

CATALOGUE

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WE  
MADE  
THIS.ES





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**We Made This** is a project originally conceived by the Cultural Counseling of the Embassy of Spain in Washington, to publicize the post-digital Spanish Design. Curated by Héctor Ayuso, WMT was founded as a book presenting the work of some of the Spanish creators of post-digital design, and showing the strength of this sector in our country. The book has been presented in several places in the United States to publicize the work of our artists there. Now, WMT continues its career in the hands of Spanish Cultural Action and makes it in format of the exhibition, which will tour various parts of Europe, with the same goal, to publicize this vibrant part of our culture. The exhibition will be accompanied by workshops and presentations and will feature an original piece in each venue. With this second assault, AC/E wants to promote the field of our creative industries that is constantly evolving and that doesn't lack talent, thus fulfilling one of its goals which is the internationalization of Spanish Culture.

Organized by:



**AC/E** ACCIÓN CULTURAL  
ESPAÑOLA

In collaboration with:



# ALEX TROCHUT



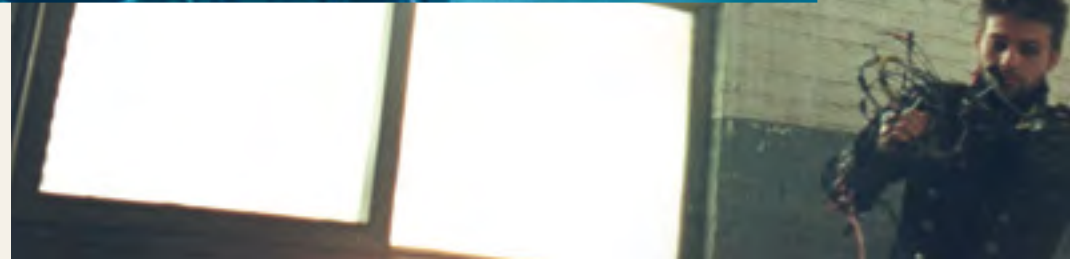
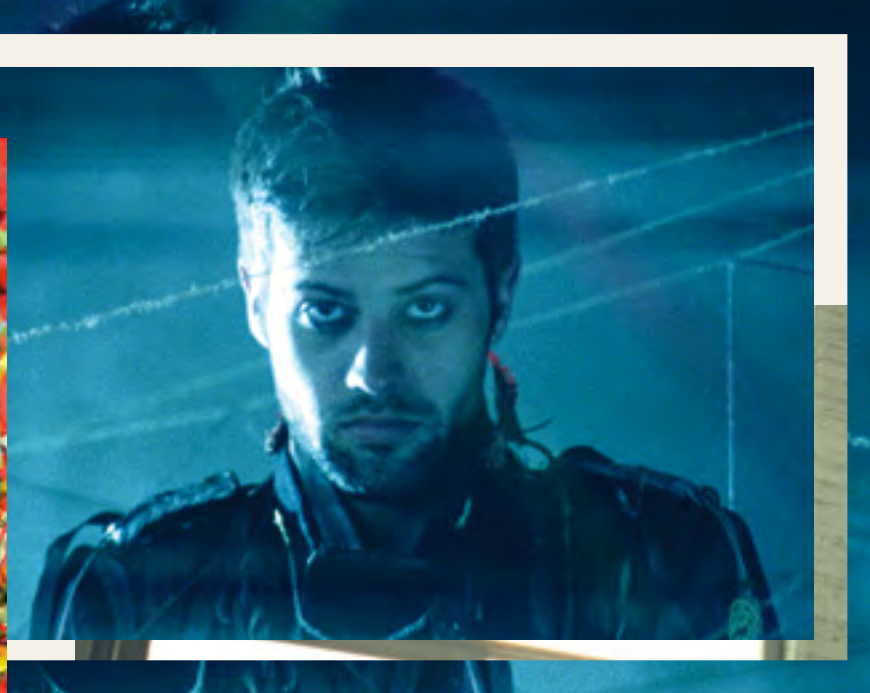
Alex Trochut was born in 1981 in Barcelona, studied Graphic design at Elisava, and started working as freelance designer and illustrator in 2007. He is based in Barcelona.

Alex's illustrations, designs and typography take the modern notion of minimalism and flip it on its side. His work, based on a philosophy of "More is more," is rich with elegant, brilliantly detailed executions that simultaneously convey indulgence and careful, restrained control. Renowned for his technically exquisite type creations and designs, Trochut attributes his special connection with typography to his grandfather Joan Trochut - a typographer and the creator of a modular typographic and ornament system built in the 40s. His clients include Nike, The Rolling Stones, Nixon, British Airways, Coca-Cola, The Guardian, Non Format, Wieden + Kennedy, Saatchi and Saatchi, BBH, Fallon, and Beautiful Decay.

Atelier is the result of an innovating educational proposal in the fields of Design and Visual Arts. Based in Barcelona, it's main objective is discovering and encouraging new creative, experimental, analogical and technological alternatives in order to promote post-digital creation.

Specialized in the field of art direction, Atelier's creative production is focused on graphic design, editorial design, illustration, installation, motion and film projects. Characterized in its majority by the narrative risk taken and the combination of established and emergent techniques used.

Atelier also collaborates with schools, cultural events, institutions, organizations, artists, national and international enterprises oriented in the fields of art, design, innovation and creativity, such as: OFFF Festival, CAC Cincinatti, VCUQatar, Ajuntament de Barcelona, IndexBook Editorial and Tribeca Performing Arts Center among others.





A multidisciplinary studio that offers creative solutions based on straightforward, practical and coherent design. Designers Raúl García del Pomar and Ismael González focus on graphic communication, editorial design, corporate identity, web, motion, typography and illustration.



Brosmind is a studio based in Barcelona founded by Juan and Alejandro Mingarro in 2006. Their style is fresh and optimistic and always combines fantasy and humor.

Their illustrations have been awarded with the most prestigious international awards, like Cannes Lions, Clio, Eurobest, Graphis, Sol, CdeC, Laus, among others. They are the most published spanish illustrators in Lürzer's Archive and recently were selected for Lürzer's Archive Special 200 Best Illustrators Worldwide. The brothers have worked for clients such as Nike, Microsoft, Virgin, Gillette, Honda, Land Rover, Volkswagen, Kidrobot... but their universe is not fully understood without their personal artistic projects like: Brosmind Army, Brosmind RV, Brosmind City, Brosmind Wagon and the most recent What's Inside?







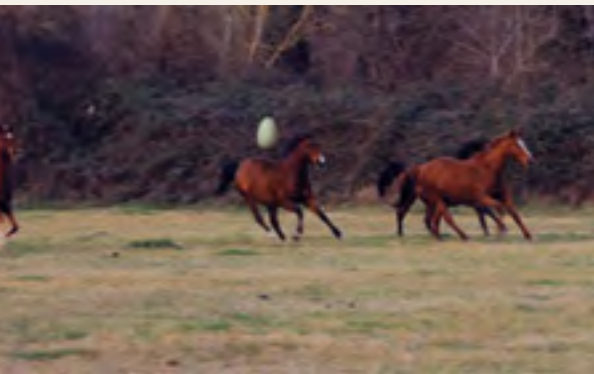
# CÉSAR PESQUERA



César Pesquera is a filmmaker and visual artist . His work has been broadcast worldwide and exhibited in different festivals and international events such as OFFF, Nova, Art Beijing, BAC!, Loop Festival, The Rencontres Internationales Paris/Berlin/Madrid, Art Futura, Sonar and Dotmov.

He has also shown his work in museums as AMOADA (Austin, USA) / ZKM (Karlsruhe, Germany), Centre Georges Pompidou (Paris, France), DA2 Museum Of Contemporary Art (Salamanca, Spain) and galleries as Ras Gallery (Barcelona, Spain) Resistor (Toronto, Canada) or Lighthouse (Brighton, UK).

He develops his projects individually but also works in collaboration with other artists and/or collectives like the Barcelona based creative cell Actop, or the British media art group D-Fuse. As musician he has released two albums under the moniker of Shudo on the prestigious Belgian label SubRosa/Quatermass.

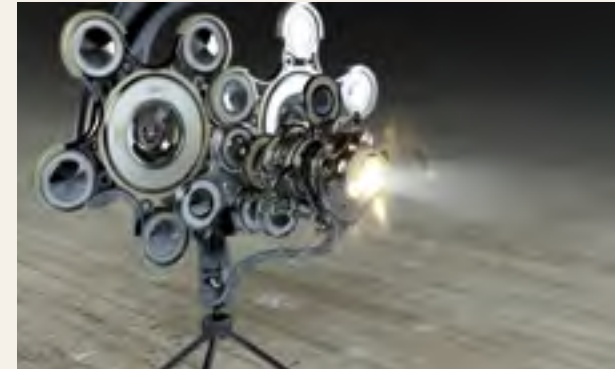
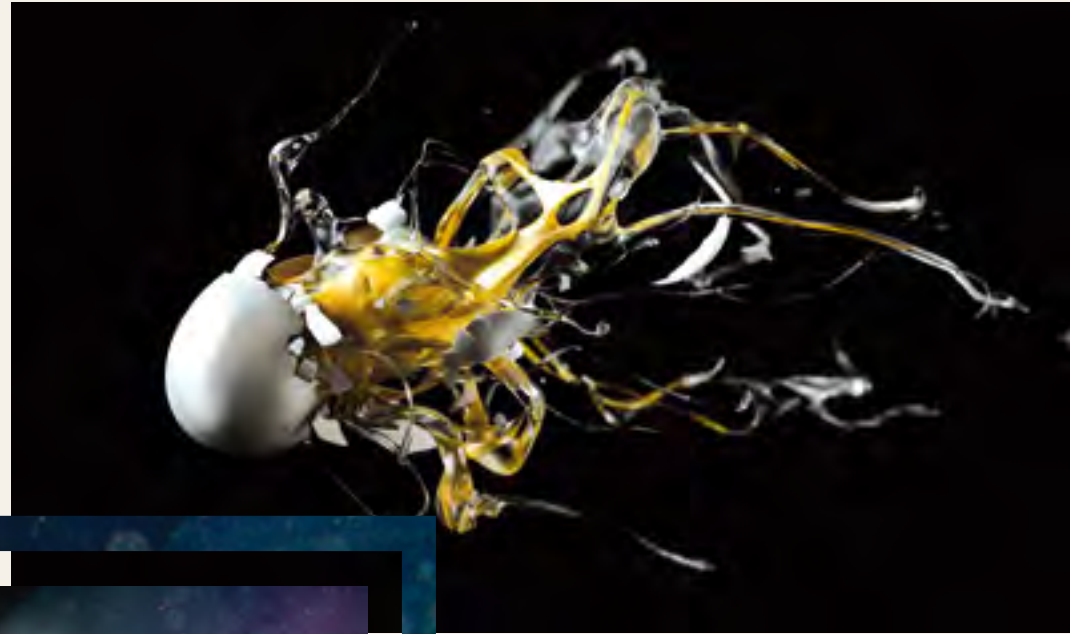


Dvein is a collaborative project by the directors Fernando Domínguez, Teo Guillem and Carlos Pardo providing direction and art direction for live action and animation.

Since 2007 they have been working for international clients, such as Diesel, Canal+, MTV, National Geographic and Nokia, among others. They like to think of themselves as an open-minded studio always up to be involved in the whole creative process of the proposals that they take part of.

Besides their commercial activity, Dvein is conceived as a platform based on experimentation. Trying to redefine the way of focusing the objectives of every particular project. Dvein is not afraid of thinking outside the box- as they were not afraid in the past of melting a plastic toy helicopter, directing ants and snails, or building a miniature music festival.

Their work has been shown in many events and festivals like TOCA ME in Munich, Playgrounds in Amsterdam, F5 in New York, ArtFutura in Buenos Aires and OFFF in Paris, and in some of them they had the opportunity to collaborate as speakers also, as well as in different schools and universities.



# EVERYTHING



EVERYTHING, creating visual identities of all kinds is a multi-disciplinary creative studio based in three cities spread across Europe, who are all renowned for their global creative impulse: Antwerp, Copenhagen and Madrid. They focus on art direction. From digital graphic design to the creation of entire visual identities, EVERYTHING offers 3D graphics, motion graphics and web experiences that suit the heart and soul of any business, personal or commissioned. No matter the cause, they provide a creative answer.

It's a social world. People are connected into one big virtual web and maintain close, interpersonal contact. For this reason they like to see their clients as partners to connect with. By keeping them involved throughout the entire design process, not only the work relation strengthens, the visual identity that flows from this relationship perfectly intertwines with the character and philosophy of the partner. Budget-wise, EVERYTHING is flexible in order to cooperate with big as well as small businesses.

The creative boardroom of EVERYTHING, which is the core of their business, is headed by two young individuals and close friends: Sergio de La Varga and Kristoph di Martinelli. Each of them have a specific talent within the field of digital graphic design and are very passionate about their line of work. Remaining fresh and up to date is their second nature. EVERYTHING might be young, our past hard work led to extensive design experience. The digital sky is the limit. For you, we do everything.

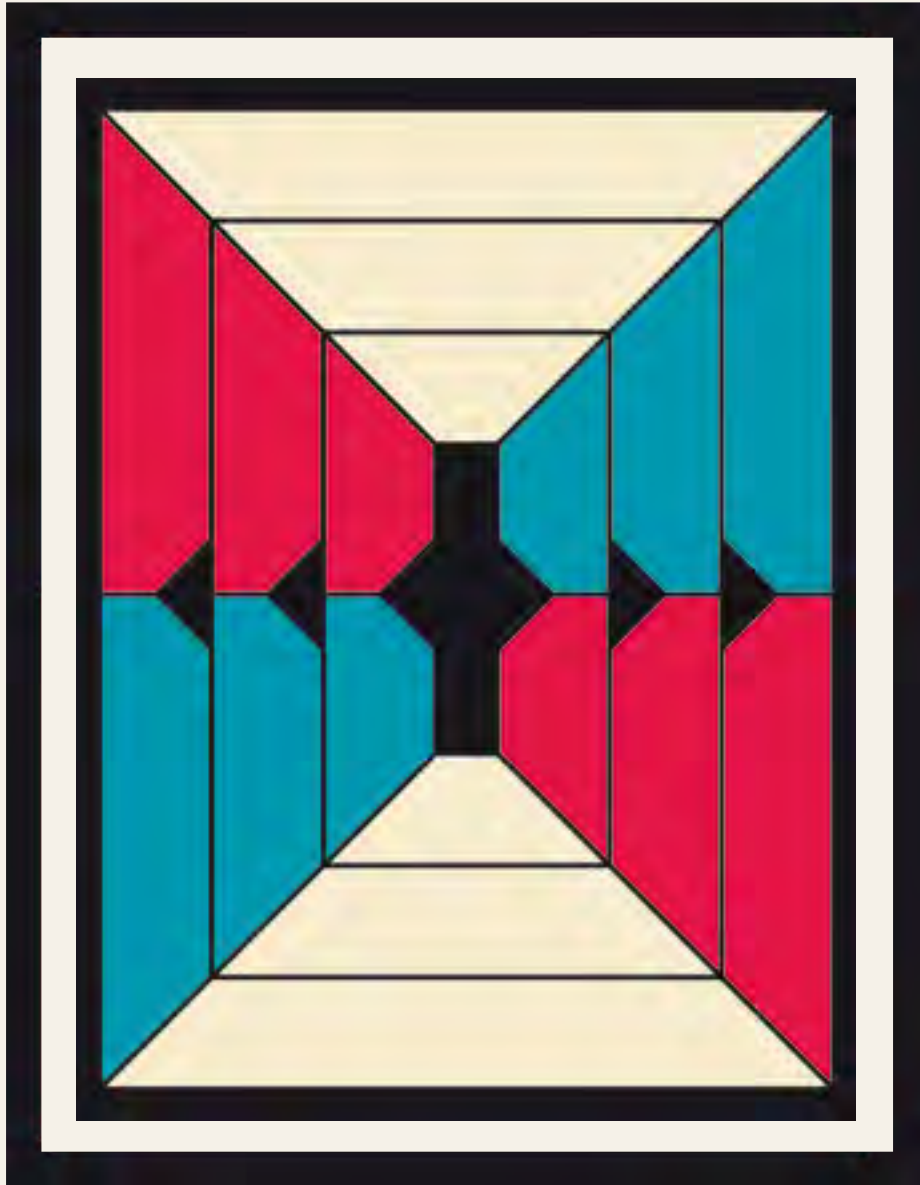
Folch Studio is a Barcelona-based design office founded in 2004 by Albert Folch. The studio works across several media: from magazines, posters, visual identities, books and stationery to signage, websites, video and exhibition design. The studio's approach is defined by its engagement with all stages of any given editorial project –from inception to final form, participating actively in aspects that further art direction and merge with edition.

Taking Apartamento magazine as one first success in publishing from within the studio, this approach became the basis for the foundation, in 2011, of the editorial project The Flames.



FOLCH  
STUDIO





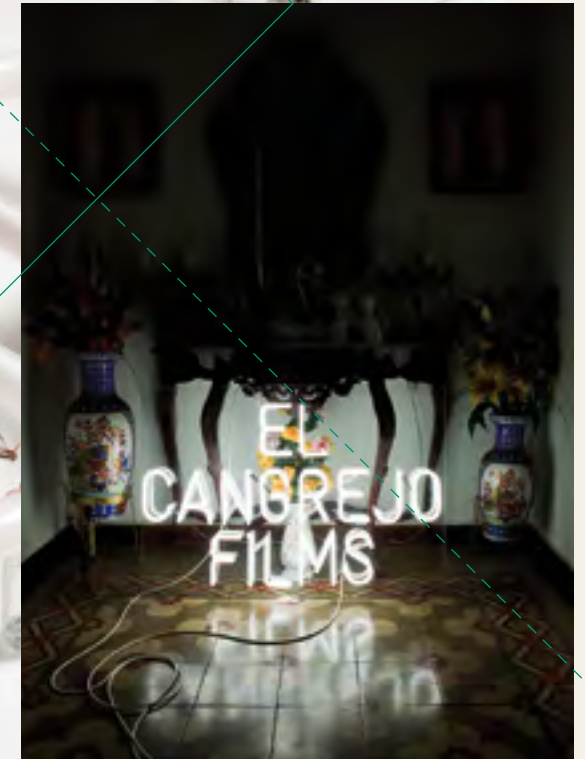
Hey is a design studio based in Barcelona. They mostly work in brand identity, illustration and editorial design. Always wanted to have their own style, and we believe they have achieved it, a style characterized by geometry, color and direct typography. Let's say purity. When we look back

over their work we feel it is consistent, but Hey usually prefer to look forward. Their personal projects are almost as important as the commercial ones, they let them explore, innovate, travel to other dimensions and meet nice people. They are small, and they like it that way, because it lets them stay close to their clients, be flexible and take care of every single detail at every step of the process.

La Camorra is a graphic communication studio, founded in 2004. They have a unique structure in providing a customized solution due to their large group of collaborators. They are curious and always on the lookout at what surrounds them to continue growing creatively. The key to their success is to offer visions and imaginative solutions leading to new paths without losing sight of their client's needs.







Lo Siento is a small studio that specially enjoys taking over the whole concept of the identity projects.

Its main feature is an organic and physical approach to the solutions, resulting in a field where graphic and industrial design dialogue, always searching an alliance with the artisan processes.

Graphic Designer and Illustrator based in Barcelona. At the end of 2008, she won the Art Director's Club Young Guns 6th edition and started her own studio. Since then she has worked on projects which call for art direction, design, illustration and custom typography for arts, culture and advertising clients.

Among her clients you can find: Ray Ban, Penguin Books, Nike, Coca Cola, The Guardian, Beautiful Decay, Kleenex, Dave Matthews Band, Zoo York, Corona, Estrella, Cosmopolitan, Business Week Magazine, Chicken House, Panasonic, Virgin Active, Hypefortype, Mother London, AMV BBDO, Shackleton, SCPE, Grey, Leo Burnett, Cutwater, VillarRosas, and Ogilvy among others.



MARTA CERDÀ  
ALIMBAU



# PABLO ABAD

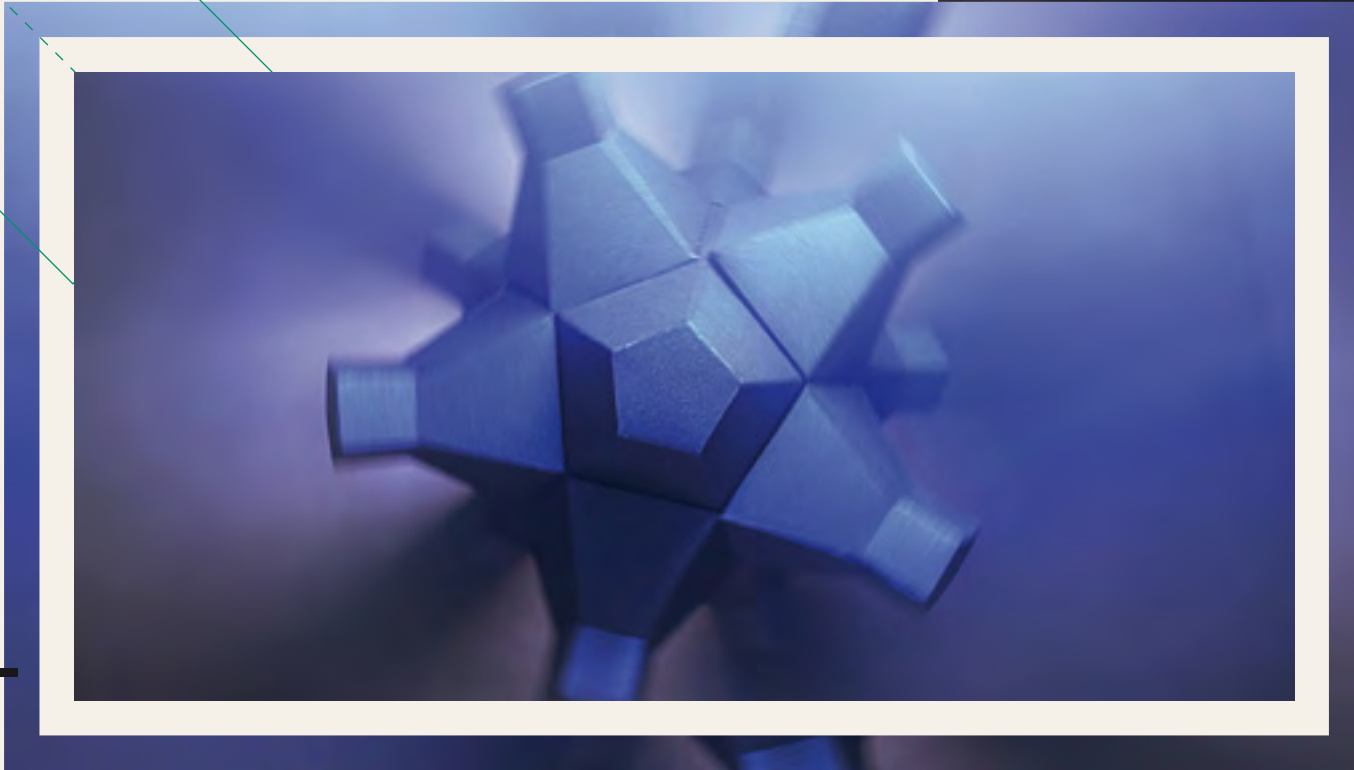
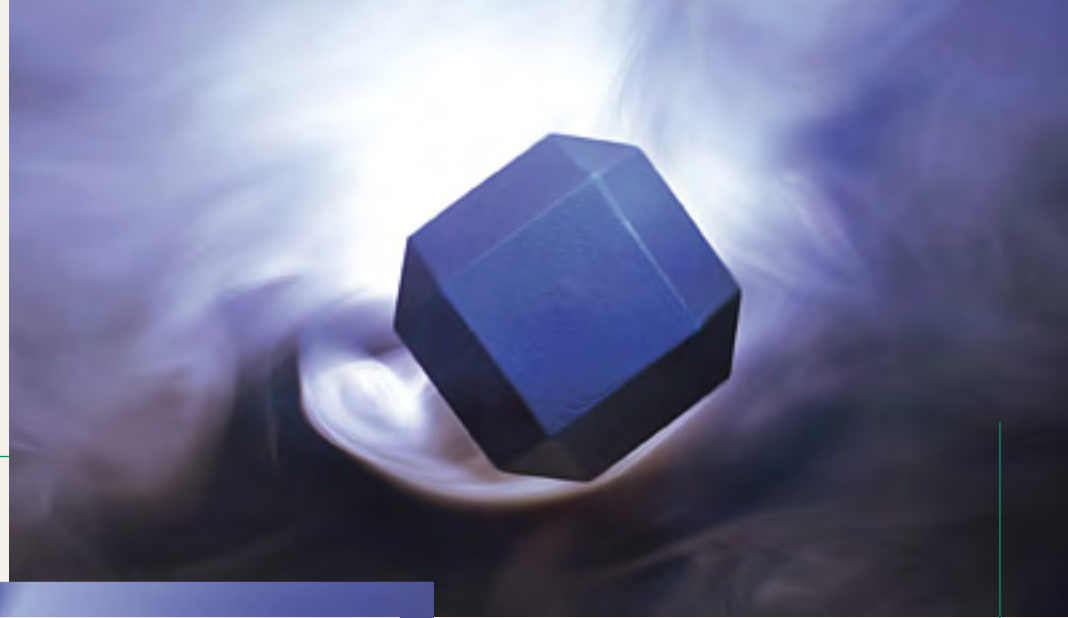


Pablo Abad is an Independent Graphic Designer & Art Director from Madrid, Spain. Most of his work revolves around typography and experimentation with it. He's very influenced by the geometry, surrealism and the esoteric world that he has been creating with his enormous talent.

Focused in: Graphic Design, Art Direction, Editorial Design, Data Visualization, Illustration, Typography, Web Design, Art Installations, Expositions Curation and Self Publishing.

Physalia is a motion-graphics and visual effects studio based in Barcelona. Since the beginning they have carried research in many fields, such as photography, 3D & 2D animation, stop-motion, electronics, mixed media, liveaction... that is, in many areas that don't necessarily require sitting in front of the computer!

Their love for electronics impels them to develop tools to shoot things that would be impossible to achieve otherwise. This mix of self-made tools and motion graphics is the inspiration for some of their projects, and when the opportunity arises, they like twisting and pushing the possibilities of the creative process. Nevertheless, they have a solid body of commercial work and have coordinated and collaborated in all the stages of production in very different and successful projects: advertisements, idents, music videos, webpages, etc.

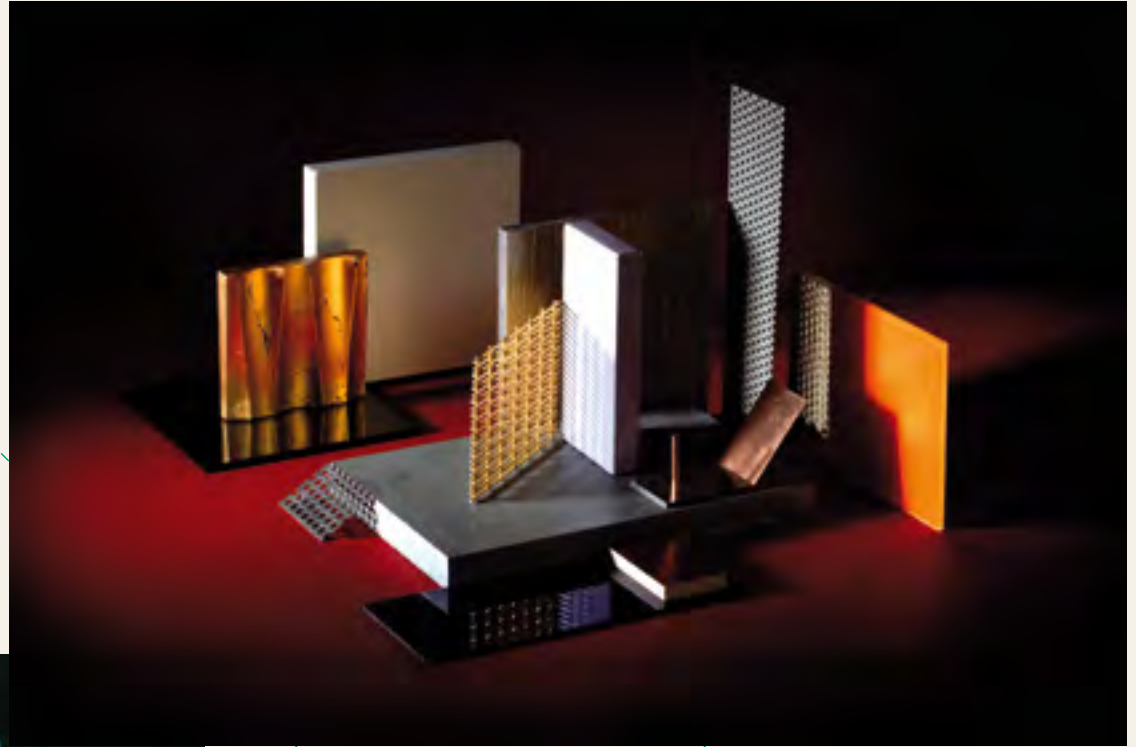


PHYSALIA



Serial Cut is a Madrid based studio, established in 1999 by Sergio del Puerto, working on a wide variety of worldwide projects, but focussing mainly on Art Direction.

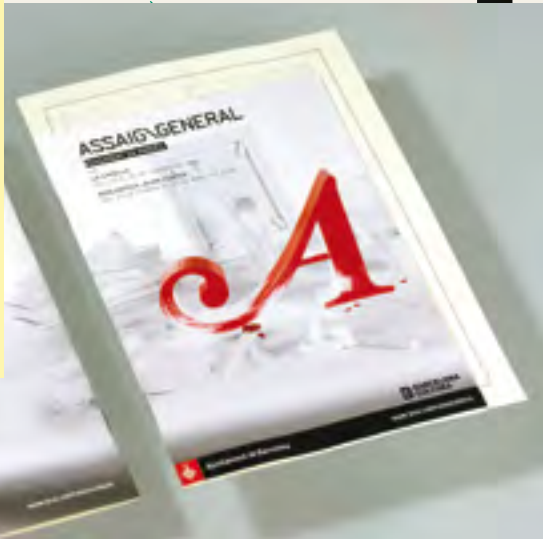
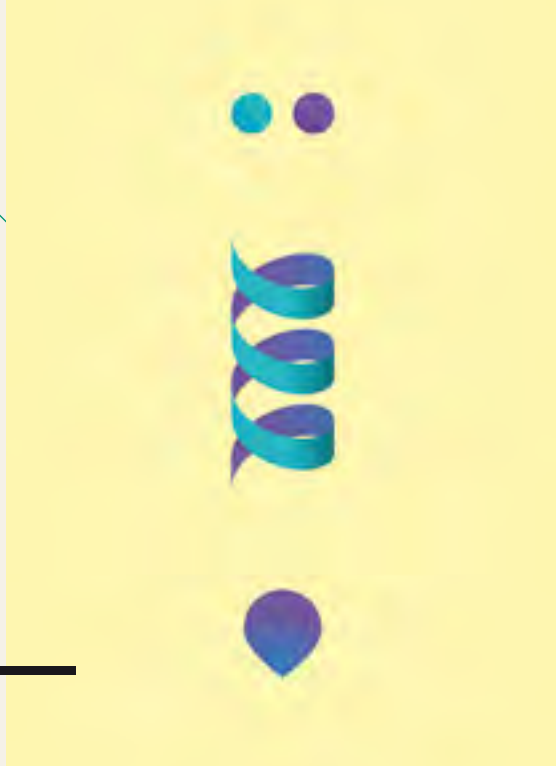
Serial Cut works alongside an ever-growing team of professionals, who specialize in different areas such as photography, design, motion-graphics and 3D design. Depending on the nature of a given project, different collaborators are chosen to give each piece a new dimension.



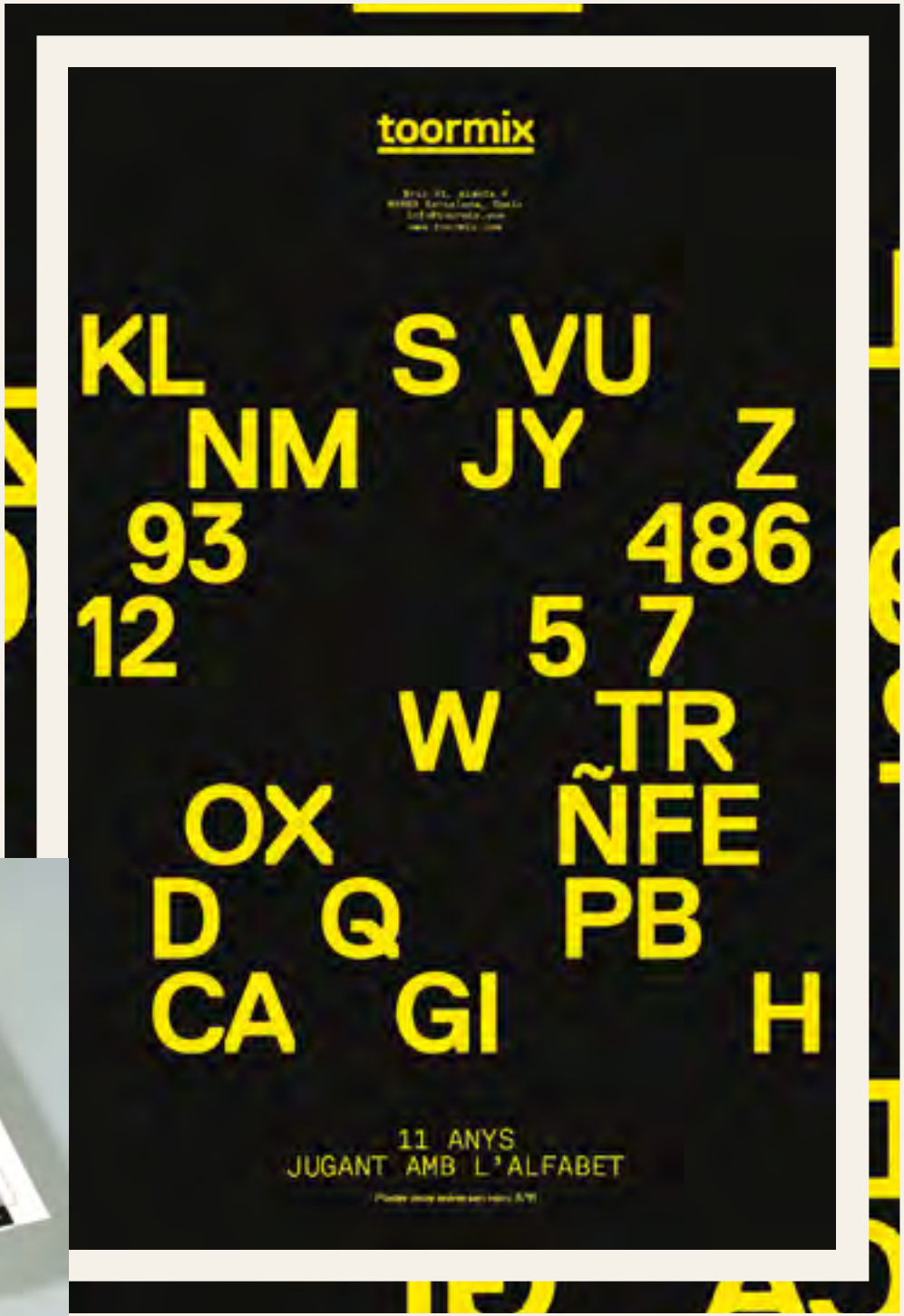
Toormix is a Barcelona-based design studio specializing in branding, art direction, creativity and graphic design, set up in 2000 by Ferran Mitjans and Oriol Armengou. They carry out corporate identity, editorial, print, web and communication projects for a wide variety of clients, from small graphic pieces to global branding and communication projects.

Their way of working is based around strategic collaboration with the client. Starting from information and ideas, they develop a clear and coherent creative discourse in order to reach people through innovative and visually attractive design proposals.

At Toormix they play with brands, because playing means not being afraid, always going that bit further, taking on new challenges, questioning approaches, and blazing new paths. Toormix. Playing with brands since 2000.



TOORMIX



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TwoPoints.Net was founded in 2007 with the aim to do exceptional design work. Work that is tailored to the client's needs, work that excites the client's customers, work that hasn't been done before, work that does more than work. The market immediately responded to such an offer. In only a few years TwoPoints.Net have been able to compile a set of very diverse, high quality projects.

TwoPoints.Net is a small company that thinks big. Not just in terms of international clientele, but with their network as well. This network includes musicians, photographers, software developers and writers, among many others.

The core of TwoPoints.Net's network is directed by Lupi Asensio and Martin Lorenz, two graphic designers with German, Dutch and Spanish education and experience.



In Vasava they understand that the journey is the destination. They, as a studio, take pride in continual learning, creative experimentation, and risk-taking.

Every project has to be special, and the process is equally important as the final outcome. Vasava started up in Barcelona in 1997, today they are a communication studio with 18 young designers who specialize in cross-media projects: print, web, motion, 3D animation, and video.

Vasava works for large and small companies, including well-known brands such as Nike, Rocawear, Adobe, Diesel, 55DSL, Mango, Budweiser and Red Bull.

The studio's designers spend time on commercial work but also on awe-inspiring personal design, illustration and typography design that is displayed in exhibitions and books around the world.

They believe in technology in support of creativity, whether they are programming for the web, editing video, or designing for print, they continually find ways to push the boundaries of their craft, with a passion that shines through in everything they do.





