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LAVA SHELVES

Design / *Caterina Moretti*

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Just as lava flows and morphs into different shapes, these shelves can be transformed in multiple ways when arranged in a room. A bookshelf or a credenza, an altar or a nook for a special collection: these are all possible by setting them on a table, hanging them from a wall or stacking them. Carefully handcrafted from volcanic rock, these shelves are the latest addition to the Lava collection, which breathes new life into the untamed nature of the rock through sophisticated everyday objects.

Materials: Volcanic Rock

Measurements: 45 cm x 23 cm x 25 cm
55 cm x 20 cm x 31 cm

CATERINA MORETTI / *Head Designer and Studio Director*
(Viena, Austria, 1975)

BA in Architecture, ITESO, Guadalajara, Mexico

MA in Criticism and Projects, Universidad Politécnic de Cataluña,
Barcelona

Caterina has the ability to focus her vision on the tiniest details of her furniture, accessories and interior design projects, while simultaneously looking to the horizon to direct her design studio. As a designer, her inspiration is in nature, in raw materials that offer multiple possibilities of shapes and textures, and in their ability to be transformed into everyday objects. Her passion for texture and contrast has translated into a range of objects that infuse the organic and subtle with an original point of view, always provoking a contemplative twist.

Peca's presence in awards, exhibits and retail spaces around the world is due to the careful selection of artisans and guest designers that Caterina she chooses to work with, as well as her unique spirit that allows her to flow in unexpected directions.

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For this independent design studio based in Guadalajara, Mexico, it's all in the details. Since 2007, Head designer and studio director Caterina Moretti has infused the brand with her unique ability to work with natural materials, explore texture and form, and bring nature indoors in surprising ways. Collaborations with local artisans and invited designers have contributed to the spirit of *peca*, resulting in a catalogue that is rich in both tradition and innovation.

Peca welcomes requests from clients, and combines its work on design collections with custom projects that include furniture, accessories and interior design.

Exhibits & Awards / 2010-2016

// Mexican Chair: Design and Identity (group exhibit). Franz Mayer Museum, México City, 2016.

// Territorio creativo: Inédito, group exhibit with Occidente. Museo Tamayo, Mexico City, 2015.

// Abierto Mexicano de Diseño, group exhibit with Occidente. Mexico City, 2015.

// National Silver Award, honorable mention for “Luna Llena” and exhibit at the Museum of Popular Art. Mexico City, 2015.

// aldiseno Award for Furniture Design for “Tam” stools. Mexico City, 2015.

// Zona Maco, Contemporary Art Fair, Casa Gutiérrez Nájera Gallery (design for limited edition collection). Mexico City, 2014.

// De ida y vuelta, Contemporary Design in Mexico (group exhibit). National Center for the Arts, Mexico City, 2014.

// SuperPAC, Pacific Coast Design, West Edge Design Fair (group exhibit curated by Jaime Derringer of Design Milk). California, USA, 2014.

// 4th Iberoamerican Biennial of Design (bid_). Central de Diseño, Matadero Madrid, 2014.

// Arte Careyes Festival (group exhibit). Careyes, Mexico, 2013.

// Hecho en Mexico - Women in Mexican Design (group exhibit). Rufino Tamayo Museum, Mexico City, 2013.

// Design from Jalisco in Helsinki, Musta & Valkoinen Gallery (group exhibit). Helsinki, Finland, 2012.

// Crea Hogar, New Design in Mexico (selection by Ana Elena Mallet and Cecilia León de la Barra). Palacio de Hierro department stores in Mexico City, Guadalajara, Puebla, 2011.

// Rethinking Tradition, Survey on Contemporary Design in Mexico (group exhibit). Washington, D.C., USA, 2010.

// 20/20, Twentieth Anniversary of Galería Mexicana de Diseño (design for limited edition collection). Mexico City, 2010.

// Salone Satellite, Salone Internazionale del Mobile. Milan, Italy 2010.

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