

Spanish Outdoor Furniture Brand Calma reinvents itself by appointing designer Andreu Carulla as their new Creative Director. Launching at Milan Design Week 2019.

Spanish outdoor furniture brand **Calma** has rebuilt itself from the ground-up, after appointing award-winning Spanish designer **Andreu Carulla** as their **Creative Director**. Bringing a new identity, art direction, product collections and designers to the brand which will relaunch at **Milan Design Week 2019**.

Founded in 2008 in the Empordà region of Spain, Calma was established to offer products influenced by its Mediterranean surroundings.

Andreu Carulla, who had previously designed products for Calma, was approached to become the brand's creative director in July 2018.

Calma's new focus was to engage the brand with its Empordà roots. As the region renowned for the Costa Brava, the ceramic of La Bisbal and famed as the home of Dalí, wanted to bring this rich cultural and manufacturing heritage to the company spirit.

The first step was to redefine Calma's brand philosophy. Calma (meaning "calm" in Spanish and Catalan) is a way of life in the Costa Brava. Living in a relaxed way and appreciating small daily pleasures. This is what Calma under the direction of Andreu Carulla is built on. Working with Barcelona-based **RUN Design**, brought a new identity and logo to the brand to reflect this.

Calma's entire product catalogue has been edited. Immediately dropping all plastic-based furniture and applying new colours, materials and finishes to the remaining products.

To breath new life and reflect the brand's new philosophy, Calma joined some of Spain's best designers to the brand. **Studio Inma Bermúdez** (known for their work for IKEA and Marset), have designed Lou an outdoor soft-seating collection. **André Ricard**, born in 1929 and one of Spain's design pioneers, has brought his first ever chair design Boomerang from 1951. Calma has also recovered the **Coqueta Chair** by **Pete Sans**, winner of the Gold Delta Award (1988) and an iconic piece of furniture instrumental to the history of design in Spain.

Andreu Carulla himself has also designed new collections for the brand, including Marea, co-designed with American designer **Joe Doucet**, Tub, a ceramic lighting collection, Bolet a ceramic stool, Trebol a lightweight metal chair, Alat Daybed an outdoor daybed and Malla and Trama, modular architectural ceramic construction pieces (typically used in Spanish "celosías").

Launching at three locations during Milan Design Week 2019, the entirety of the new collection can be seen at **Salone del Mobile, Hall 8 D45** on a stand designed by Andreu Carulla. Fuorisalone, Bolet by Andreu Carulla can be seen at **Rossana Orlandi** (Via Matteo Bandello 14) and Pepa by Andreu Carulla can be seen at **BCD's Mediterranean Design** exhibition (Via Dante 14).

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