

ESTUDIO MARISCAL

PRESS KIT

CUTLERY FOR EL PAÍS NEWSPAPER

A set of 10 pieces of cutlery, 7 kitchen knives and 23 utensils.

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We designed a seat for the contract sector that gives users a sensual welcome.

Mariscal and the industrial design team at the studio designed the cutlery and kitchen utensils that the newspaper El País offered its readers in one of its promotions. The idea was to design a cutlery set that could connect with El País' habitual readers, as in its shape it is able to transmit creativity and originality. Its unusual but attractive shape causes a surprised look from users.

Everyday objects designed to make normal people's lives more pleasant, more exciting. Because, otherwise, what is the purpose of design? This cutlery set was one of the promotions that had the greatest response from readers of El País.

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