

Barcelona, June 2015

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## **Metalarte presents Shoelaces, a project by Curro Claret resulting from his collaboration with the shoes company, Camper, the Arrels Foundation in Barcelona and the San Martin de Porres Foundation in Madrid and the complicity of many people who believe that design can also be used to build a better society.**

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It is a collection of lamps that are the result of a social project and a chain of actions taken on the same idea: to involve a group of people at risk of social exclusion, who in the past have lived in the street, in a design process as a way of helping them in their recovery process. It has been carried out by Curro Claret in collaboration with two institutions, the Arrels Foundation in Barcelona and the San Martin de Porres Foundation in Madrid, and the support of two companies of international prestige in the world of design: first Camper and now Metalarte.

### **A story in three acts**

Behind these lamps is a unique story that can be summarized in three acts. The first began in 2010 when Curro participated in a call for Design against the poverty from the Ministries of Culture and Health. He designed "The piece", a simple metal element intended to join parts and build furniture with recovered materials. He was given an award and used it to develop with the Arrels Foundation workshop a miscellaneous collection of stools, tables and lamps to illustrate its possibilities. He presented it at the Estrany de la Mota Gallery in 2011. He then offered his idea to any social organization that requested, provided the furniture was made by more or less marginalized groups, socially excluded or otherwise, as a way to help them in their situation.

In 2012 Camper came on the scene and asked Curro to design and build one of its stores in Barcelona (Calle Pelai, 13-37, at the Triangle Shopping Centre) based on the idea, using recovered materials and with the collaboration of a group of people from the Arrels Foundation. It was not just a case of using them as labour to produce the furniture but of actively involving them in the process, offering them the chance to participate and make decisions on certain aspects of the design. This resulted in the curtains made from shoelaces which give colour and personality to the store. The collaborative model (shown in a documentary video that can be seen on <http://vimeo.com/50443965>) proved successful and two years later was repeated in Madrid (Calle Preciados, 23), this time with the San Martin de Porres Foundation.

Shoelaces were also used to make the lamp shades of both stores, whose result was so suggestive that it was not lost on Metalarte. This is, so far, the last act of this story. The lighting company has added another link to the chain and, along with Curro Claret, has developed a collection of lamps christened with the name, Shoelaces. It consists of five models of ceiling lamps and two table lamps. They are made by hand in the workshops of the Arrels and San Martin de Porres foundations. In monochrome versions (red, black, grey and fluorine) and multicolour combinations

that can also be customized. Each one is different. They are unique items; because of the way they are made and because they have materialized with the collaboration of many people who believe that design can also be used to build a better society.

It is not a case of charity but of offering disadvantaged people new opportunities to feel valid and creatively alive. Curro Claret (Barcelona, 1968) has devoted a major part of his professional life to it. He studied at the Elisava School in Barcelona and completed his training at the exclusive Central Saint Martins College of Art in London, but is the antithesis of the stereotyped designer; a rarity which would have to be invented if it didn't exist. In 2013 he received the Ciutat de Barcelona Award for his work, which is full of meaning and construes design as a tool at the service of society.

**The thoughts and method of Curro are described in the book "Imperfect Portrait of Curro Claret. Polyphonic conversation on design and other things", written by Oscar Guayabero and originally published by Camper and soon by Gustavo Gili.**

#### Arrels Foundation

Institution dedicated to caring for the homeless in the city of Barcelona since 1987. Its work is based on two pillars: meeting the needs of the homeless and accompanying them on their personal journey. It provides housing, food and social and health care to men and women who live rough on the streets, accompanying them on the long road back to independence.

#### San Martín de Porres Foundation

Established in Madrid, since 1969 it has been dedicated to the care, promotion and development of actions in favour of the homeless and, in general, people lacking the economic resources to survive on their own, including mentally ill people. It does so through various social projects, some of them international, which include primary care, housing and employment.

#### Metalarte

Metalarte is a decorative lighting brand within the Luxiona Group, which is defined by a vision that mixes the contemporary with the traditional and the capacity to constantly move forwards and adapt to changing times. Since its foundation in 1932, Metalarte has maintained a catalogue that balances the future and the past, with a clear focus on Spanish design and its creators.

#### LUXIONA, experienced in lighting

Light is our reason to be. The development and delivery of the best integrated solutions for design, production and sales, adapting to the specific needs of every architectural Project. Through the TROLL, METALARTE and SAGELUX brands, LUXIONA provides a wide range of global solutions for technical, decorative and emergency lighting. Trust, security and flexibility are the foundation of our international success.

With an HQ in Spain, the LUXIONA Group has subsidiaries in Mexico, Chile, Peru, China, Poland, France, Italy, Germany and Hong Kong.

**"The Piece" by Curro Claret**  
**Camper Stores in Barcelona and Madrid**  
**Shoelaces collection by Metalarte**

