

# press kit.

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## press kit.

We are an international awarded design studio based in Valencia, Spanish's Mediterranean coast. Focused on product, branding and interior design, currently collaborating with companies all around the globe.

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### bio.

*Honest, simple, durable: my style, my work.*

Since the beginning of his career, the designer Jorge Herrera always aimed to create objects and spaces that are simple and essential, top qualitative and long term lasting in terms of use, production and design.

After years of global and multidisciplinary training, Jorge Herrera decided to further deepen in all areas for both the creative and technical process in design. In the 2008 he opened his studio with a strong sense for simple processes, detail and passion.

Since then, the studio worked engaging in numerous projects in close collaboration with many international companies and major brands, such Flos, Porcelanosa, Miyazaki Chair Factory, Forma 5, L'ac, Cridea, Nadis, It also has been involved as art director and curator for many exhibitions and fairs installations around the world.

Today Jorge Herrera's approach to design is characterized by a clear pursuit of a balance between simplicity, functionality and beauty: the pillar of his style and the focus of his work.

Jorge Herrera is also guest lecturer at the European Institute of Design (I.E.D) of Madrid and at the Cardenal Herrera University of Valencia (CEU) where he conducts workshops on a regular basis. He won many international awards like Red Dot award, Good Design award and Idea award.

### vision.

*Design is a tool to the simplicity.*

At Jorge Herrera Studio we are passionate for details. Our work is a constant quest for precise and simple solutions because we consider design as a tool to make the complex easy. We believe in differentiation and we want to explore new paths that lead us to smart and practical solutions.

We believe in innovative techniques and processes, with the firm commitment to continue improving and learning. We are guided by tradition, and at the same time we love all modern things: pleasant proportions, aesthetics, elegance and products that evoke nice sensations. Someone once said that simplicity is the ultimate sophistication. We have made this quote as our main pillar of our work.

### awards.

**Metropolis Likes Award 2015**, with the design of the exhibition "Live Work Spanish style" featured at NeoCon for ICEX.

**Designer of the month 2015**, Interiors from Spain.

**Good Design Award 2014**, with modular system "Strips" designed for Stratta.

**IDEA International Design Excellence Awards 2013**, with "Apps" designed for Flos.

**Red Dot Award: Product Design 2013**, with "Find Me" designed for Flos.

**Red Dot Award: Product Design 2013**, with "G-O IN" designed for Flos.

**Good Design Award 2012**, with luminaire "Apps" designed for Flos.

**Red Dot Award: Product Design 2012**, with luminaire "Apps" designed for Flos.

## exhibitions.

**Future is design** Madrid 2021 (Spain)  
**Products for a global world** Valencia 2020 (Spain)  
**Diseño al plato** Valencia design week 2015 & 2017 (Spain)  
**Diseño al plato** Instituto Cervantes 2015 (Italy)  
**¡Viva el diseño!** Red Dot museum 2015 (Itinerant around the world)  
**Cabinet of curiosities** Fuorisalone 2015 (Italy)  
**From Valencia with design** Itinerant exhibition 2013 (Spain)  
**Introducing APPS** Clerkenwell design week 2011 (UK)

### curated

**Live Work Spanish Style** Neocon 2015 (USA)  
**Ones** Museo Bellas Artes de Valencia 2010 (Spain)

## conferences.

**Follow us** Valencia 2019 (Spain)  
**Design stories** Furniture Istanbul 2018 (Turkey)  
**Espacios para vivirlos** Talks between professionals 2017 (Spain)  
**El diseño desde dentro** Tecnológico de Monterrey 2016 (México)  
**Detalles, Diseño y Pasión** Festival Internacional de Diseño 2016 (México)  
**Backstage** Universidad Cardenal Herrera 2016 (Spain)  
**Feedback con Jorge Herrera** Universidad de las Palmas de Gran Canaria 2015 (Spain)  
**Creativity & Innovation** The House by Heineken 2015 (Spain)  
**Introducing our works** Beijing Design Week 2014 (China)  
**Work & Process** Tokio design week 2013 (Japan)  
**Lunch & talk about design** Clerkenwell design week 2011 (London)

## workshops.

**Personal fan** Universidad Cardenal Herrera 2018 (Spain)  
**La luz como herramienta** Universidad Cardenal Herrera 2016 - 2017 (Spain)  
**Lighting + wood** Instituto Europeo de Diseño - Madrid 2014 (Spain)  
**Working the shape / Shaping the light** Instituto Europeo de Diseño - Madrid 2013 (Spain)

## membership.

Jorge Herrera belongs to the Association of Valencian Community Designers as a professional member since 2011 and registered with the Number 1319.

## videos.

About.	<a href="#">Insight</a>
Projects.	<a href="#">Dot.pro - Task chair for Forma 5</a> <a href="#">Golondrina - Armchair for Miyazaki Chair Factory</a> <a href="#">Porcelanosa - L'Antic Colonial Flagshipstore</a> <a href="#">Live - work Spanish style. NeoCon 2015</a> <a href="#">Diseño al plato</a>
Interview.	<a href="#">Design talks. Archiproducts</a>

## info.

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Sector.	Product design, branding and interior design.

[www.jorgeherrera.es](http://www.jorgeherrera.es)

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jorge herrera studio.