

ENRIQUE MARTÍ DESIGN & PRODUCT MANAGEMENT





中文

Enrique Martí Associates 是一家多学科设计工作室, 由工业设计师 Enrique Martí 于 2012 年 3 月创立, 自 1997 年以来在设计和产品开发方面拥有丰富的经验。

我们的主要目标是为所有客户提供全面的设计服务, 从新产品开发到企业形象、传播、产品设计、产品管理和设计咨询等方方面面。

在我们的工作室, 我们可以进入:

英语、西班牙语、意大利语、法语和中文

STUDIO

Enrique Martí Associates is a multidisciplinary design studio born in March 2012 by Enrique Martí, industrial designer with a vast experience in Design and Product Development since 1997.

Our main target is to offer to all our customers a comprehensive design service from the new products development to everything about the corporate image, communication, product design, product management and design consultancy.

In our studio we can get into:

ENGLISH, ESPAÑOL, ITALIANO, FRANÇAIS & CHINESE

www.enriquemarti.com



WORK

Currently, we develop various projects for our clients such as product design, branding, catalogues, art direction, rendering and interior design. We are a studio capable of offering a comprehensive service for companies and brands, covering all the necessary phases for the optimal development of the company.

PRODUCT DESIGN 产品设计



CATALOGUES 目录设计



BRANDING 平面设计



ART DIRECTION & RENDERING 艺术指导+ 视觉传达



INTERIOR DESIGN 室内设计



PRODUCT DESIGN

产品设计



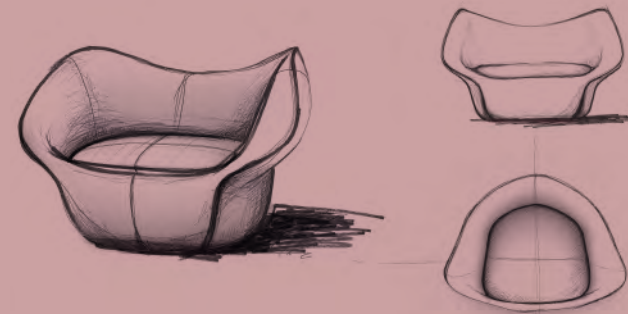
- SPLASH COLLECTION_NATUZZI_2023

Splash is about stopping time, that moment on rest in which absolutely nothing happens but gives us a moment of great well-being. As if one presses the pause button at the precise moment when a drop of water falls on a surface and jumps; this creates curved upward arms, as if enveloping or embracing those who sit on it.





Essential lines and simple volumes follow one another to ensure a feeling of relaxation and continuous envelopment that refers to the movement of water, source for all life and symbol of the strong bond that has always united man and nature.



PRESENTED AT:

Fuorisalone
2023
17-26.04



- NOA_JARDINICO_2023

Noa collection establishes an oasis of tranquility. Characterised by its curving, the framework is made of natural teak that pay homage to old craftsmanship. The feeling of being close to nature continues thanks to the handwoven strap with a subtle touch of green.





- LUST SOFA_BEFAME_2022

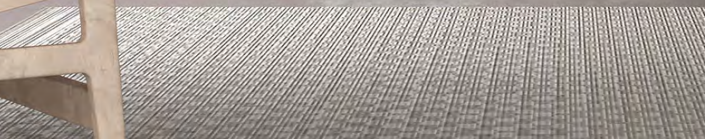
The idea behind the creation of the Lust model was to create a sofa that, although it is not visible at first glance, has a relaxation function. Why invisible? Because the furniture remains perfectly proportional, regular and pleasant for the eye.





- PRINTED STORAGE_HERDASA_2022

This modular system hints towards nordic design. Geometrical style graphics give originality to both the piece of furniture and the space. You can make the composition that you want using Printed collection. It's a furniture series of sideboards with different heights adaptable to any space.





- NINE DEGREES OUTDOOR_VINEKO_2021

Based on the look of the traditional solid wood weaves lounge chairs. We started our journey of making it suitable to be used outdoors but always keeping all its original spirit and essence. Stylish, elegant and luxury. Nine Degrees collection looks great both indoor and outdoor.



- PELIKAN SEATS_DOOS_2021

The PELIKAN seating family is made up of chairs and armchairs with various bases for different uses and interiors. Each of its bases is compatible with both a chair and an armchair, multiplying the possibilities of this collection.





- ORIZONT TABLE_TAMEH_2021

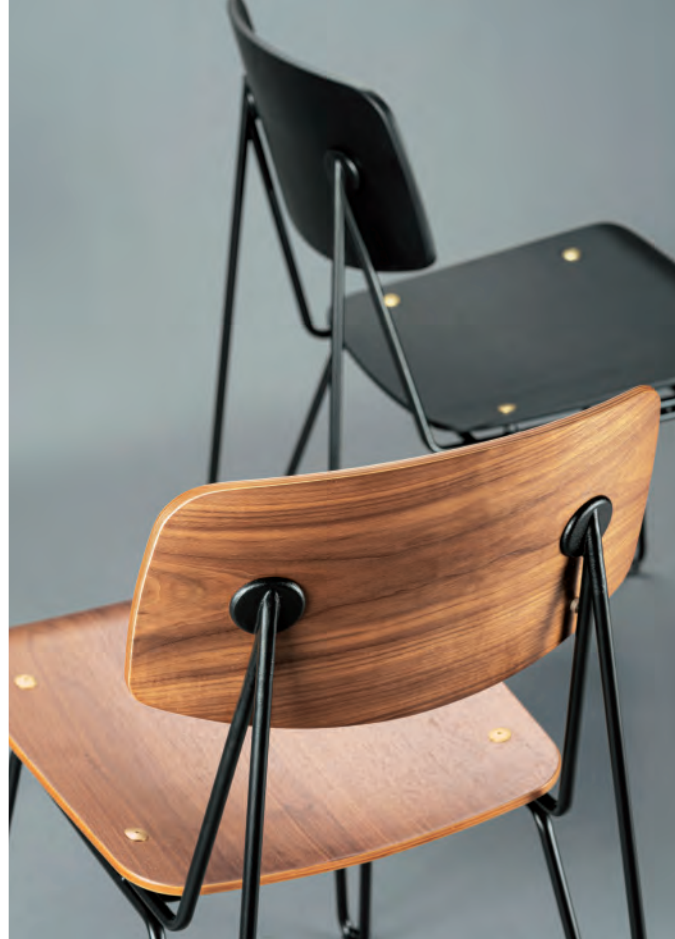
Its horizontal proportion, rectangular shape with gently rounded corners makes look pure, minimal and refined. Extendible version fit perfectly into big and elegant living room. The top is made of an innovative material: FENIX NTM.



- AURA OUTDOOR_VELIT_2020

Inspired by nature, the Aura collection is versatile and is adapted to any space while remaining a comfortable piece with an incredibly careful aesthetic. With the essential pieces and a timeless design, Aura is a collection resistant to inclement weather but without set aside from the beauty of the furniture. Combining multiple textures, materials and colours, a design which makes the difference and rich in details is obtained. It allows you to combine the materials in order to adapt perfectly to your space. In addition, the collection has seats and tables to create an integral space that radiates that characteristic luminosity of the Aura collection.





- FLOAT SEATS_KIAN_2019

As its name suggests, the Float inventively uses a slender steel frame to give off the illusion that the seat and backrest are freely 'floating'. By delicately weaving this minimalistic look with a traditional Scandinavian design, the Float achieves its goal of being an all-purpose contract chair that will give any setting a coherent look.



- SELVA SOFA_NATUZZI_2019

A modular living system which bridges the gap between two different sources of inspiration - a futuristic aesthetic and Art Nouveau. The former gives it a distinctive geometric constructivist design which is counterpointed by the sensual generous volumes associated with Art Nouveau, producing a sensation of elegance, comfort and luxury.





- NOON SOFA_POET_2019

An original design that represents style & luxury. Noon delivers the versatility of a modular sofa built to suit your home. It's sleek lines and exacting design strike a perfect balance between inviting comfort and high quality living.

MALAYSIA
GOOD DESIGN
AWARD WINNING





- PURE SEATS_DOOS_2019

The PURE collection is a search for simplicity reminiscent of traditional chairs. With contained proportions and light, its soft dimensions and compact lines perfectly convey the concept of a chair that speaks a universal language.





- IMAN LIGHTING_CANDELAH_2018

Iman is a luminaire created to be able to accompany you anywhere. With help of a steel surface and a magnetic base, its non-permanent fixing system ensures that you can use it fixed in its structure or you can take it wherever you need it. It also has a battery with which you only need to put it in the base to recharge it. Its aesthetic is inspired by the ancient lanterns used by the mine workers in their daily fight for snatching away the heart to the earth. It is modern, elegant, minimalist and useful.



- EVIA SEATS_DOOS_2018

Evia, our multi-environment creation is a chair that has different versions according to the needs of its user. There are versions with structure in ash or beech wood, as well as steel versions with chrome finish, textured or painted fixed or rotating structures. Its casing in all versions is made of injected and upholstered polyurethane.





- LEGGIADRO SOFA_NATUZZI_2017

A model with an unmistakable design, Leggiadro is characterized by a light, distinctive look. The armrest has a unique "wing" shape and is finished by a border around the edge. The sofa rests on two metal bridges with a sophisticated, elegant design, available in a unique matt black finish. Equipped with an electric mechanism with a double motor, which can be operated with a button panel on the inner side of the armrest to adjust the headrest and footrest to your liking.



- OVNI SEATS_KIAN_2017

This chair is an exercise in minimalism. Constructed of laminated plywood on a metal frame, the Ovni Chair is inspired by a simple geometric shape - the oval. The oval backrest is mirrored in the oval seat, both delicately curved to offer exceptional comfort.





- STAN SOFA_NATUZZI_2016

A simple and versatile sofa ideal for any space and furnishing style. Thanks to the dual power mechanism, the headrest and footrest can be operated separately for unprecedented relaxation. The Stan sofa is available in a wide range of fabric and precious Natuzzi leather covers, in over 200 colours. Stan is also available in in-line and corner versions.





- NORDIC SEAT_KIAN_2014

This jewel of a chair is a high tribute to the wood from which it is formed. All the characteristics for which wood is loved are included in the Nordic arm chair: wood's natural beauty, its wild look and kind strength, and its soft touch and soft embrace. Comfort is already a given. Made of solid oak or beech. Nordic also has an upholstered seat.





- BIRDIE SEATS_KIAN_2014

There's something playful about the Birdie chair. Ingeniously combining the traditional concept of a single rounded backrest with contemporary double-single legs, Birdie brings to mind a charming little bird confidently balanced on a branch. The veneered plywood of the backrest gives this delightful chair unsurpassed comfort. See it in beech or oak, with upholstered or veneered plywood seat.

- DUNE_CANDELAH_2014

Dune is a light that brings a warm and fluid style. This lamp is characterized by its elegance, sensuality and femininity with favorable curves for a discreet light that emanates from inside. It is available to be made in wood or aluminum with which, you can give a strategic turn to some place and offer a technological or futuristic style. In addition, it is available in table, pendants and floor lamps so you can use it for give a different style to any environment.



BRANDING

平面设计

- NEW RESTAURANT IN VALENCIA_YELLOW FELLOW_2023

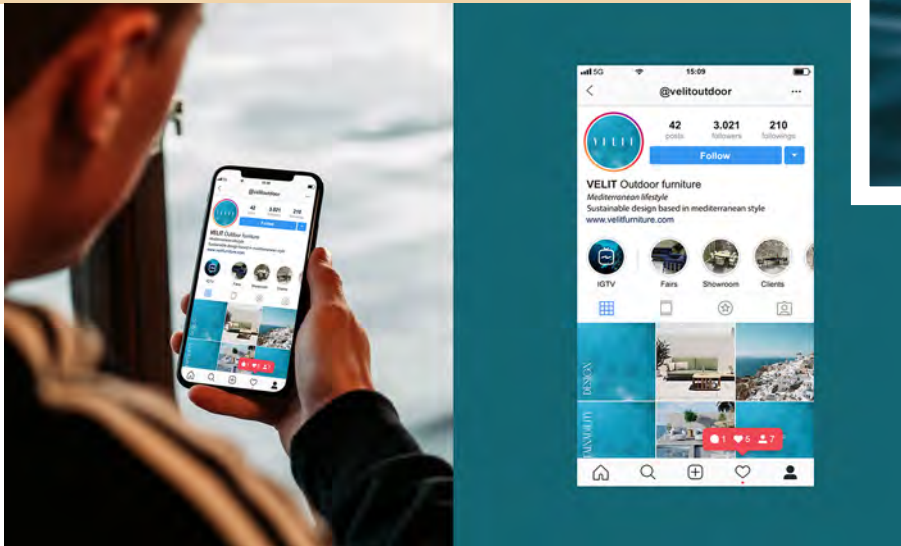
YELLOW FELLOW is a new restaurant in Valencia. The principal recipe there are the noodles. We've created the brand and all their uses. We've managed the interior design, creating the concept and developing the construction work. We've also designed the website and we manage the social media.



- BRANDING_VELIT_2020

Velit is synonymous with design.

A design capable of conveying emotions and sensations, while creating furniture of a contemporary aesthetic that conveys elegance and distinction.



TAMEH
HOME
|

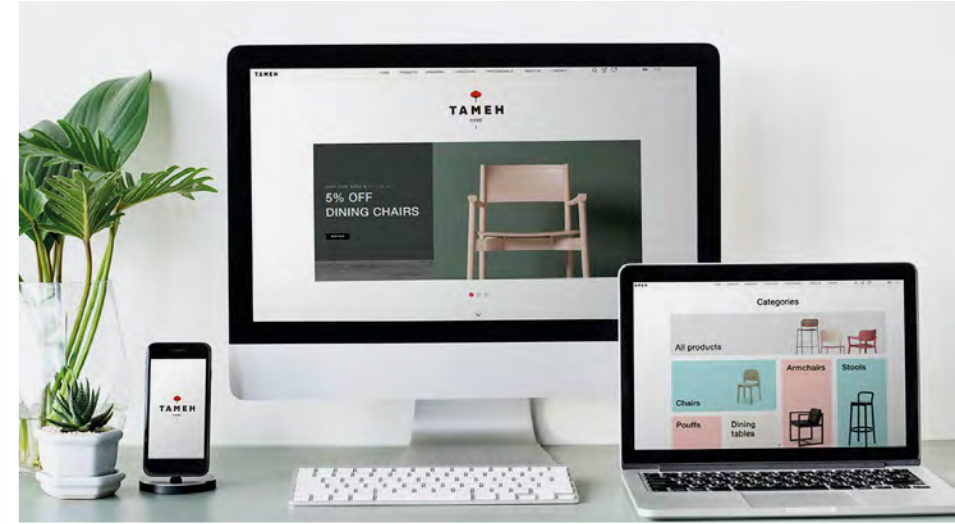
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TAMEH
HOME

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TAMEH

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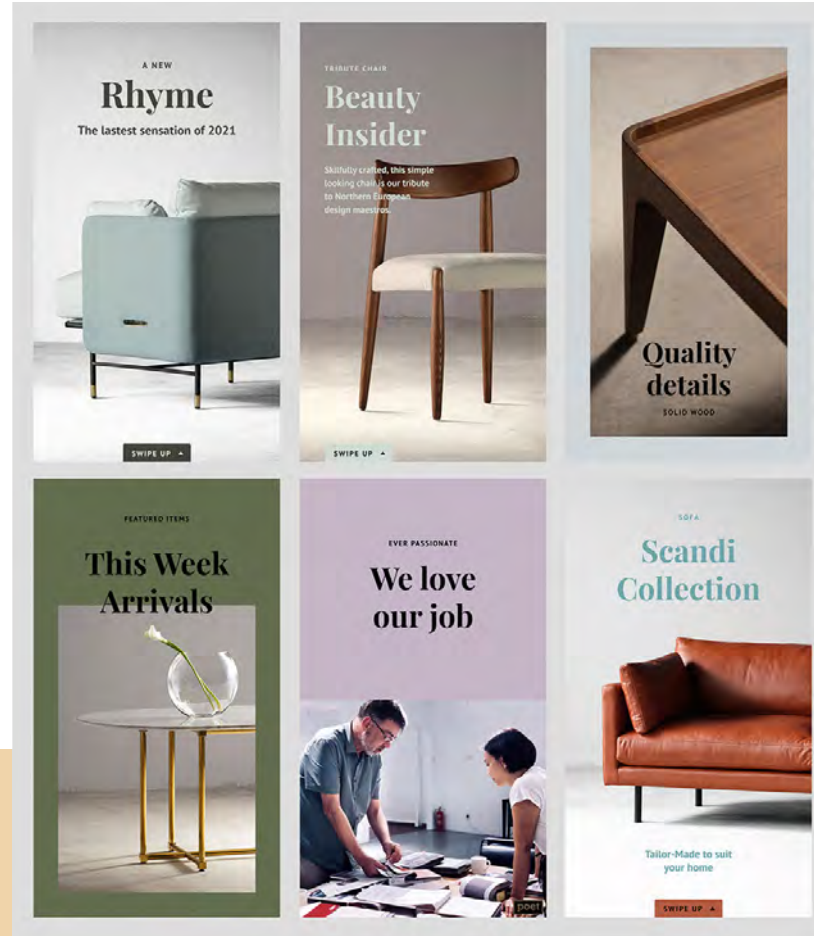
- BRANDING_TAMEH_2020

TAMEH is a brand created for fancy people who really appreciate design. Their brand have got a complete new range of furniture with a contemporary, attractive and singular design. The products are original designs created by furniture designers specialized with vast experience in the sector who know the market and its needs to offer the best designs to our customers.



- BRANDING_POET_2019

P.O.E.T. stands for People of Extraordinary Talent. POET is the love shared by growing ecosystem of passionate artisans, talented designers and growing supply chain who all share the same passion for New Nordic designs. Poet joins hands with bold and forward thinking individuals who support this dream of them and transcend beyond just professional collaboration. Poet humbly welcome you to be a part of their little love story and take an exciting journey with them towards creating better homes for people.





- BRANDING_CANDELAH_2018

CANDELAH was born with a clear vocation of making the Design Contemporary lighting accessible to almost everybody, just combining the best of two worlds: the wisdom and tradition of the best European Design, together with the incomparable power of the modern industry, technology and quality. Design makes our live easier, better, kinder? and for that we think it's something what everybody has the right to know and enjoy.

- CORPORATE IDENTITY_OOLAND_2014

Ooland is a young brand from a home-living company with a long history. Ooland is an abbreviation for only and original land. Ooland, sticks to the principle of "less is more" and pursues purity and simplicity. It conceives in the name of beautiful shape and practical function. Ooland commits to presenting elegant, functional furniture of high quality. Seeing is believing. Every single detail presents the customers with satisfying experience. This world becomes smaller. Ooland holds the design concept that the design should not only benefit itself, but also concern about the society.



CATALOGUES

目录设计

- GENERAL CATALOGUE_KOO_2023

Layout and graphic design, art direction, rendering, integration and post production.





- BLUR & PELIKAN_DOOS_2022

Layout and graphic design, art direction, integration and post production.





- DESIGN STUDIO_KIAN_2022

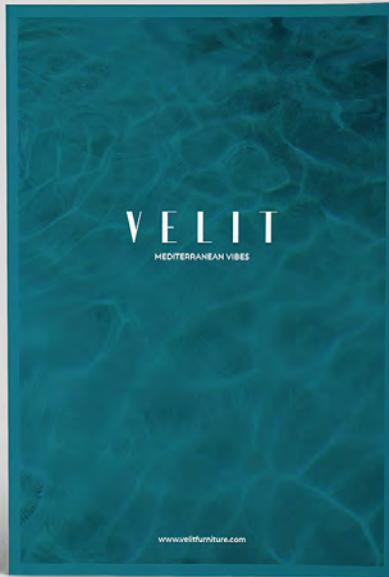
Layout and graphic design, art direction, rendering and post production.



- GENERAL CATALOGUE_VINEKO_2022

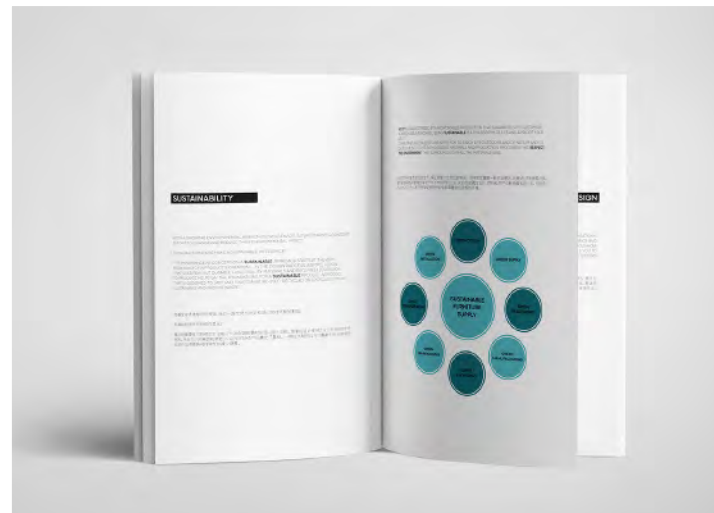
Layout and graphic design, art direction, rendering and post production.





- GENERAL CATALOGUE_VELIT_2021

Layout and graphic design, art direction, rendering and post production.





- GENERAL CATALOGUE_HUATIAN_2020

Layout and graphic design, art direction, rendering and post production.



- NINE DEGREES_VINEKO_2020

Layout and graphic design, art direction, rendering and post production.

ART DIRECTION
& RENDERING
艺术指导+ 视觉传达



- GENERAL CATALOGUE_KOO_2023

Art direction, rendering and post production.





- GENERAL CATALOGUE_KOO_2023

Art direction, rendering and post production.



- CATALOGUE BLUR_DOOS_2022

Art direction, rendering, integration
and post production.



- MAGAZINE_TAMEH_2022

Art direction, rendering and post production.





- GENERAL CATALOGUE_HERDASA_2022

Art direction, rendering and post production.



- WEBSITE RENDERS_POET_2022

Art direction, rendering and post production.

- WORK ANYWHERE CATALOGUE_KIAN_2022

Art direction, rendering and post production.





- GENERAL CATALOGUE_VINEKO_2022

Art direction, rendering and post production.



- GENERAL CATALOGUE_VELIT_2021

Art direction, rendering and post production.

INTERIOR DESIGN
室内设计



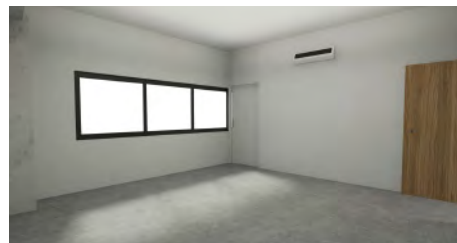
- NEW RESTAURANT IN VALENCIA_YELLOW FELLOW_2023

YELLOW FELLOW is a new restaurant in Valencia. We've managed the interior design, creating the concept and developing the construction work. We've also designed the website and we manage the social media.

The interior design is inspired in asiatic culture, arranging it in an hallway full of colorful fiber lamps. To follow the leitmotiv of the brand, we have put light in the ceiling with noodles shape. It's a funny and cozy space. The wall paper is tropical with big leaves in neutral and green tones.

- OFFICES_SATARA_2023

SATARA is a police uniform and equipment company. They're building a new industrial unit to put their factory and offices. It's an space that combines the industrial finish with the exposed cement with the warmth of the wood.



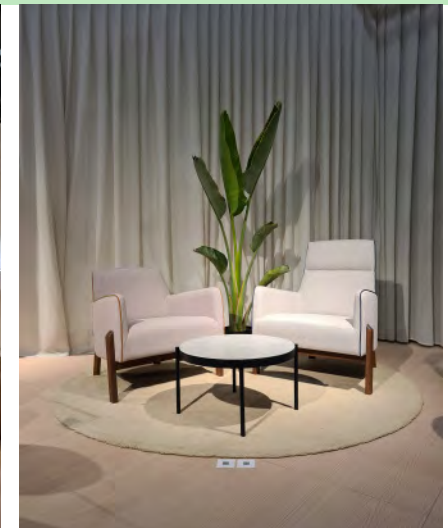


We have worked with architects team to create this new space. It's an open office concept that promotes the creativity and the relationship between coworkers. The comfy furniture and the powerful colors favour the productivity.



- HÁBITAT_DOOS_2022

DOOS design has been present at the Habitat 2022 edition, an edition full of hope due to the return to normality and the fairs. The curtains were used to create the different spaces within the stand, thanks to their layout and color. In this stand we wanted to show color and that joy we feel when we return.





We have chosen the fair product and their finishes. Different spaces were created with well-defined circulation areas, which made the experience of visiting the stand even more pleasant. The objective was to achieve a very colorful booth, which would show the joy about returning to normality and, consequently, to hold furniture fairs. To make the design we have kept in mind the placement in the pavilion, to know first the more transit areas and the flow areas.





- DESIGN SHANGHAI_TAMEH_2022

Using a base of neutral tones for the space, we have created different areas to show that with TAMEH you can furnish your entire home. That's why we recreate living rooms, dining rooms, bedrooms and even transit areas. We use wood to create the structures and panels to which we would later attach the technical and decorative lighting. We also contemplated an entrance and exit area for visitors, with enough width so that the flows of passage were comfortable, for this reason we created a reception to receive visitors.

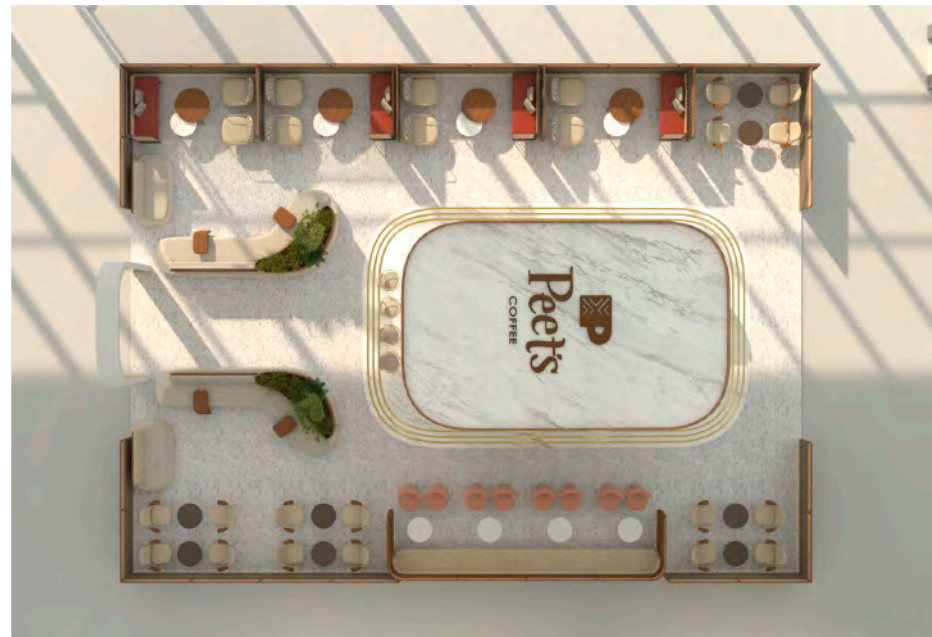
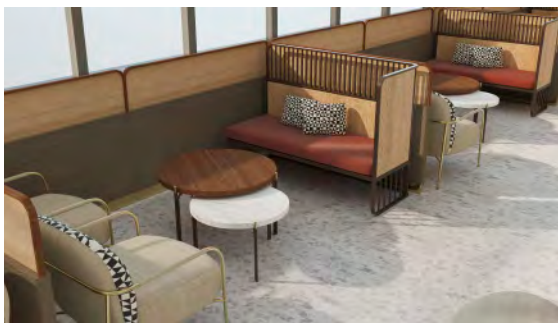




- COFFEE SHOP_PEET'S COFFEE_2022

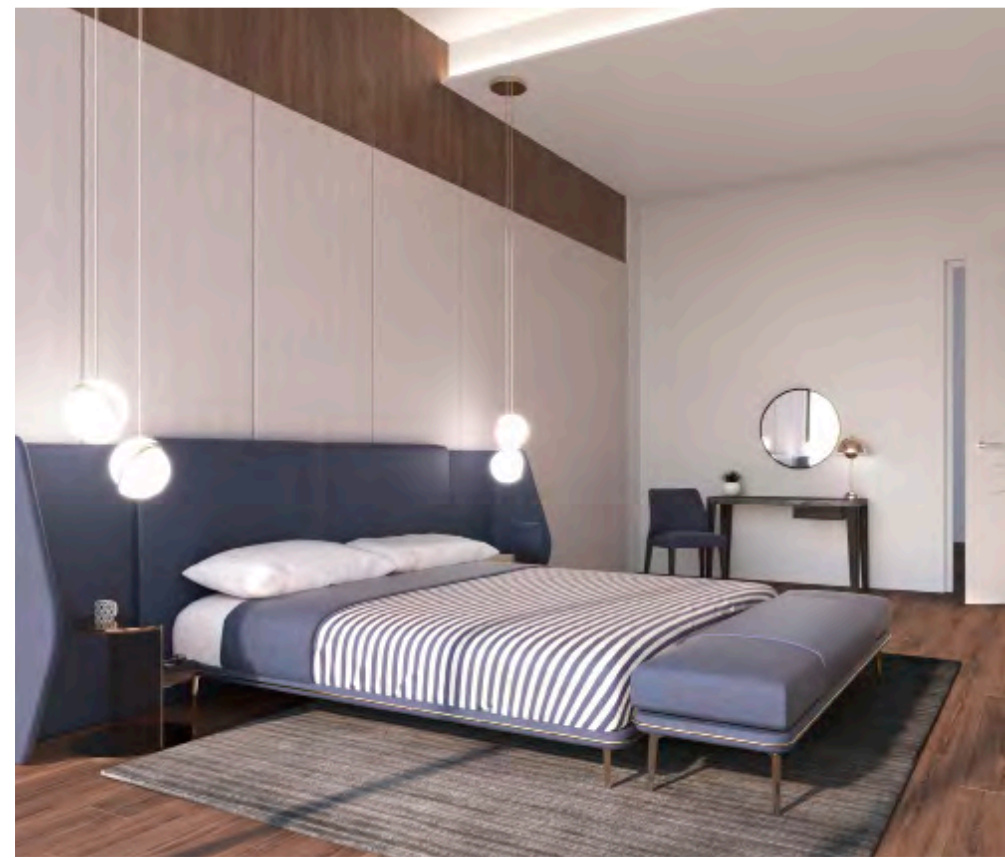
We have designed one of the PEET'S COFFEE locals, creating all the furniture pieces that are in the coffee shop and the environment.

It's a very elegant and neutral space that invites to calm and relax drinking a coffee.



- REAL ESTATE DEVELOPMENT_DAISSY ATAS DEVELOPMENT_2022

How we show a house off plan is really important to catch the future clients. That's why the furniture and the space is so important. We have choose our POET designs to furnish this new appartment of a real estate development. This is more easier for the clients to see how the home will be when it was built.





- HOTEL_CAPRI_2022

We have designed the CAPRI hotel creating different atmospheres and spaces through interior design. The furniture is also important to the different environments thanks to their shapes and colors. This type of projects are really interesting to develop.





- OFFICES_JULMATIC_2021

Julmatic is a company that distributes electrical material, mainly for the sectors of machinery manufacturing, automotive, installers, photovoltaic energy, lighting and air conditioning-thermos.



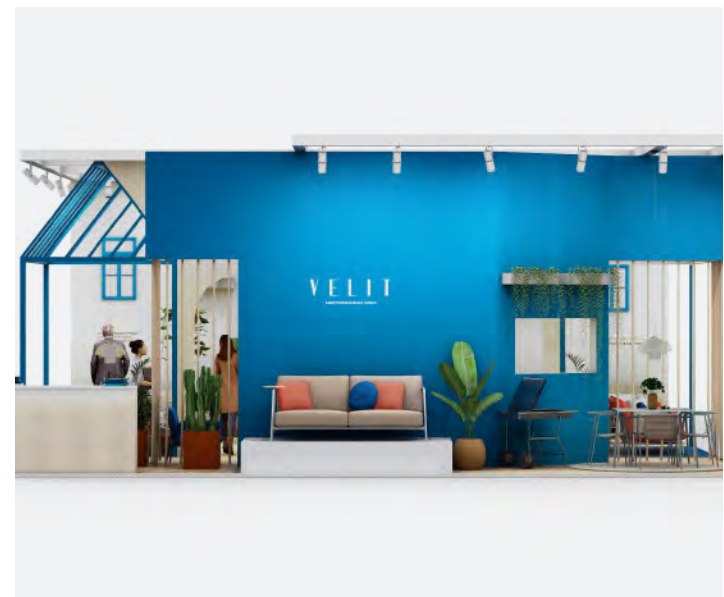
- SHERATON HOTELS_MICHAEL STRADS_2021

We have designed the full sample for the rooms of Sheraton hotels. We have designed all the furniture pieces as bed, nightstand, bed bench, sofa, lounge armchair, coffee table, shelves... We have used the design line of these hotels.



- FURNITURE CHINA_VELIT_2021

A booth that transports us to the Mediterranean, to those streets of the Greek islands where you can walk for hours. We divide the spaces with curtains made of rope, which give the space that natural style. In addition, we have zoned the product by collection, with the aim of giving an important space to each one. We have combined warm tones (terracotta, orange and beige) and the representative blue color of the brand. The walls have been placed strategically, to be able to arrange the lighting without any TRUSS structure. It's a stand full of details but whose goal is to be remembered.





- SHENZHEN INTERNATIONAL FURNITURE FAIR_TAMEH_2021

Tameh has debuted in the 279-square-meter exhibition hall for the first time, not only showing the wonderful performance of Fenix in furniture applications, but also bringing practical furniture products and home experience, which is not only a new attempt is also a new exploration.



- CIFF_VELIT_2021

CIFF was the first furniture fair for Velit. This was the company presentation to the market. It was a challenge to show the new collections and also create comfortable transit areas in a small space like this. We create different environments where we show these new products without any wall delimitation into the stand.





- CIFF_VELIT_2021

CIFF was the first furniture fair for Velit and their presentation to the market. It was a challenge to show the new collections and also create comfortable transit areas in a small space like this. We create different environments where we show these new products without any wall delimitation into the stand. The space was semi-closed with different half-open spaces like wooden slats and rounded open "doors". The goal was to show to the visitors the product and to be attractive for them. We choose to use the illuminated logos to attract attention into the pavilion. There is no doubt that the leitmotiv of the stand was "less is more".

- CIFF_STARWAY_2015

For this show, we have use the potential of serial plans to build the stand. This allow to the visitors to look a little bit the interior. The color red was used as the main tone, adapting to the trends of the moment and the attraction that this color have on the visitors. The space was divided with a wall because we had a large area and we wanted to organize the product inside the booth. We have created small environments where they could have small meetings with clients. We have used this wall like a showcase to exhibe the different chairs in different colors.



TURNKEY PROJECTS

交钥匙工程

We offer a complete development for
the different growth phases of your company

STARTING POINT...

YELLOW FELLOW

BRANDING



**PROJECT MANAGEMENT &
EXECUTION OF THE WORK**

SET UP FOR OPENING

GASTRONOMIC ADVICE

< 2022

OCT 22

NOV 22

DEC 22

JAN 23

2023 >

INTERIOR DESIGN

YELLOW FELLOW IS ON!

“We need a good name,
a brand what people
can remember...”



YELLOW FELLOW?
HALAL?

What's the perfect name for this concept?

STARTING POINT... OCT 22

If you are thinking of setting up a business but you don't know how to start, our services start **from the beginning to the turnkey**.

It's important to study the idea before taking the first steps. We help you to carry out the **business plan** and prepare the **initial budget** to start your new adventure. Once we verify and approve that the idea is the correct one (and **we help guide you** on the right path), we shape everything you want to offer your future clients, **creating a brand that is easy to remember**.

“Every idea, it doesn't matter
how good it could be,
needs to be carefully studied,
tested and argued before even
the first real step...”

Short term... PLAN

- Make a lot of money in the short term and continue to open new stores
- Food supply chain stability
- Key players should be stable and workable
- Start franchises after three years later, with the goal of covering other cities in Spain and others european countries

STARTING POINT... OCT 22

Our client want to create a **restaurant** that could be **franchised** in the future, keep it easy to replication and development through efficient management. The restaurant is mainly a "**noodle shop**" making it by hand. It has to be delicious, reasonable priced and has a high return rate. But they don't only want to offer noodles, they want to serve another special **asiatic dishes but with an special touch**. They don't want to forget the **vegetarian** and **halal** people, making some receipes special for them.

To help to our customer to start in restaurant business we collaborate with the **gastronomic consultants** "TWO MANY CHEFS".



We include...

- Budget to open the restaurant
- Fixed monthly expenses
- Minimum margin calculation
- Margin calculation depending on the number of customers



BRANDING OCT 22

We approve together the business plan and...
 We start to create the **branding and corporate identity** of YELLOW FELLOW!







INTERIOR DESIGN NOV 22

When we got it, we find **the best place** to make it real **according to the business strategy**. We have create the **project** for first YELLOW FELLOW restaurant with **our interior design team**, applying the branding and the concept to the place.





PROJECT MANAGEMENT & EXECUTION OF THE WORK DEC 22

Once we have the interior design project ready, **we look for suppliers and specialists to carry out each of the actions on the premises.** We give an **initial budget** to the client, and that's when we receive their approval to start the works. **We direct the work and follow up the entire process,** with their respective checks to ensure a proper execution and compliance with the approved budget. Our client didn't have to worry about anything else.



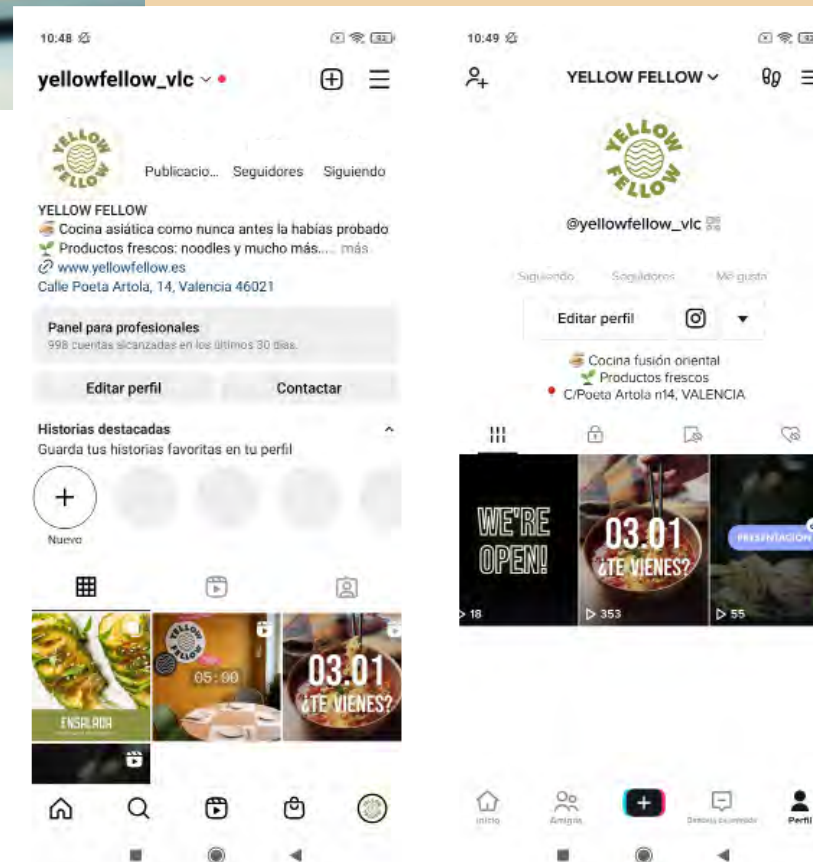
SET UP FOR OPENING DEC 22

While the work was being done, **we create the website** and start to **create content** to announce the opening. The website is dynamic, young and fun (like the company's target). The social networks we chose were **Instagram**, due to its widespread use among the restaurant's target audience, and **TikTok**, a social network that allows to have a great reach and increase the number of views without having many followers, which is what happens when you start with the store. Currently, we continue working with YELLOW FELLOW to **manage their social networks and create content mostly in video format**, which is the one that is working best in 2023 and allows greater reach and interactions.

WEB: www.yellowfellow.es

INSTAGRAM: [@yellowfellow_vlc](https://www.instagram.com/yellowfellow_vlc)

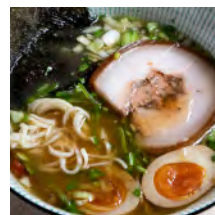
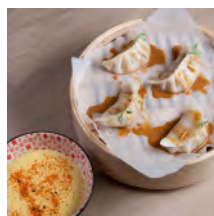
TIKTOK: [@yellowfellow_vlc](https://www.tiktok.com/@yellowfellow_vlc)



GASTRONOMIC ADVICE DEC 22

At the same time, our client has created hand in hand with "TWO MANY CHEFS" all the dishes that would be present in the restaurant. The gastronomic advicers also hire the necessary personnel and offer specific training.

**TWO
MANY
CHEFS**
GASTROSHOCK



YELLOW FELLOW IS ON! JAN 23



We would love to hear from you.
We want to collaborate with you.

<https://www.enriquemarti.com/contact>

