

ESTUDIO MARISCAL

PRESS KIT

SANGETSU

Collection of designs for printing household fabrics.

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We designed a collection based on the emotional and sentimental relationship that is set up between the domestic area and colour, for the Japanese company.

The Japanese company Sangetsu contacted Estudio Mariscal to commission the design of drawings to be printed on diverse supports: upholstery, curtains, wallpaper, etc. Sangetsu aimed to differentiate its products from the rest of the market and to add cultural value to them with this move.

The concept of the collection is based on the emotional and sentimental relationship that is established between the domestic area and colours. We worked with „friendly” colours, which invite one to come on in; with „neutral” colours that are extremely elegant; with „optimistic” colours that brighten up one’s life and with „daring” colours, which bring a smile to one’s face. Despite being designed for the Japanese market, it was decided to give the entire collection a Mediterranean air.

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client Sangetsu

country Japan

year 1996–1997

tags product design, graphic art

related projects tres tintas











