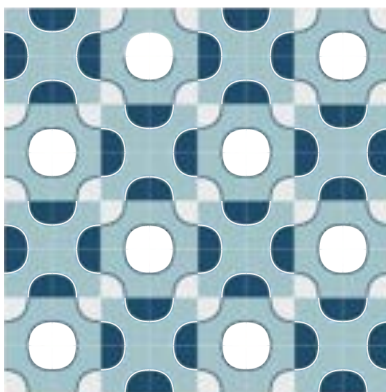


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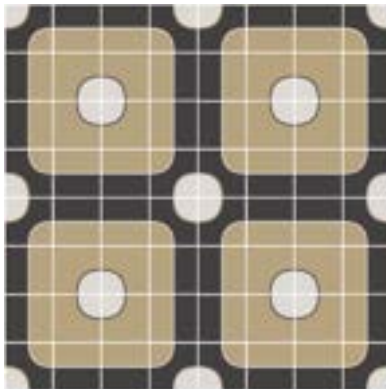
LA MOLA



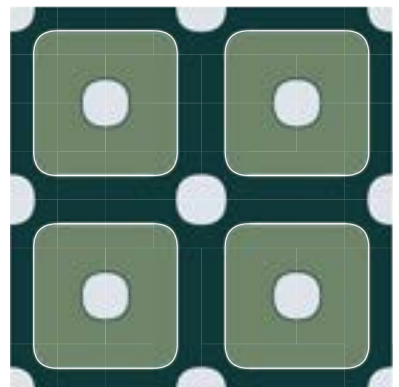
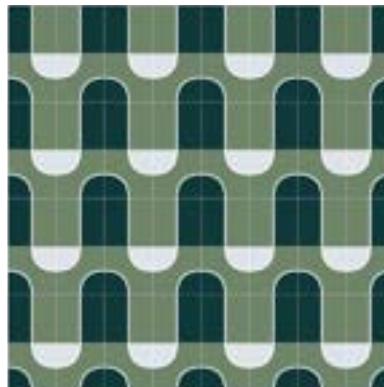
GIORGIOS



GION



ALGAIARENS



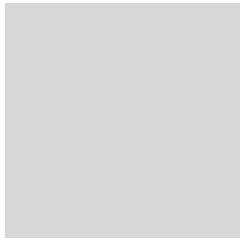
ALGAIARENS



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Algaiarens

The bay of Algaiarens is located in the green valley of La Vall, a region in the north of the island of Menorca. The landscape is defined by dense pine forests, scrubs, dune systems, reddish rocks, and secluded beaches. The evergreen pine trees radiate a rich dark green color that contrasts with the fresh, lighter green tones of the surrounding wild olive trees and scrubs, nestled in the bright light gray sand. As an ensemble, the flora of La Vall creates the vibrant Algaiarens color palette.



caliza



oliva



pino



ALGAIARENS



Case Study: Terrace with ALGAIARENS



GIORGIOS



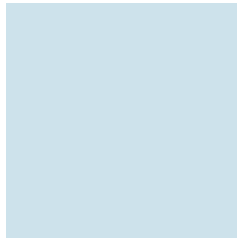
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Giorgios

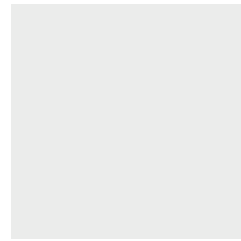
Agios Giorgios is the name of a secluded beach in the Cyclades, offering a beautiful view of the uninhabited island of Despotiko. White marble pebbles line the shore, meeting the calm, clear blue water. Next to the beach sits a white chapel with a vibrant blue dome. Behind it, the glittering Aegean Sea stretches beyond the horizon and meets the pastel blue sky. This hidden little beach serves as the inspiration of the Giorgios color palette, composed of the crisp whitewash of the marble, the pale blue of the sky and the deep, serene blue of the Aegean Sea.



aegean



celeste



marble





Case Study: Shower with GIORGIOS



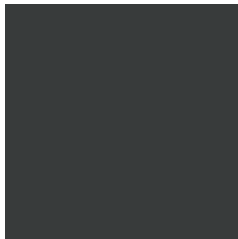
GION



FRIENDS OF PAULA

Gion

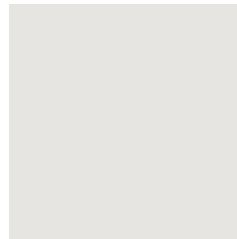
This color world is inspired by the Gion district in Kyoto, Japan. The streets are lined with traditional wooden townhouses known as machiya. Brown and ochre tones define the atmosphere of the wooden architecture. The soft beige of sudare (traditional bamboo blinds) and the bright off-white of shōji paper contrast with the dark timber structures. Kyoto is surrounded by subtropical forests and moss-covered ground, which complement the warm, earthy hues of the Gion color palette.



machiya



sudare



shoji





Case Study: Living room with GION



LA MOLA



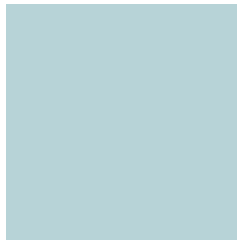
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La Mola

El Pilar de la Mola is a small village on the Balearic island of Formentera, located on the limestone plateau known as La Mola, which forms a peninsula at the island's eastern tip. The crystal-clear, almost transparent turquoise waters along Formentera's pristine beaches contrast with the vibrant marine blue of the deeper Balearic Sea. These two blue tones are complemented by the fresh green of *Posidonia oceanica* — a seagrass species endemic to the Mediterranean. Surrounding the island, this underwater plant protects the coastline and marine life, playing a vital role in preserving Formentera's natural beauty.



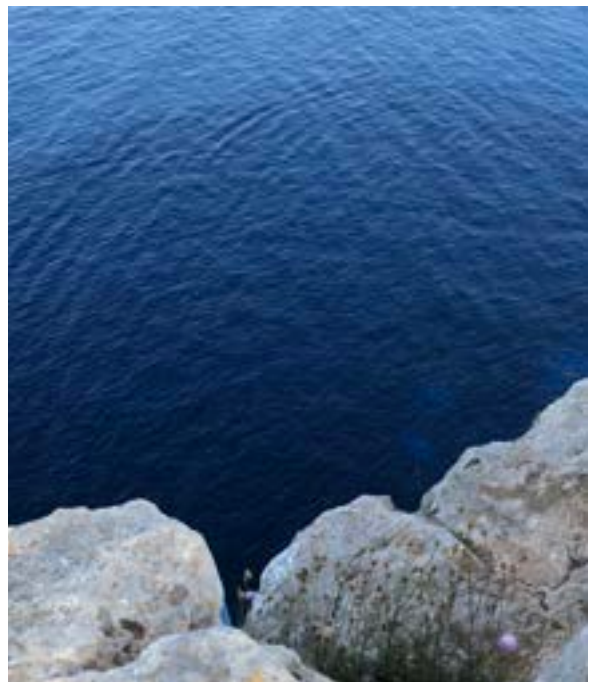
posidonia



illetes



mar





LA MOLA

Case Study: Poolside with LA MOLA



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