

CUBA

un viaggio di ricerca nel mondo della decorazione
a research journey in the world of decoration



#01

quaderno di progetto

notebook project

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CONCEPT

CUBA, tradizione, cultura, decorazione
CUBA, tradition, culture, decoration



L'Art Nouveau e l'Art Déco sono due tendenze, due stili, due movimenti artistici diffusi in Europa e in America dalla fine dell'Ottocento agli anni Quaranta.

Entrambe hanno largamente influenzato ogni aspetto della vita quotidiana attraverso l'opera e l'attività di artisti, botteghe artigiane, case di moda e avanguardie.

Se nell'Art Nouveau prevalevano l'estetica naturalistica, il linearismo raffinato, la ricerca decorativa, l'Art Déco, con il suo stile sintetico ed opulento insieme, amava le forme geometriche, essenziali ed eleganti.

Entrambe sono state diffusamente conosciute a Cuba per mezzo di fotografie, incisioni e disegni pubblicati su riviste e giornali che documentavano quello che accadeva in Europa; grazie al loro immediato successo alcuni architetti cubani producono, specialmente a L'Havana, le prime costruzioni Art Nouveau e Art Déco.

Inizialmente importati dall'Europa, i pavimenti decorati in graniglia di marmo tipici di queste architetture furono reinterpretati dai produttori locali, sviluppando ben presto un loro stile caratterizzato da colorazioni più decise e disegni più complessi.

Oggi nella capitale cubana si trovano alcuni dei migliori esempi al mondo di queste decorazioni e ovunque si respira l'aria di quegli anni.

Art Nouveau and Art Déco are two trends, two styles, two artistic movements that conquered Europe and America between the end of the 1800s and the 1940s.

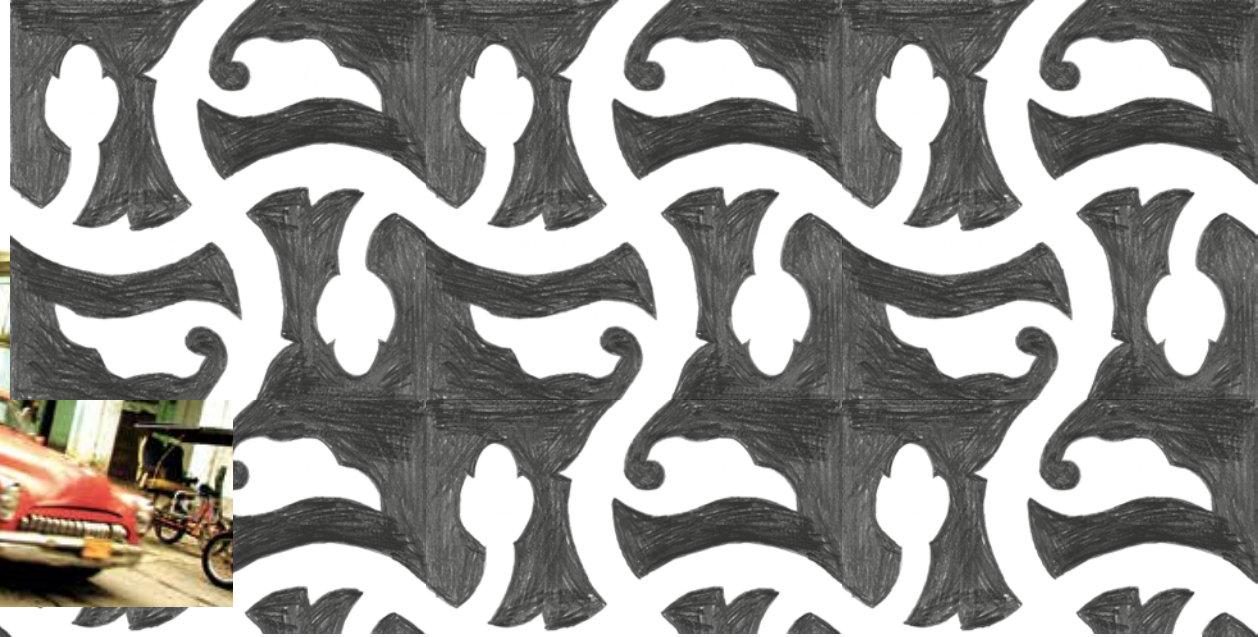
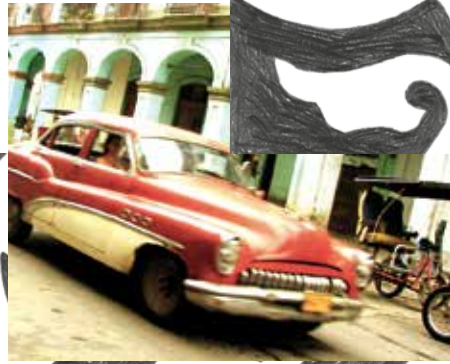
Both have largely influenced all aspects of our daily lives through the works and activities of artists, artisans, fashion designers and avant-garde groups.

Whereas Art Nouveau was dominated by naturalistic aesthetics, refined line patterns, decorative research, Art Déco and its both opulent and artificial style loved geometrical, essential and elegant forms.

They were both well known in Cuba thanks to the photographs, etchings and drawings published on magazines and newspapers reporting on what was happening in Europe; thanks to their immediate success, Cuban architects, especially at Habana, produced the first Art Nouveau and Art Déco buildings.

Those buildings were typically characterized by floors decorated in marble Graniglia tiles, which were initially imported from Europe but then reinterpreted by local producers who quickly developed their own style marked by brighter colours and more complex patterns.

Today the Capital of Cuba hosts some of the finest examples in the world of those decorations and the atmosphere of those years can be experienced everywhere.



RICERCA/RESEARCH

la scoperta della tradizione per creare il contemporaneo
the discovery of tradition to create contemporary products

Con la collezione CUBA MIPA inaugura una nuova linea di "ricerca tradizionale": undici decori che si rifanno alla tradizione decorativa cubana.

Un mix unico di riferimenti culturali, armonie ed atmosfere per un immaginario fortemente contemporaneo che reinterpreta la tradizione.

Colori seducenti dal carattere deciso e decorazioni forti contraddistinguono la linea CUBA e danno il via ad una nuova visione originale nella quale presente e passato dialogano e si intrecciano.

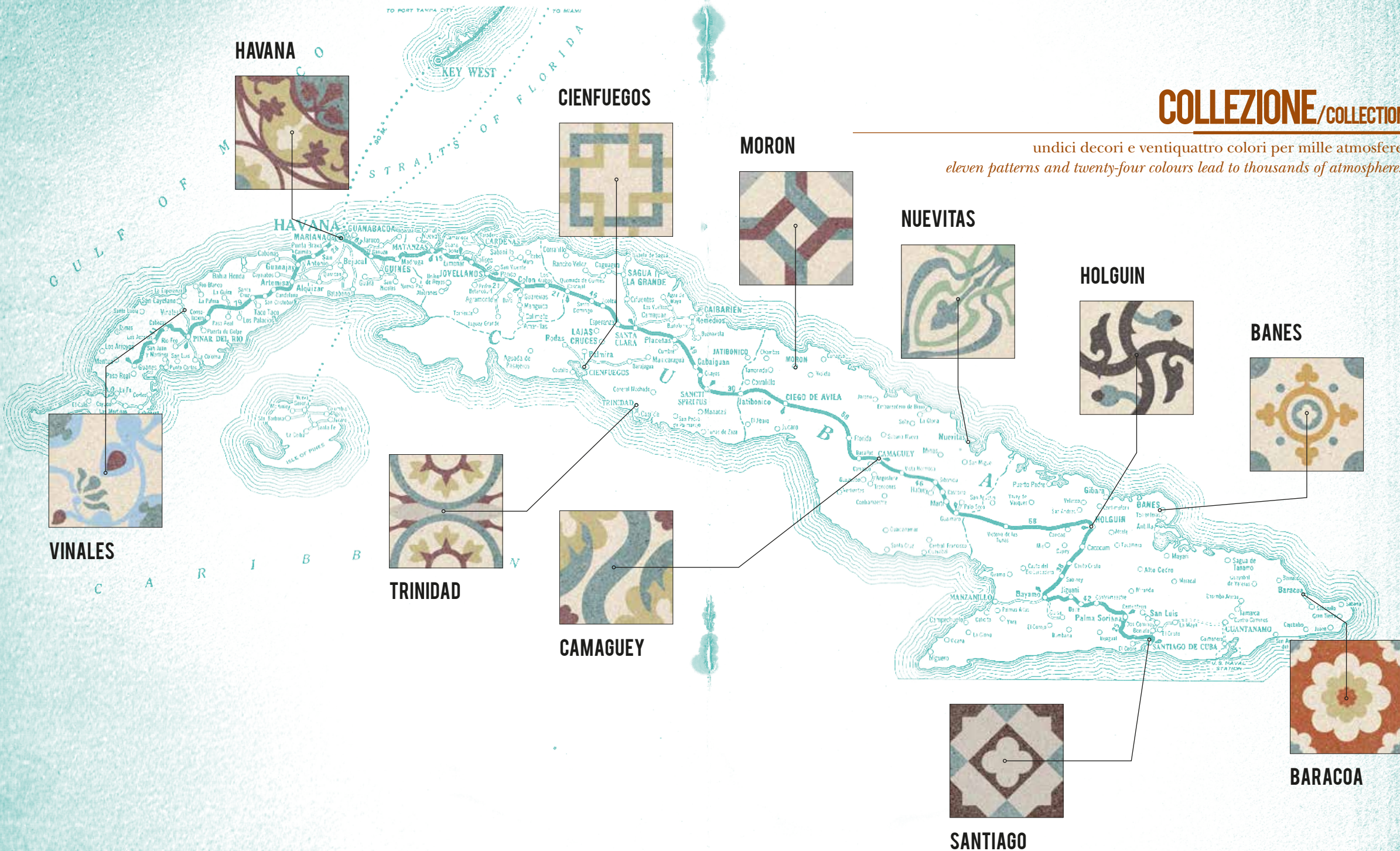
By means of the CUBA collection MIPA opens a new "traditional research" line: eleven decorative patterns mirroring the Cuban decorative tradition.

It is a unique combination of cultural references, harmonies and atmospheres, leading to markedly contemporary imagery reinterpreting traditional styles.

Seducing colours with a strong personality and expressive decorations are the characteristics of the CUBA line and lead to a new original vision combining and mixing past and present.

COLLEZIONE/COLLECTION

undici decori e ventiquattro colori per mille atmosfere
eleven patterns and twenty-four colours lead to thousands of atmospheres



The background of the entire page is a repeating pattern of teal-colored, stylized, hand-drawn shapes. These shapes resemble intricate, organic forms, possibly inspired by traditional Cuban paper-cut art (trape). The shapes are arranged in a grid-like fashion, with some larger, more complex shapes and smaller, simpler ones interspersed. The teal color is a vibrant, slightly greenish-blue.

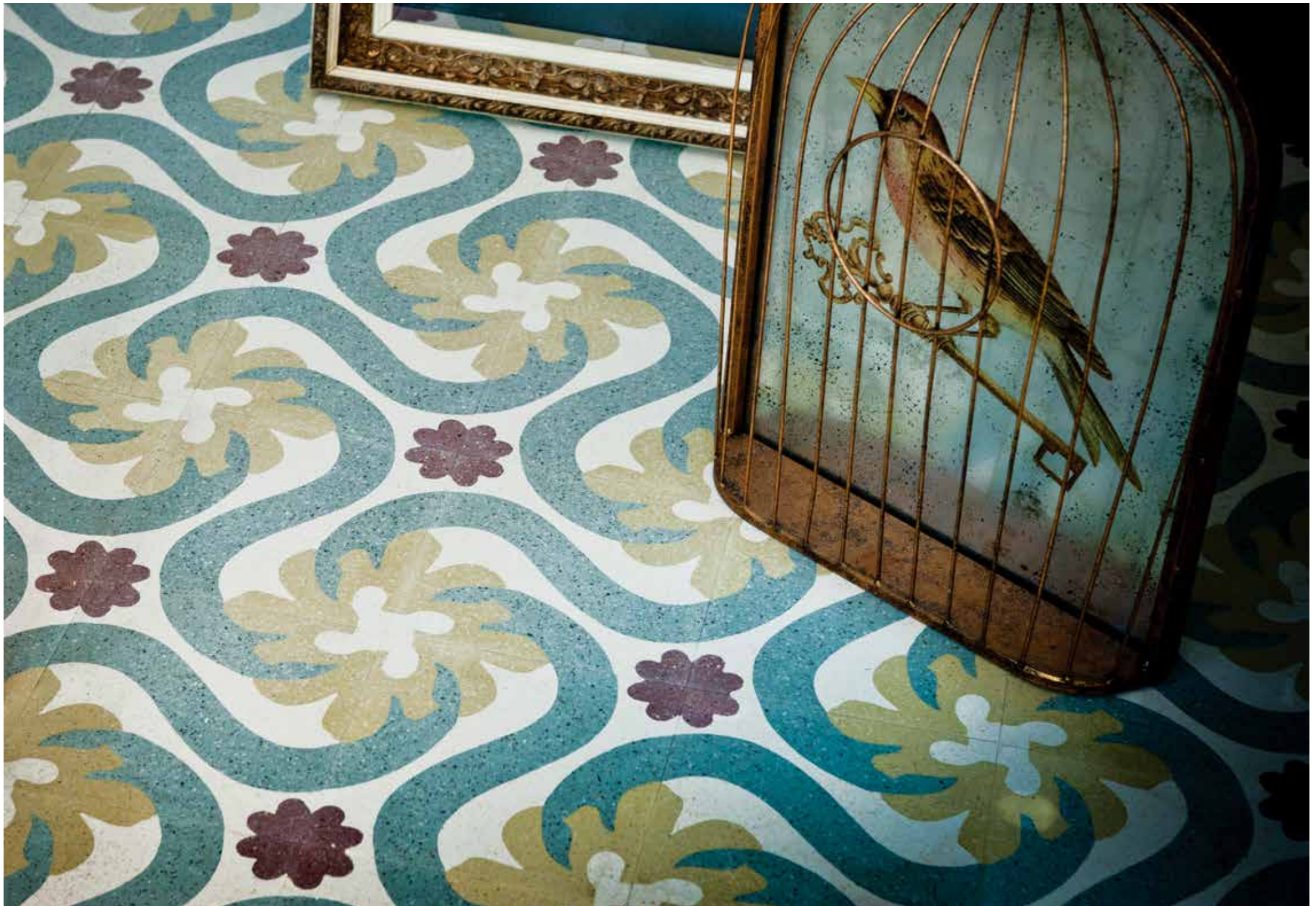
DECORI PATTERNS

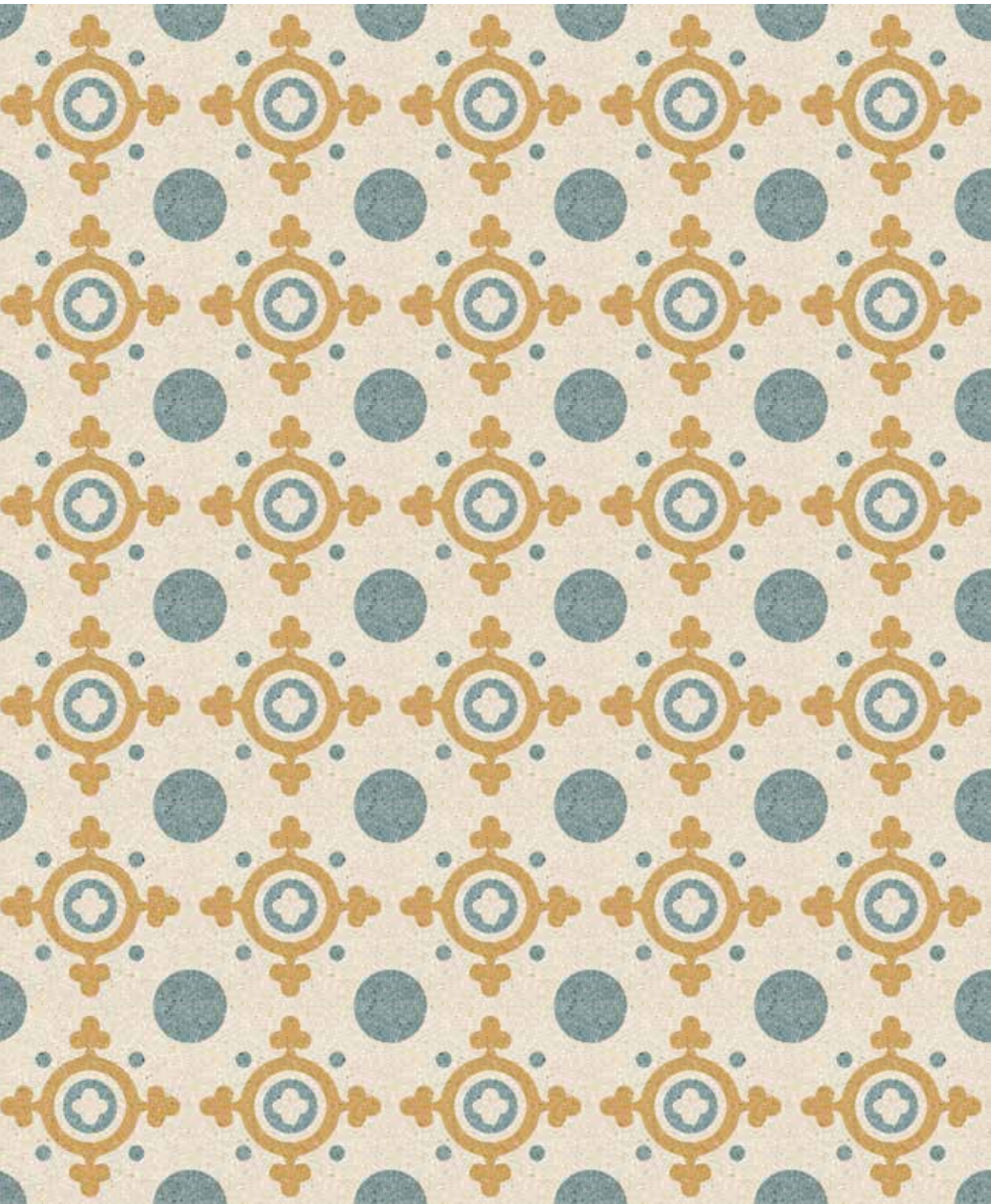
Banes > p. 15 / Baracoa > p. 17 / Camaguey > p. 21 / Cienfuegos > p. 25 /
Havana > p. 27 / Holguin > p. 29 / Moron > p. 33 / Nuevitas > p. 37 /
Santiago > p. 41 / Trinidad > p. 45 / Vinales > p. 47

COLORI / COLOURS
> p. 50-51

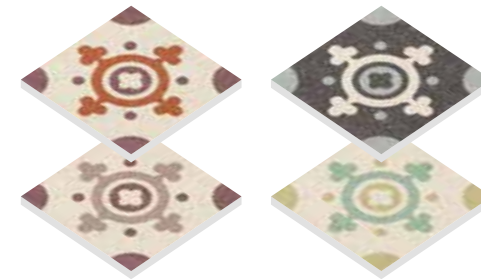
creare il contemporaneo dalla tradizione
contemporary items deriving from tradition







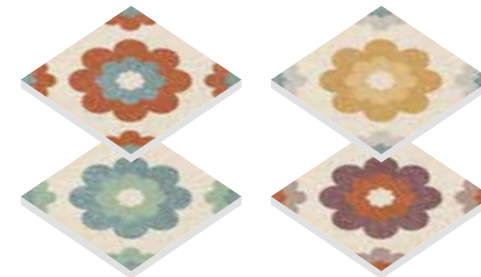
suggerioni *
suggestions



BANES



suggerioni *
suggestions



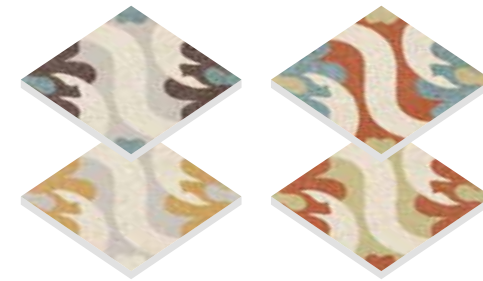
BARACOA



Baracoa
ruggine, kiwi, avorio, carta da zucchero



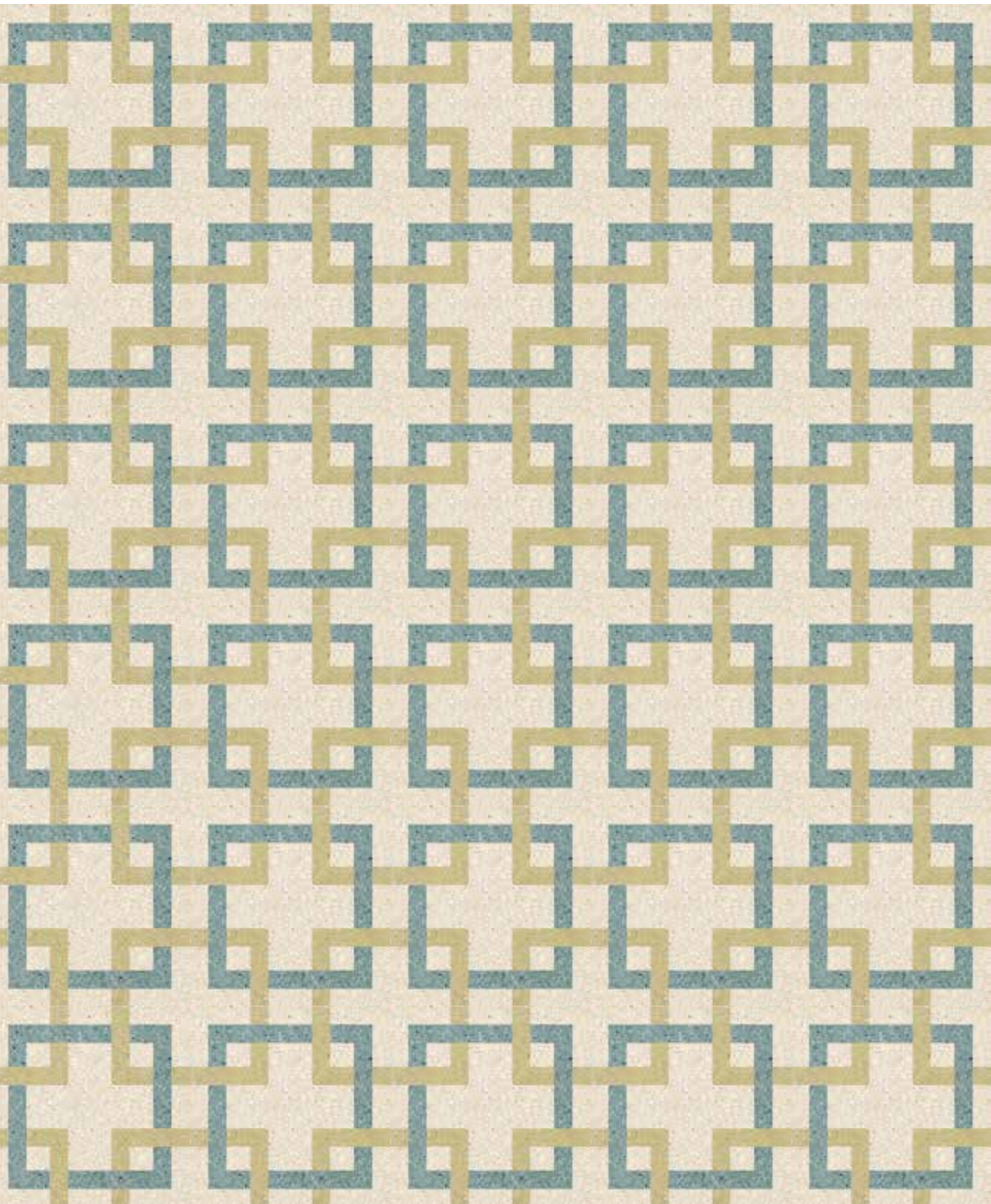
suggerioni *
suggestions



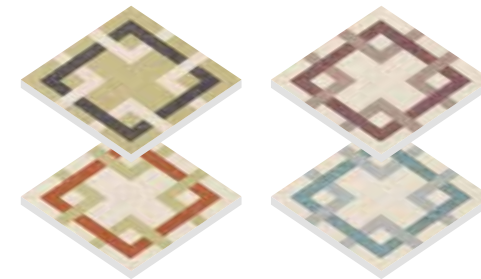
CAMAGUEY



Camaguey
melanzana, kiwi, avorio, carta da zucchero



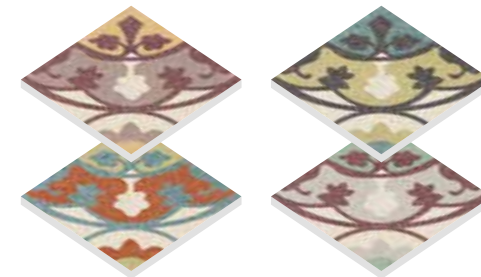
suggerioni *
suggestions



CIENFUEGOS



suggerioni *
suggestions



HAVANA



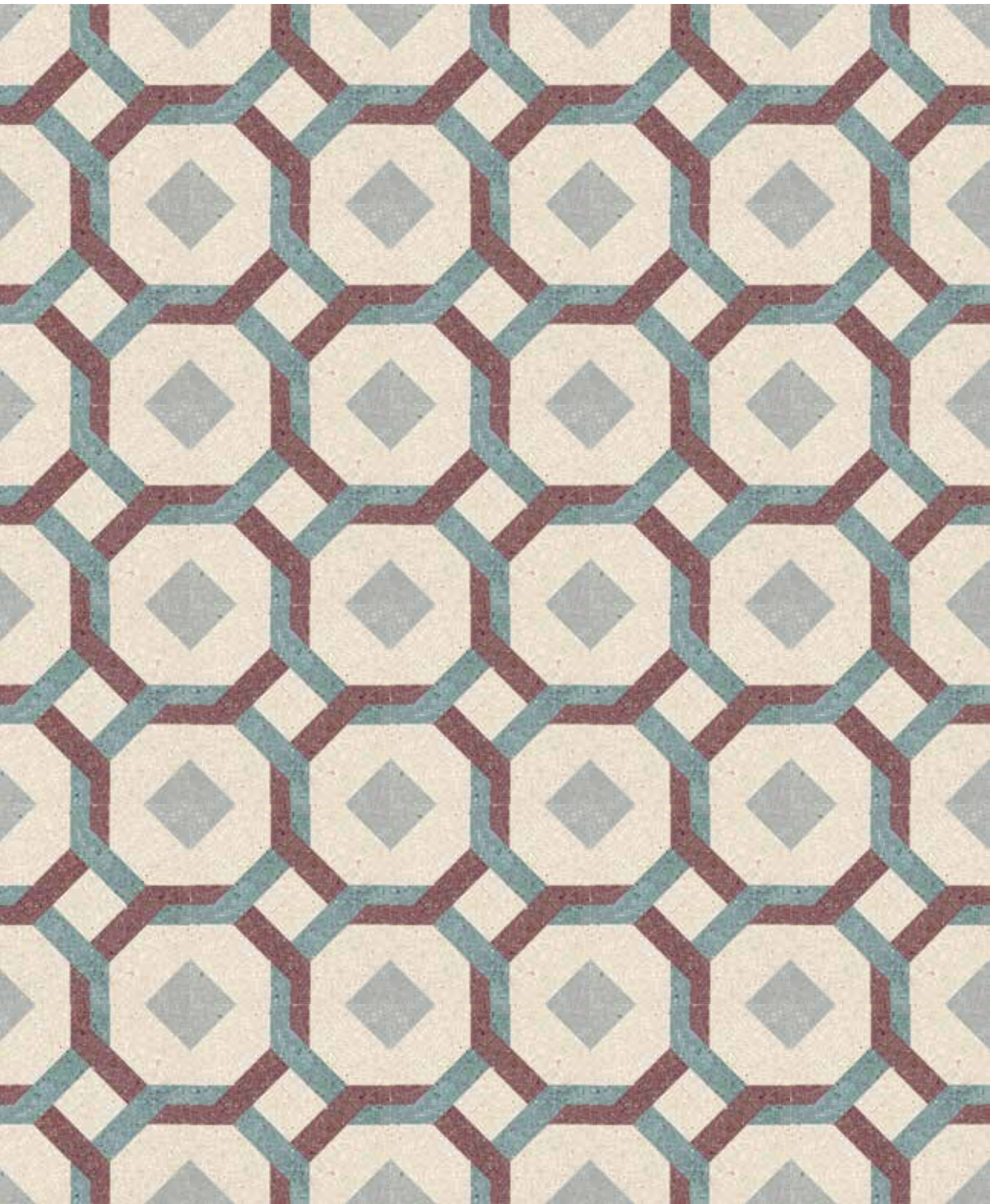
suggerioni *
suggestions



HOLGUIN



Holguin
kiwi, avorio, ruggine



suggerioni *
suggestions



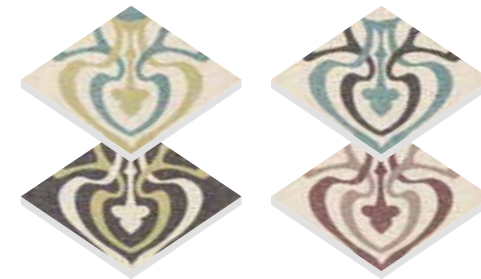
MORON



Moron
avorio, carta da zucchero, melanzana, polvere



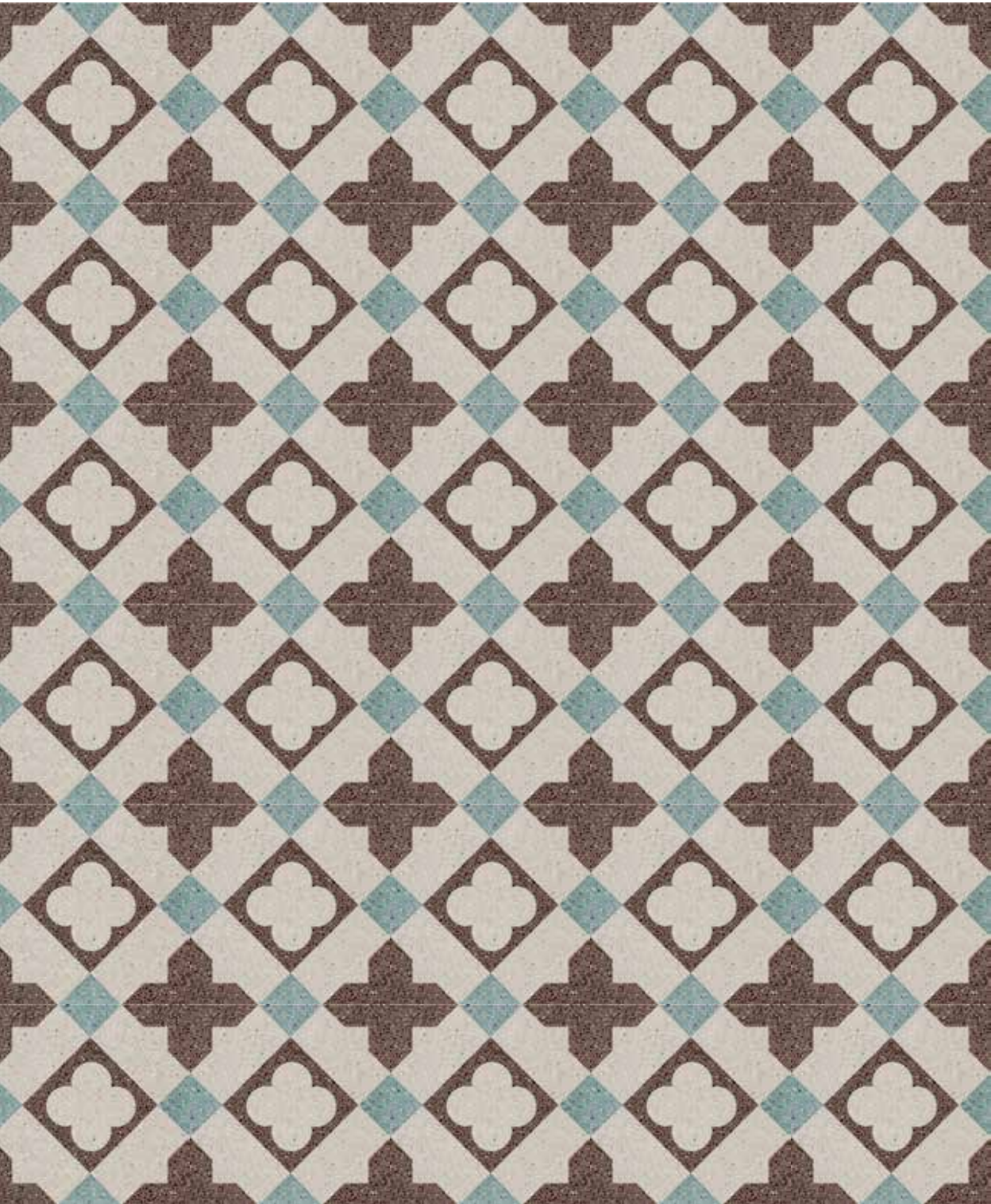
suggestioni *
suggestions



NUEVITAS



Nuevitas
avorio, carta da zucchero, tortora



suggerioni *
suggestions



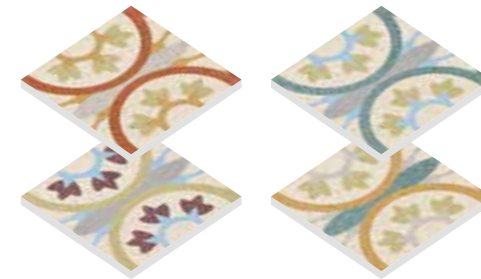
SANTIAGO



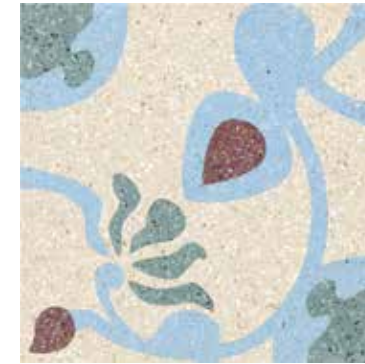
Santiago
avorio, carta da zucchero, kiwi



suggerioni *
suggestions



TRINIDAD



suggerioni *
suggestions

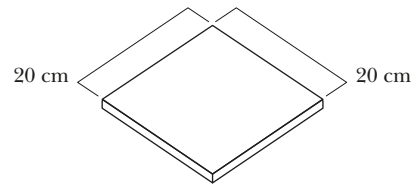


VINALES



Vinales
avorio, carta da zucchero, giallo oro, rosso pompeii

DIMENSIONI / DIMENSIONS



SOLO PER DECORI / ONLY FOR PATTERNS *

COLORI / COLOURS

tonalità e armonie romantiche per reinventare gli spazi
romantic shades and harmonies to reinvent spaces

FINITURE / FINISHES

classic

Formella in graniglia monostrato 20x20 cm prelevigata da lucidare in opera con bordi non bisellati. Spessore 12,5±0,5 mm.

12,5±0,5 mm thick through body marble Graniglia tile 20x20, semi polished, to be polished after laying with unchamfered edges.

light lux

Formella in graniglia monostrato 20x20 cm spessore 11 mm, calibrata, rettificata. Bordi bisellati e superficie lucida.

11 mm thick through body marble Graniglia tile 20x20, calibrated, rectified. Chamfered edges and polished surface.

light mat

Formella in graniglia monostrato 20x20 cm spessore 11 mm, calibrata, rettificata. Bordi bisellati e superficie levigata MAT.

11 mm thick through body marble Graniglia tile 20x20, calibrated, rectified. Chamfered edges and mat surface.

light bloom

Formella in graniglia monostrato 20x20 cm spessore 11 mm, calibrata, rettificata. Superficie spazzolata.

11 mm thick through body marble Graniglia tile 20x20, calibrated, rectified. Brushed surface.

rock'n' roll

Formella in graniglia monostrato 10x10 cm spessore 11 mm. Anticata artigianalmente.

11 mm thick through body marble Graniglia tile 10x10. Antiqued handcrafted.

* è possibile personalizzare a piacere ogni fantasia, creando infinite combinazioni cromatiche utilizzando la gamma colori Mipa any pattern can be customised according to one's preferences by creating endless colour combinations thanks to the Mipa palette



decore / pattern **BARCOA**





MADE IN ITALY

il valore dell'artigianalità e del fatto a mano
the value of hand-made artisan products



MIPA, protagonista della riscoperta e dell'evoluzione dei pavimenti e rivestimenti in graniglia di marmo, coniuga eccellenza artigianale con qualità industriale.

Le materie prime naturali e le lavorazioni eco-compatibili danno origine ad un prodotto artigianale e unico, allo stesso tempo di altissime prestazioni, profondamente tecnologico e soprattutto realizzato interamente in Italia.

Una dimensione nuova ed esclusiva, una visione originale e distintiva trasformano la graniglia in un pezzo di design che arricchisce e valorizza gli ambienti.



MIPA, a protagonist in the rediscovery of marble Graniglia tiles for floors and wall coverings, combines artisan excellence and industrial quality.

Natural raw materials and environmentally-friendly processing produce unique top-performance handicrafts products with high tech-contents fully produced in Italy.

It is a new and exclusive dimension, an original and distinctive vision that turns marble Graniglia tiles into design products enriching and enhancing any environment.





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PHOTO

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(p. 18, 30, 34, 38, 42, 48)

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(p. 2>5)

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 by: leshaines123 / jadis1958 /
romtomtom / ilkerender

LOCATION

tasacasa*

PRINT

Grafiche Zanini - Bologna

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