CATALOG 2026

trazo cero



Argentine studios present limited editions that reveal the origins, processes and materiality behind contemporary design. With a fresh and playful perspective, they arrive at Paris Design Week 2026 to showcase ingenious solutions and explorations with natural fibers, industrial waste, native woods and textiles with applied technology.

These collectible design pieces transform spaces: lighting, objects and signature rugs that reconfigure ways of living with an identity of their own. They find their place at the intersection of material culture, art and design, whose boundaries are increasingly porous. The Argentine representatives are leading figures of a new generation of independent designers bringing fresh energy to the international scene.

Each project activates knowledge connected to the revaluation of crafts. Turners, carpenters, silversmiths, stonemasons, glassmakers and textile artisans take part in processes that reflect the know-how of Argentine hands.

Trazo Cero is a platform for research, production and circulation. Participants: Magdalena Boggiano (Oblumo), Maite Guedes and Marilina Las Heras (Hache Objetos), El Espartano + Martin Huberman, Delfina Velar de Irigoyen (Studio Devel), Mercedes Massot and Paula Stremiz (Fiumine), Ignacio Noel (IWISH), Marcela Roitman (Orpnimi), Dolores Mallea (Sur del cruz). Curated by: Vivian Urfeig.

The studios arrive at Paris Design Week with the support of the Directorate of Cultural Affairs of the Ministry of Foreign Affairs, International Trade and Worship, and PromArgentina, the Argentine Agency for Investment and International Trade.

Vivian Urfeig - Curator

CATALOGO 2026

DELFINA VELAR DE IRIGOYEN
EL ESPARTANO - MARTIN HUBERMAN
FIUMINE
HACHE
IGNACIO NOEL - IWISH
OBLUMO
ORPNIMI
SUR DEL CRUZ



Delfina Velar de Irigoyen (1993, Buenos Aires, Argentina) is a mixed-media artist. Trained in design, she combines the use of different languages and technologies. Her aim is to connect with the public by encouraging their participation through sensory experiences. She investigates the alterations that occur in matter using a 3D scanner and a 3D printer, always considering sustainability.

She currently collaborates with artists on the development of functional objects and design from her creative studio, Studio Devel.

Delfina Velar de Irigoyen

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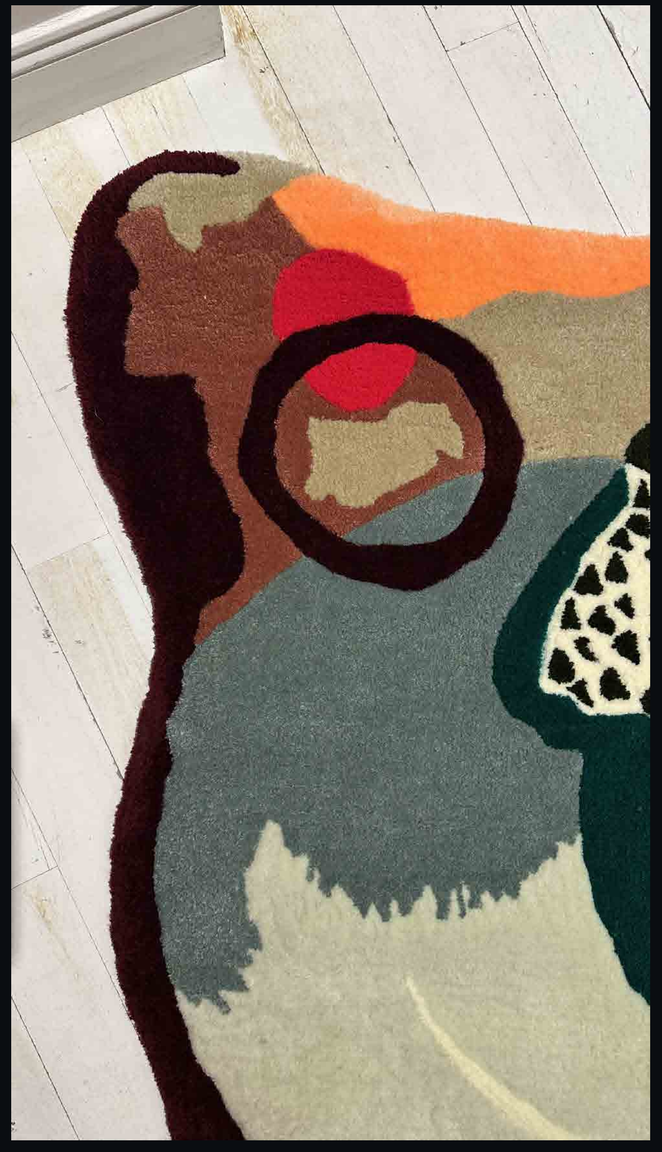
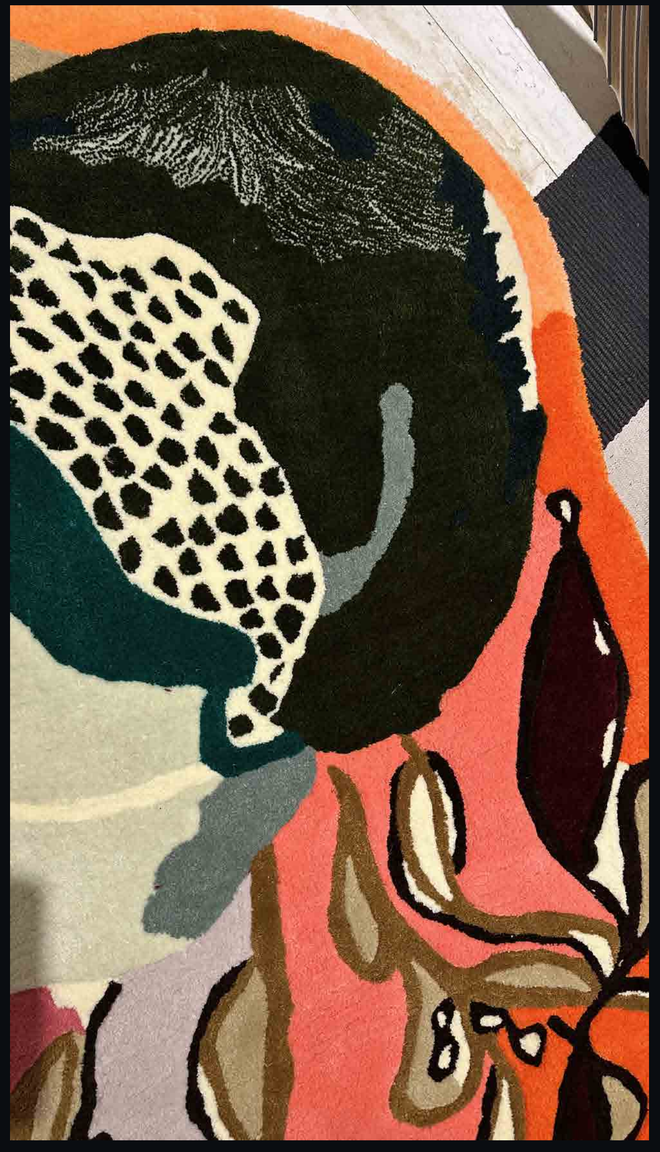
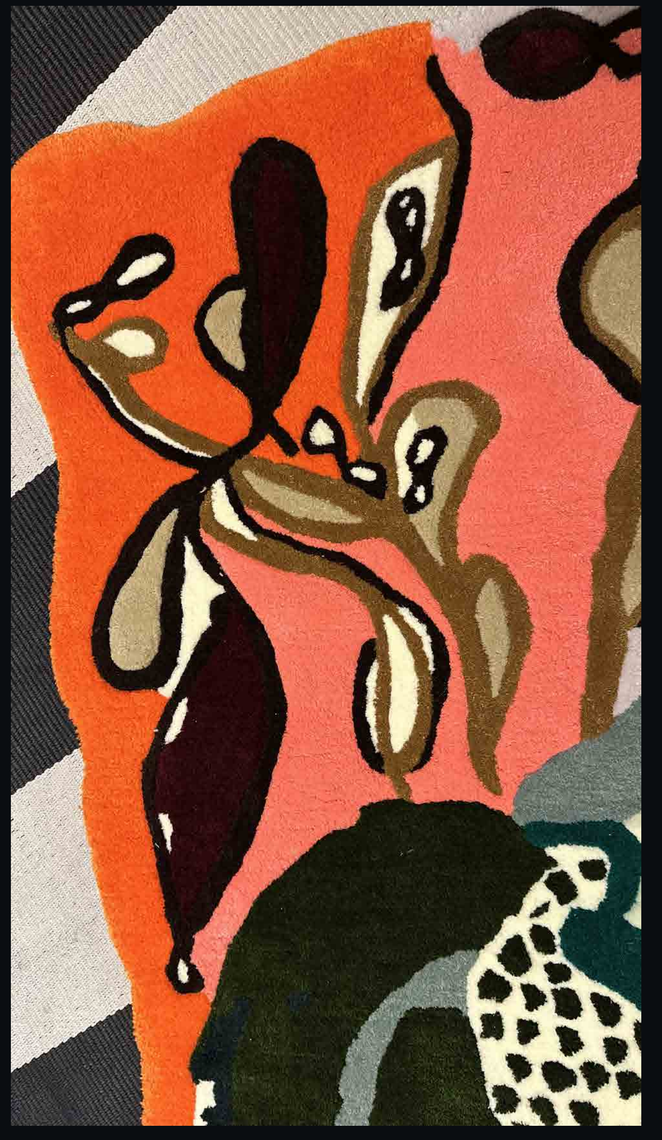






Founded in 2013, Fiumine creates lighting with an identity of its own, where formal simplicity and functionality merge into objects with character. Designed and manufactured entirely in Argentina, the firm offers its own collections and develops exclusive pieces for specific projects.

Its approach revalues craftsmanship and industrial expertise through constant material research, exploring the nobility and honesty of raw materials.

At Fiumine, objects are created not only to illuminate, but to become the protagonists of spaces.

FIUMINE

Mercedes Massot
Francisco Silva Font
Paula Stremiz

@fiumine
www.fiumine.com











An Argentine brand that designs and produces lighting and objects conceived for contemporary spaces. Its proposal is based on the combination of recyclable aluminum for industrial use and certified solid woods.

This distinctive approach culminates in the creation of unique products that engage with contemporary aesthetics, quality and environmental responsibility.

Design it commitment

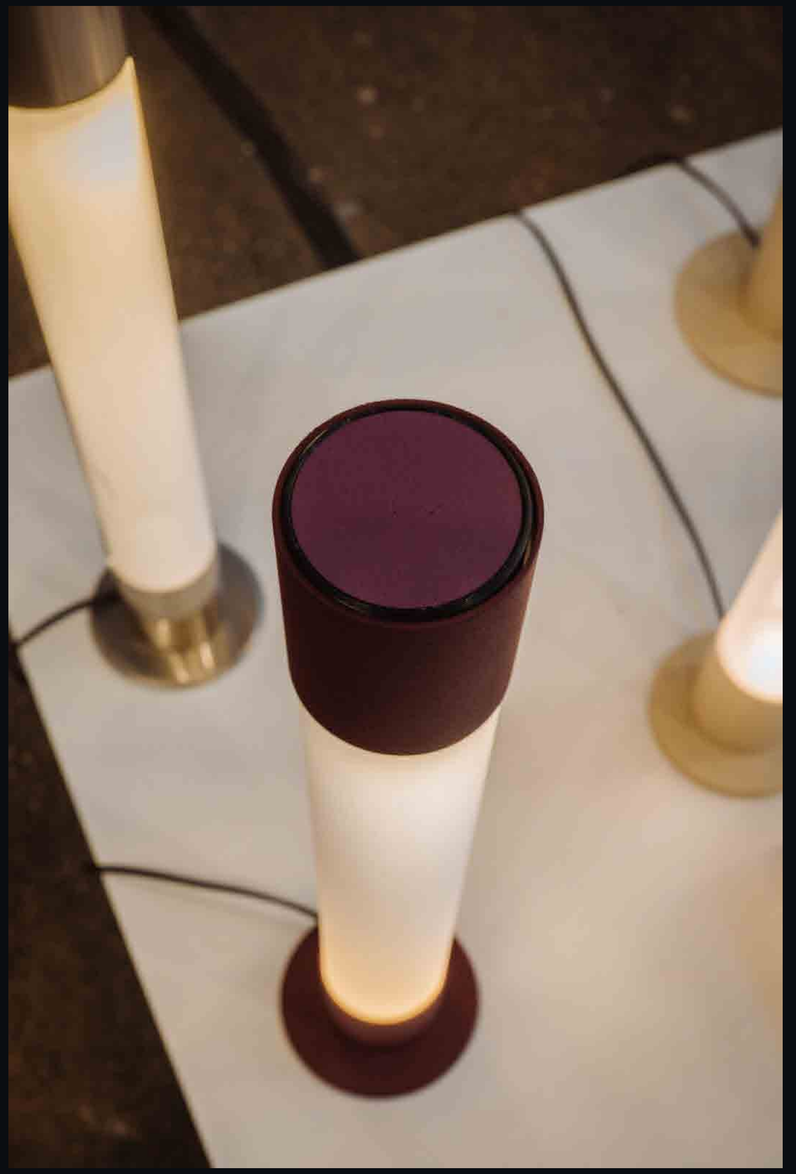
HACHE

Marilina Las Heras
Maitena Guedes

@hacheobjetos
www.hacheobjetos.com.ar







Ignacio Noel is a designer specialized in lighting and co-founder of IWISH. His practice spans product design and architectural lighting, with a particular interest in experimentation with materials, production processes and new ways of integrating light into objects.

He develops pieces and collections working with stone, glass, metal and industrial materials, combining artisanal processes and technology. His work has been presented in Argentina and abroad and has received distinctions such as the Sello de Buen Diseño Argentino, A' Design Award Gold Winner and un Design Award.

IWISH

Ignacio Noel

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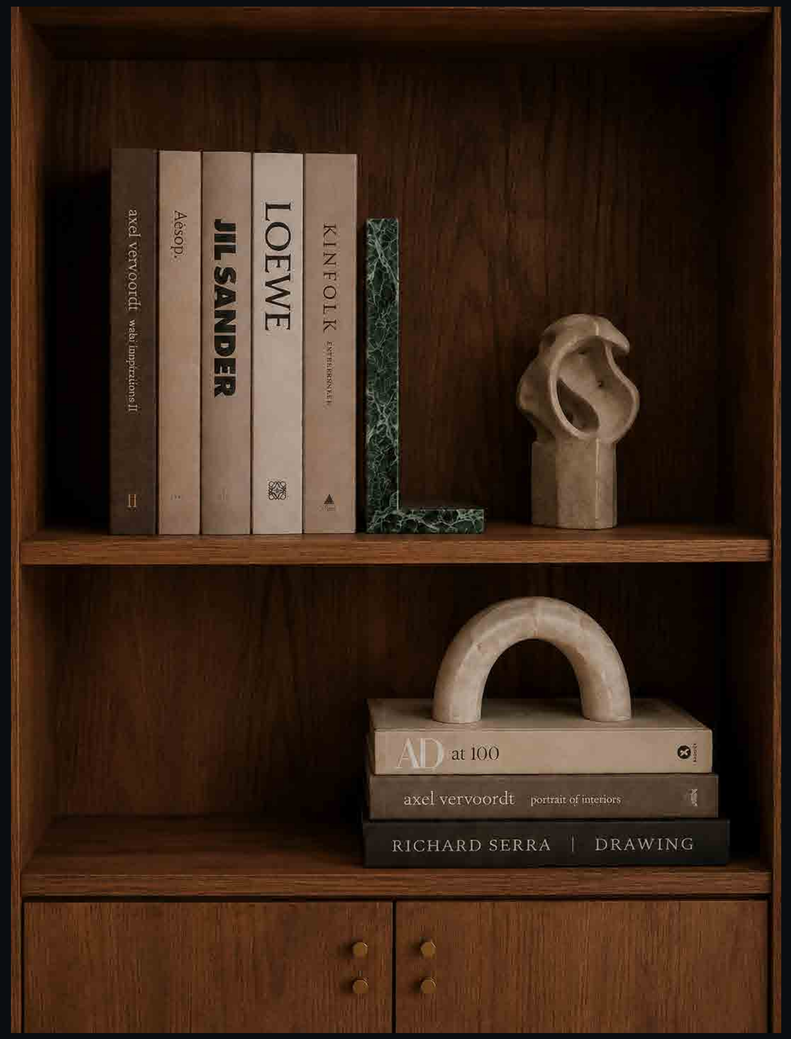
KINFOLK
LOEWE
JIL SANDER
Aesop.
axel vervoordt
AD at 100
axel vervoordt portrait of interiors
RICHARD SERRA | DRAWING


Aesop
JIL SANDER
LOEWE



Magdalena Boggiano is the founder and director of OBLUMO since 2000. She leads the design of the lighting pieces.

From the age of 15, and for more than 10 years, she devoted herself to the visual arts, exploring modeling, stone carving, painting and engraving. She studied Architecture and a Bachelor's Degree in Arts, and began incorporating light into her sculptures.

Magdalena researc es and incorporates diverse materials and tec nologies into er designs.

Today OBLUMO markets and distributes its products in Argentina and other countries around the world.

OBLUMO
Magdalena Boggiano

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Marcela Roitman es arquitecta y diseñadora. Su
Marcela Roitman is an architect and designer. Her practice explores the object as a form of microarchitecture, linking design, identity and ritual.

Through Orpnimi, a project whose name means “inner light” in Hebrew, she reinterprets ritual objects from a contemporary perspective, intertwining her Argentine and Jewish identities. Her pieces are developed together with artisans and producers from different regions of the country, recovering techniques such as silversmithing, weaving, and working with alpaca silver and linen.

A graduate of the National University of Córdoba with a Master’s degree in Architectural Design from Columbia University, she worked in New York at Rafael Viñoly’s studio. She currently develops her practice from Buenos Aires.

ORPNIMI
Marcela Roitman

@orpnimi.designs









SUR DEL CRUZ is a studio and workshop based in Buenos Aires, Argentina, working across architecture, design, art and craft.

Our practice is based on knowledge of wood, driven by experimentation and a commitment to the continuous improvement of the craft. We think through making, exploring new ways of encoding and transmitting artisanal knowledge.

Founded a decade ago by architect Dolores Mallea (1981).

SUR DEL CRUZ

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El Espartano + Martín Huberman

Pastillas is a collection of synthetic turf rugs created by El Espartano together with architect Martín Huberman. Its four designs - Robot, Constelaciones, Carriles and Versus - originate from surfaces developed for functional training areas and bring their graphic language into interior and exterior spaces.

The collection explores new applications of synthetic turf and highlights El Espartano's ability to develop custom surfaces. With more than 80 years of experience, the company integrates design and production in residential, corporate, hospitality and sports projects, and promotes collaborations with artists and designers through its Design & Sustainability Laboratory.





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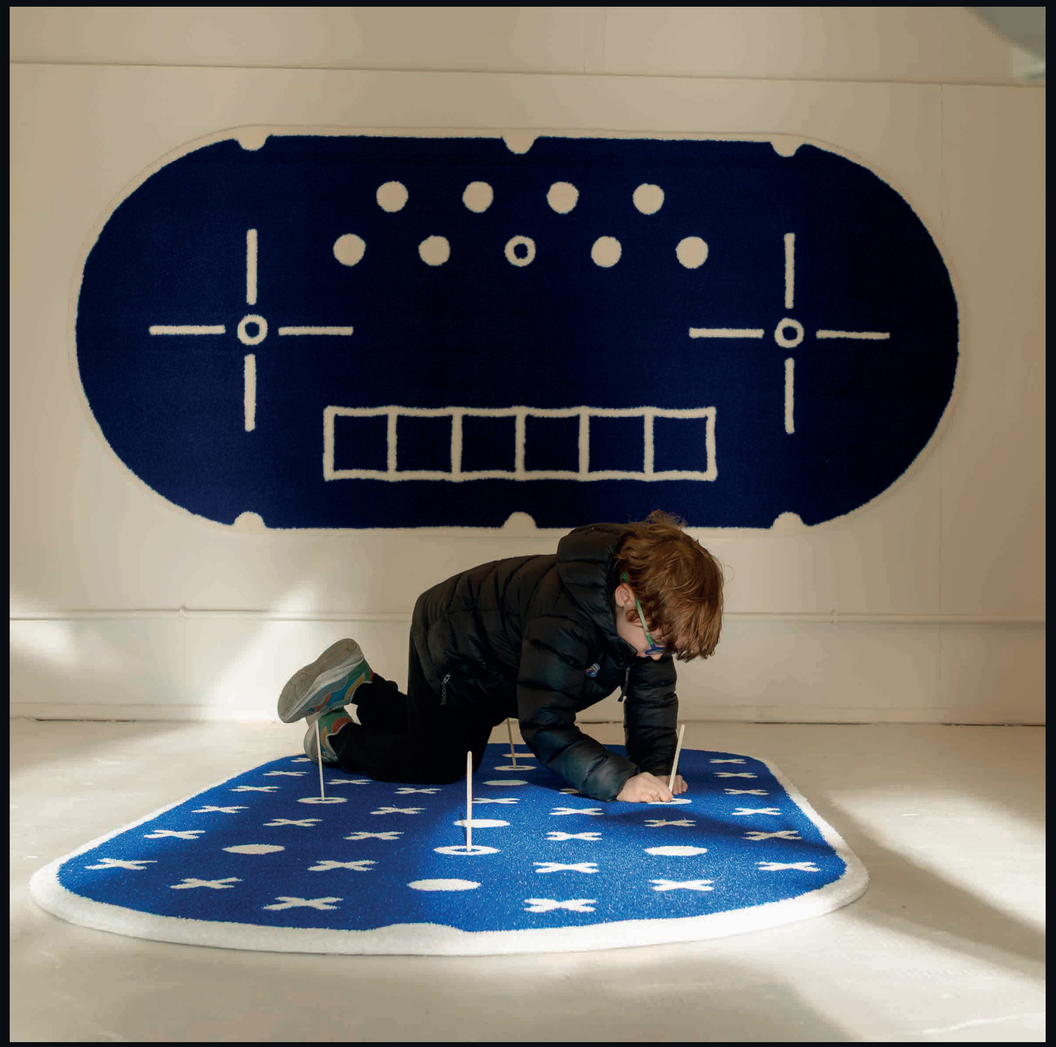



Design curator and journalist specializing in trends, architecture and urbanism. She works at La Nación newspaper, the art and design platform The Praxis Journal, MalevaMag and Revista D&D.

She was curator of the Argentine exhibition at Paris Design Week 2025 and of the Trazo Cero exhibitions in Buenos Aires (2026).

She is a member of the Evaluation Committee of the Sello Buen Diseño and the teaching team of the Design program at Universidad de San Andrés.

She moderates panels, coordinates discussion sessions and gives talks on design.

Curator

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