

portfolio

This represents the best of my works made in different companies and self-promoted projects during my professional practice over 15 years of experience. **Kike Macías.**

showroom

Showrooms and exhibitions are based in how the brand express the values bring full customer experience.

Showroom and Exhibition.



Roca, exhibition Pavilion.

ROCA stands. Project for the launch of new products in the hotel grounds Juan Carlos I in Barcelona.

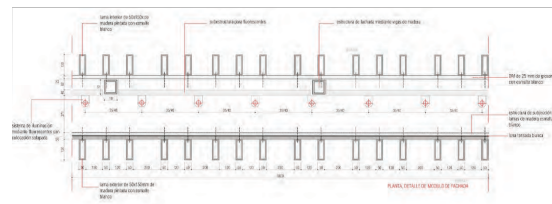
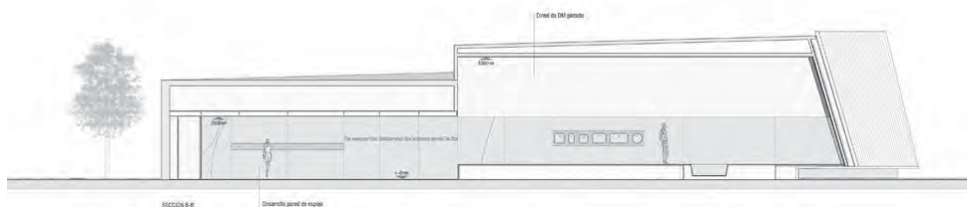
The project concept is based on making a stand with a back-light facade and creating an interior space that represents the cutting edge and innovation that the brand wants to communicate with the new products we have on the market.

For the interior project exhibition, islands with crystal cubes were envisioned with perimeter niches where new products are presented.

Collaboration with Francesc Rife.
Pictures of Eugeni Pons.

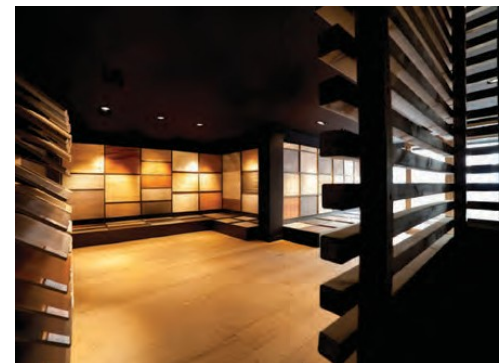
Design Concept, Project Management, Execution.

Barcelona 2009.



Showroom and Retail

Daiba Showroom.



Showroom for wood flooring products in Masnou, Barcelona. The client's brief was clear: little money, equity, and differentiation from competitors.

The strategy to tackle this project was to use the pallet's material, but with a new coating, thus reinterpreting their uses to differentiate itself from the competition.

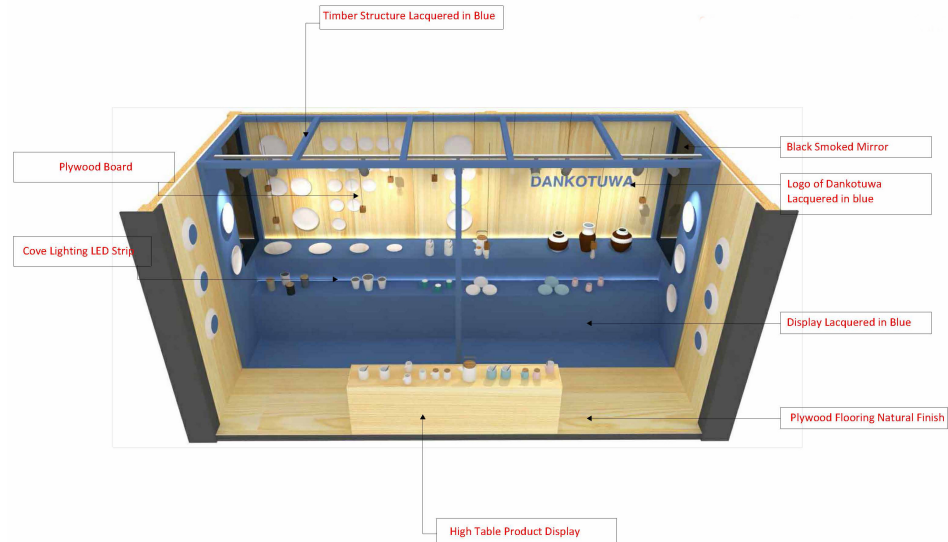
Structures were built using the original wooden material, an outer coat, and high-lit with stage lighting to create a new product and a unique exhibition area

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Design Concept, Project Management, Execution.

El Masnou, Spain 2010.

Stall Design



Dankotuwa SLDF

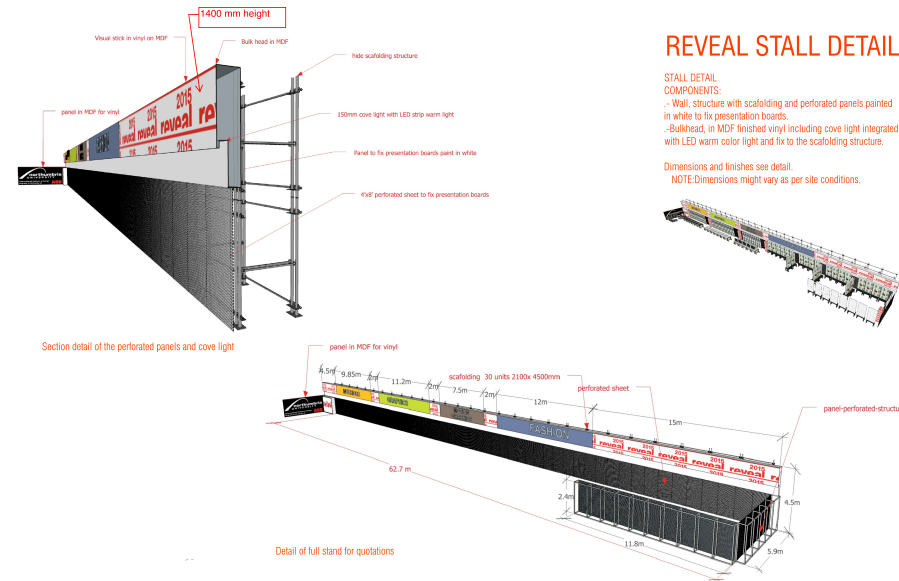
Dankotuwa is known of one of the most traditional firms of ceramics which in the last years has exported their products all around the world.

In SLDF (Sri Lanka Design Festival) they wanted to launch the new collection between the softness of the lacquer and the roughness of the row ceramic, a minimalistic and imperfect product.

The stall has being designed in the same lines than the product, only two materials and two colors, like a plate, two sides that define the smooth and nature in one space.

Design Concept.

Colombo, Sri Lanka 2016.



AOD Northumbria University

AOD and Northumbria University at SLDF16.

Stall designed with more 600 square meters to exhibit final year students works during Sri Lanka Design Festival, Colombo, Sri Lanka.

The concept of the stall was identifying the main areas for every department and integrate through a light line and a big visual. The challenging part of the design was understood the students' requirements for the exhibits they will display during the event.

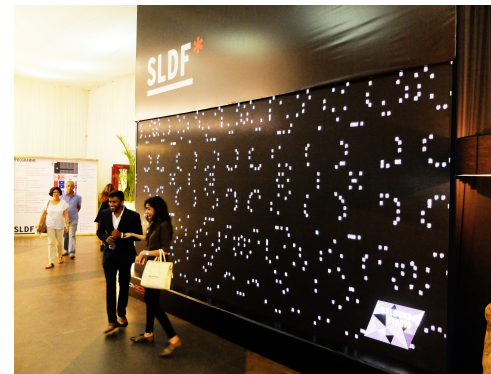
As part of the Program from AOD and Northumbria University, the students had to display the final major project to the audience and get exposure in the main design fair in the country, as a result many of the students got hired as a freelance or to collaborate with relevant firms in the industry.

Design Concept, Project Management, Execution.

Colombo, Sri Lanka, 2016.



Design Festival



Sri Lanka Design Festival 2016.

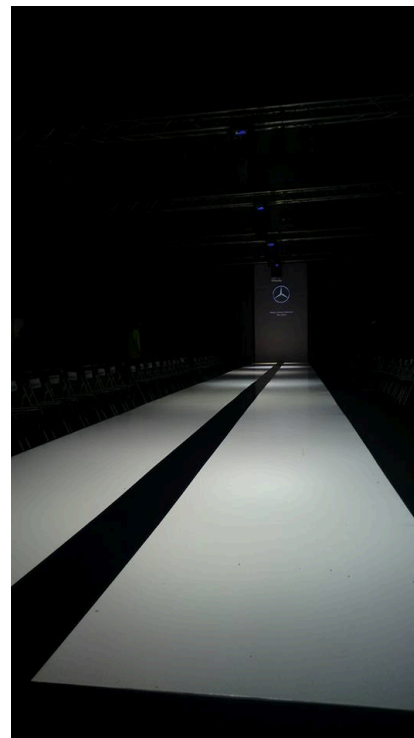
SLDF16, Sri Lanka Design Festival & Mercedes-Benz Fashion Runaway.

Art Direction and project management for SLDF 16, concept, curation the design and project management in order to create the design experience to the target audience.

For this project, we have contacted more than 30 companies from the industry of architecture, interior design, real estate, material suppliers, brands and much more and curate their products following the main concept developed.

Design Concept, Project Management, Execution.

Colombo, Sri Lanka, 2016.



residential

Residential projects are about to understand the requirements of the client and make them enjoy the space in the best way.

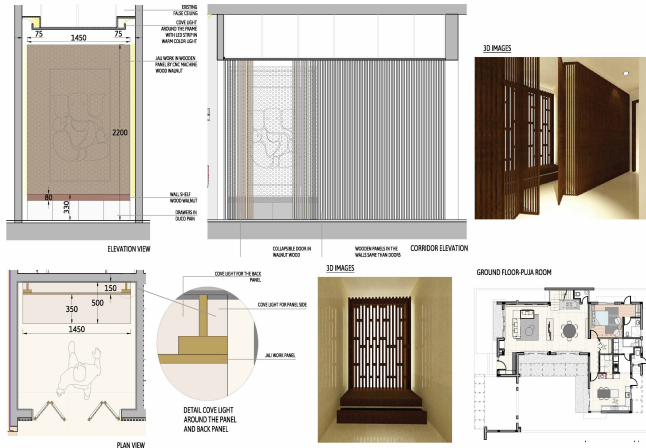
Residential Luxury

Vila Whitefield SK

SK Vila in an exclusive complex in the outskirts of Bangalore in Whitefield is a project made into a customer which likes travel around the world and needs a second residency where to feel spacious and where to meet family, friends and clients so the project has to adapt to all the diverse functions the owners will be held in the house.

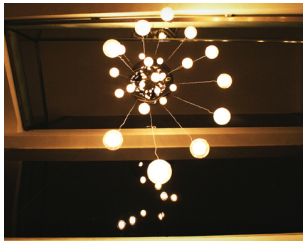
Design Concept, Project Management, Execution.

Whitefield, Bangalore 2015.



Residential

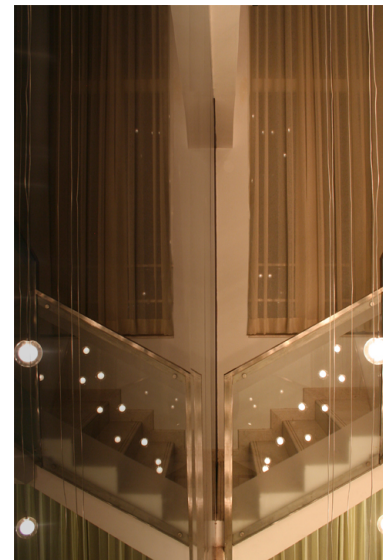
Villa Whitefield SS



After analyzing the needs of the owners and their expectations, we have design a home which is clearly split into two areas, private and public.

In the Public area, we have created and environment for their often gathering where they have a frame with a gold wallpaper in the background.

The staircase helps us to create the vertical connection to the private area, with a lamp specifically designed for their staircase and we have used the mirror to highlight more the light and the vertical connection.



In the private area, they've required a fit in home cinema along with a solid surface bar counter for their private parties, in this case, we made the materials help to hide the doors and through a majestic sliding door and different lights scenes made the space as a premium home cinema area.

Design Concept, Project Management, Execution.

Whitefield, Bangalore, India 2015.

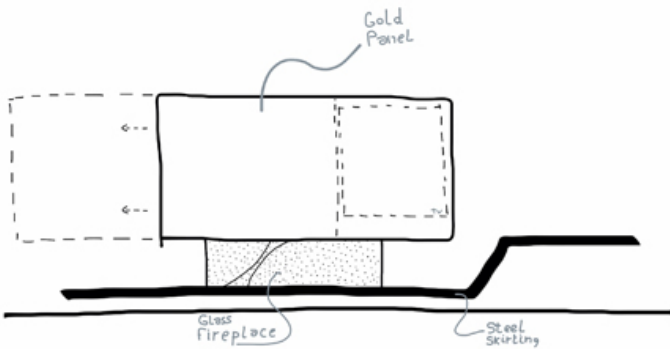
Residential Sitges.

The real challenge of the project was to create a unique piece where even the smallest detail had significance.

Treating it as a gem with its own architectural language and forceful got enhance such an important element in space as a fireplace which in turn integrates a functional element such as the TV and the desktop.

Design Concept, Project Management and execution coordination.

Sitges, Barcelona, 2014.



Penthouse luxury

Penthouse Madrid.

Reformed attic in the neighborhood of Salamanca in Madrid.

Treading the skies of Madrid, to quote Joaquin Sabina

The project is based on a customer briefing that details a want for a space that is white and that takes full advantage of the magnificent views of the botanical garden and the Retiro Park.

This project is made with windows that frame views and a differentiating white interior. Public areas are screed from private through opaque glass, walls housing the fully integrated kitchen.

Collaboration with Francesc Rife.

Design Concept, Project Management, Execution.

Madrid, Spain 2010.





Residential concept



Casa del Lago

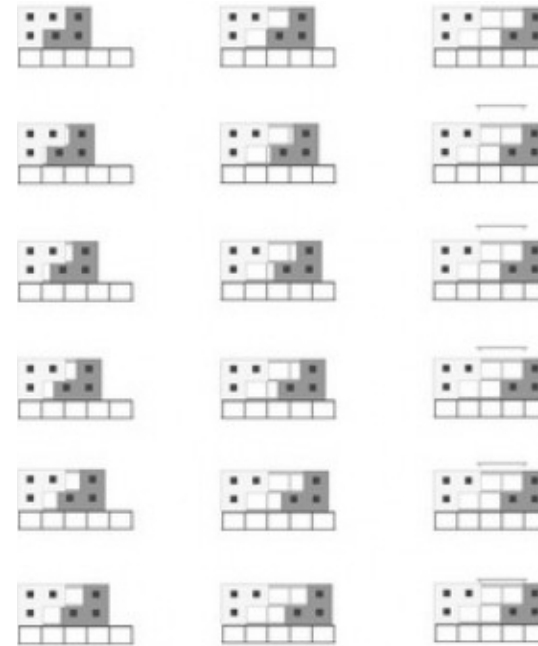
Project proposal for a second residence in the hills near Madrid. Full project designed with 1500 sqm including all the amenities like theater, wharf, living areas and leisure areas, all designed to luxury standards with fine materials and furniture. All features and claddings made in for the project.

Design Concept, Project Management, Execution.

Madrid 2009.



Vallirana House



The project is located in a former Fronton property and the owner determines the measures of the new building.

The building consists of two boxes connected by a courtyard. Thus dividing the functions inside the house and also providing natural light to all rooms.

Collaboration with Antoni Poch.

Design Concept, Project Management, Execution.

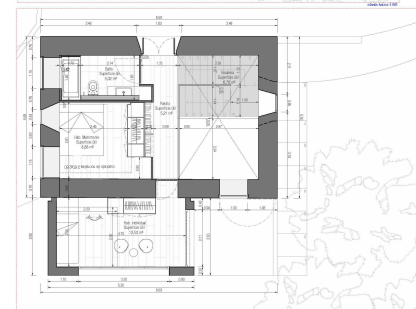
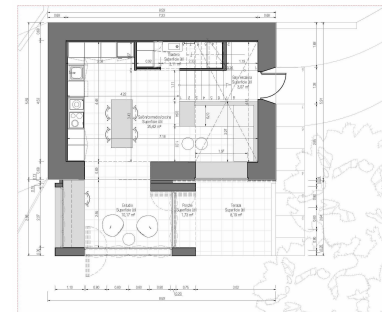
Vallirana, Spain 2002.



In a remote area in the north of Spain a good friend asked me to design the old barn house to renovate and adapt to a house where they will develop the family business.

This renovation has plenty of constraints due to the location and has been classified as a public interest.

The structure remains the same and the main work comes with the basement which is part of the living room.



Landscape was one of the main worries in this project so the house is open to the views and the landscape and eventually can be integrated in the house by opening the sliding doors.

Design Concept, Project Management, Execution.

Galicia, Spain 2012.

hospitality

Food and design have a lot in common both are about experience and feelings, interior design is spatial representation of the chef statement.

Gastromium

Restaurant for Ricard Camarena
1 star Michelin with a minimalistic style
for luxury target audience where simplicity becomes the last sophistication.

This project has been awarded FAD
prize for Interior Design.

Collaboration with Francesc Rife.

Design concept, project management.

Seville, Spain 2009.



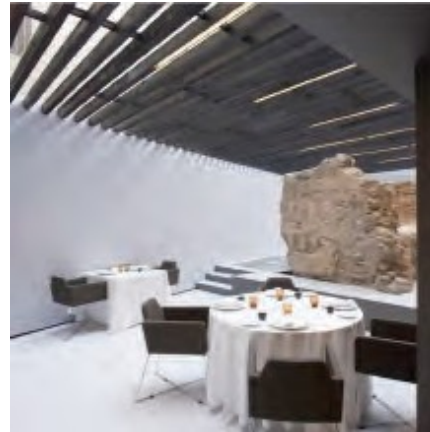
Marques de Caro

This project has an excellent location in the walls of the old town of Valencia, Spain where the intervention was like a surgery where every stone had more than 500 years of history so that makes the main aim of the project which also has a hotel attached.

Collaboration with Francesc Rife.
Photo Eugeni Pons.

Design concept, project development and project management.

Valencia, Spain, 2010.



Hospitality Luxury

Sula Restaurant



In the exclusive area of Salamanca neighborhood in Madrid is located bringing the cosmopolitan style of the dwellers of that area where minimalism and modernity make this project unique in the area.

Collaboration with Francesc Rife.
Photo, Eugeni Pons.

Concept Design, project development, project management.

Madrid 2010.



retail

When choose an brand on top of another is not only for the needs of the product, design help us to find the choose we looking for.

Retail - Flagship store

The Square Chennai

Retail project for a flagship store in Chennai for Cafe Coffee Day for the premium brand The Square targeting the upgraded customer and recreating an experience about the history and the origins of the brand.

Chennai, India, 2013

Design Concept, Project management, execution.



Retail flagship International

CCD Smichov Prague.

The store is located in one of the most important malls in Prague where all the local people gather to drink a good coffee.

The concept of this store is creating privacy in a space where the ceiling is very high and at the same time bring the value of the company through big artworks which help the costumers to have a background while they enjoy the coffee.

The community table works as a focus point in the space with the multiple lamp ceiling designed specifically for this store.

The color shade of the store reminds the different process of the coffee beans letting the red color only come from some spots from the furniture or the visual arts.

Design Concept, Project Management, Execution.

Prague, Czech Republic, 2015.



Sony Center Oviedo, Concept book.

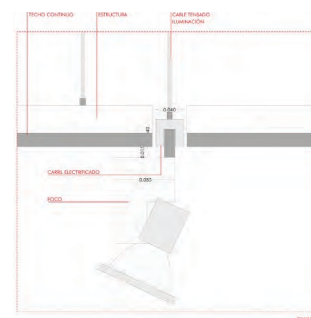
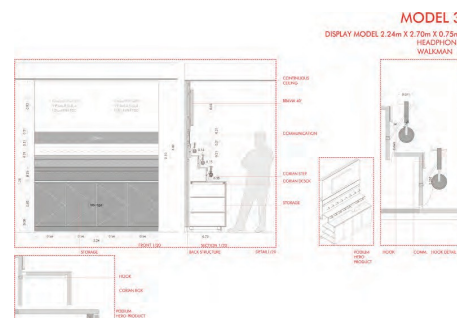
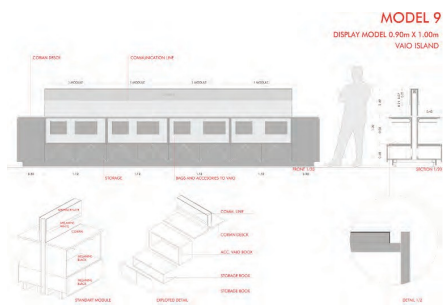
Retail project to implement the new concept for Sony Center stores in Spain.

The project included a design concept book and guide-line that was applied in all stores in Spain, and Project Management for its control and implementation.

Sony Center is the chain for Sony products in Spain, from Sony headquarters in Japan, wanted to define the new vision of the brand and the customer experience.

Design Concept, Project Management, Execution.

Oviedo, Spain 2011.

Retail and concept book

Flagship store International



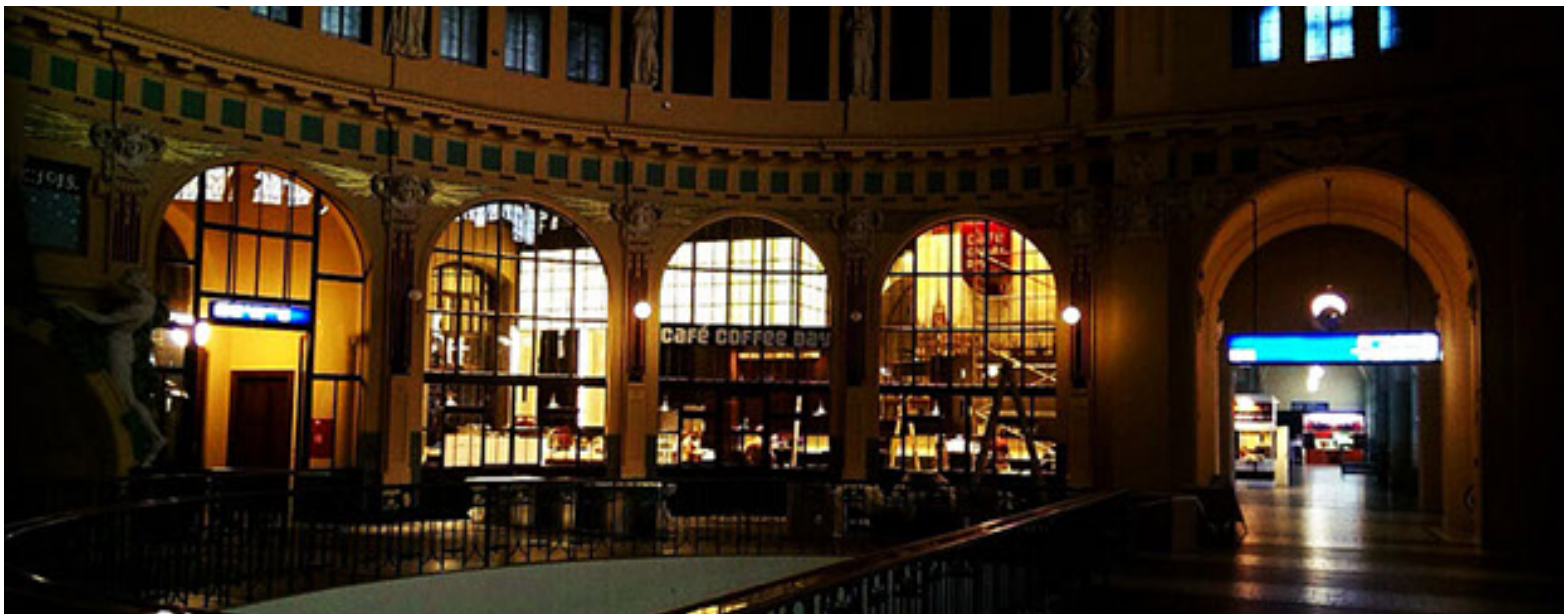
CCD Prague flagship store

The main train station in Prague is a cultural monument. The café was originally departure lounge, and later served as a place to sit while waiting on the train, but is also a monument to the architect, the historic station building Josef Fanta.

The concept of the store is through the observation of the existing building but adapted to a modern language looking for a visual impact from outside of the store but without interfering in the gorgeous architecture of the station.

Design Concept, Project Management, Execution.

Prague, Czech Republic, 2015.



Flagship store International



CCD Vienna flagship store

As part of the new strategic plan of the company Coffee Day in the international positioning, the main international store was renovated.

Located in the center of Vienna right in front of the opera and with big for of tourist passing by the coffee store.

The concept reflects in a subtle way the local style in a modern interpretation through wallpapers and fabrics and based on a color shade extracted from the famous paint The Kiss by Gustav Klimt.

Design Concept, Project Management, Execution.

Vienna, Austria 2014.



Flagship store International

The Square Mumbai

In the main airport in Mumbai designed by SOM, this strategic location brings the perfect opportunity to located the higher range of the brand Cafe Coffee Day.

The target audience is celebrities and travelers in the higher range, for the development of the concept the main ideas were, work with the different levels of privacy and create and scenography to that particular kind of client.

Mumbai, India, 2014.

Design Concept, Project Management, Execution.



CCD Kuala Lumpur



On this store, we have combined two different styles to create a new user experience for the customers.

One concept is about the coffee's natural origins with natural wood, dark brown in the frames like the roasted beans and a huge visual of the coffee plantation

The other one is a more modern concept with technical and diffuse light and painted glass for bringing modernity's atmosphere.

Kuala Lumpur, Malaysia, 2014.

Design Concept, Project Management, Execution.



Retail concept store

CCD Bangalore

We designed the new concept store in Indiranagar, one of the most trendy areas in Bangalore, India.

In this new concept, we had used the light, materials and colors to define how the costumers will enjoy the coffee time.

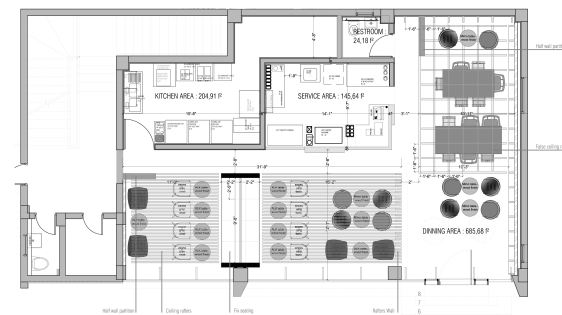
For this concept store, we tested new materials like handmade tiles in the floor and industrial wool wood panels in the walls to merge the concepts of modernity and handcraft.

Design Concept, Project Management, Execution.

Bangalore, India, 2014.



Retail concept store



The Lounge, Chennai.

The first store in Chennai with the new concept of The Lounge for Cafe Coffee Day.

The challenge in this joint venture with Cafe Coffee Day is to create a Global concept store that gives enough flexibility to make each store unique and different.

In this case, we have designed a wall mounting merchandising rack and a false ceiling fix in a net that gives versatility to shift any of these light panels to create new ambiance and an architectural language to define spaces and functions in the store.

Design Concept, Project Management, Execution.

Chennai, India 2014.

Retail concept store

The Lounge Coffee Day.

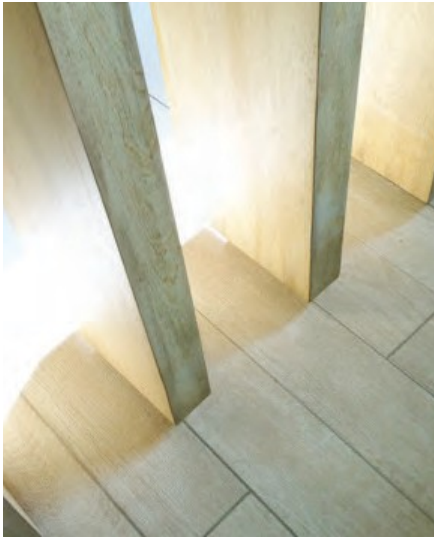
.The store in Bangalore with the new concept of The Lounge for Cafe Coffee Day.

The challenge in this joint venture with Cafe Coffee Day is to create a Global concept store that gives enough flexibility to make each store unique and different.

Basically, the objective of this project is has clearly differentiated areas where customers have different experiences. The store is located in a popular commercial area where it is common to do business over coffee

Design Concept, Project Management, Execution.

Bangalore, India 2013



Retail



Oak-Store

Retail store in Hamburg Germany for the brand Oak with all displays made in for the store and simplifying to the essence of the brand.

Design Concept, Execution.

Hamburg, Germany 2001.



product

Objects have soul, we use to humanize our environment with them, these are some examples of how we add beauty to function.

Andamio Shelf

AndamioShelf is a modular shelving system which was inspired by traditional Indian scaffolding.

This system has been published in the most important design media and also award with the international award A'Design Award, currently produced by Ex.T after winning the design contest in 2012.

As part of the promotion of this product also has been exhibited in the main fairs in Europe like Milan Furniture Fair, Frankfurt Tendencia, and Valencia Habitat fair.

A'DESIGN AWARD silver medal.

Produce by the Italian Ex.T

Design concept, Product Management, Promotion and execution.

Barcelona 2012.





Product Design

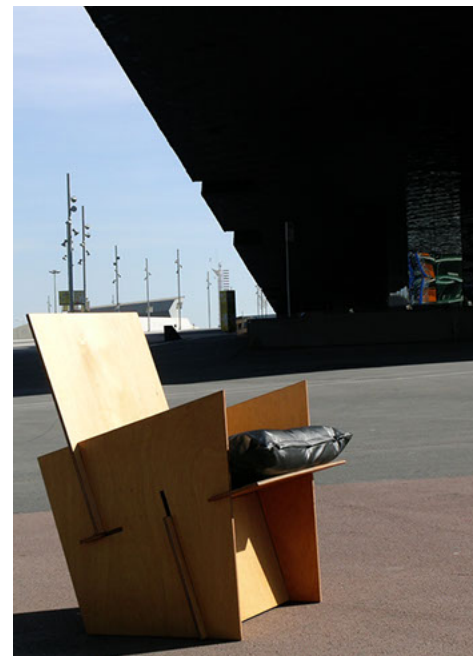
Karida Chair

Interlocking system chair in plywood and burnished easy to make in industrial production with the CNC technology.

The design is not only the final proposal, is also the relation with the environment, the users, time, and the most important the process, the way how we achieve the end design is much rich than the result by itself.

Design Concept, Project Management, Execution.

Barcelona 2005.



Set de Luz Lamp

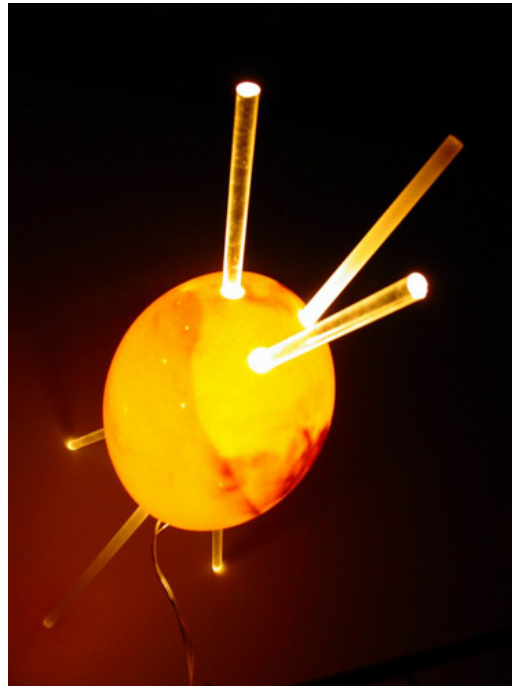
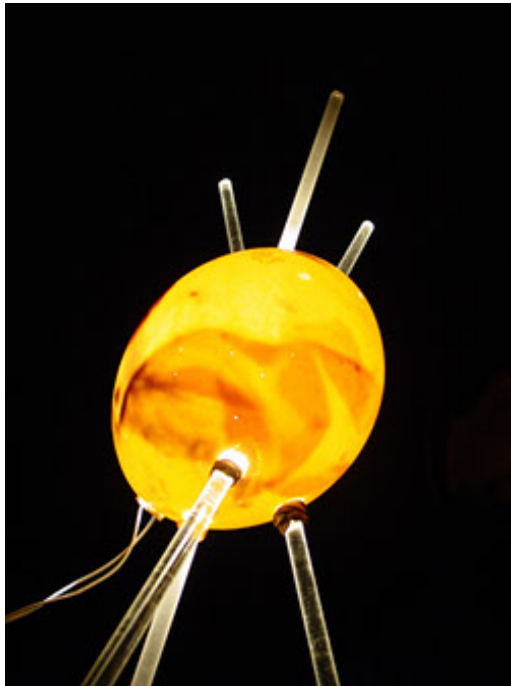
Lamp project made of an ostrich egg with methacrylate legs.

The egg is treated like a source and screen of the light making visible the layers of material inside that makes the every piece unique, the external surface of the egg have minimal opening to let light go through and also represent a micro cosmos.

Levide finalist in the competition.

Design Concept, Execution.

Barcelona 2001.



Caramba! for MUJI

Sustainable speakers inspired with the hats wore in south India by the farmers in the coffee plantations.

A conceptual project using a natural material from the tradition and adapted to the modern needs.

Design concept.

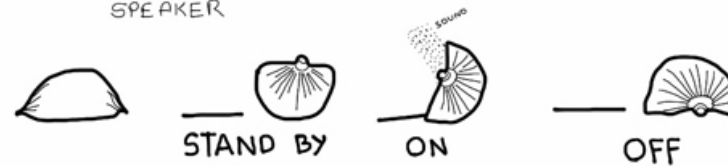
Bangalore, India, 2013.

CARAMBA !!!

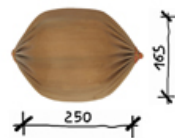
is a natural
Speaker

It's a natural
speaker

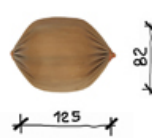
It's a natural
SPEAKER



MEDIUM



SMALL



COMPONENTS



ARECA PALM LEAF

Areca nut, or betel nut, is a species of **palm** which grows throughout the Pacific, Asia and parts of east Africa.

Betel palm is grown in the Western Ghats region of Karnataka. The dry layers of sheath are harvested. These are wetted and press moulded to **make caps, plates and cups**.

The caps are used by the local **farming community**. The plates and cups are used to serve food as the leaf is biodegradable and is an alternative to paper or plastic.



CARAMBA !!!

It's a natural
SPEAKER



DETAIL



STEP 1



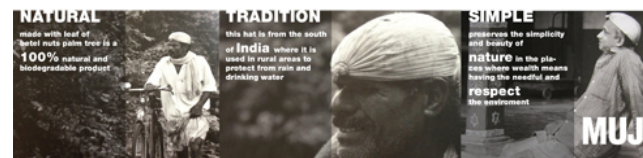
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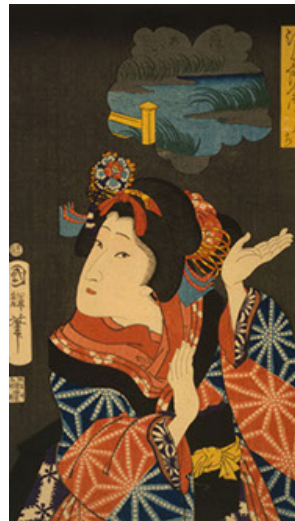


Hand made Tile

Product design project related to a concept coffee shop guideline.

This project has been developed in two lines, the first was to reinvent the traditional handcraft of hand made tiles in India to a modern collection and in the second line implementation of a concept retail where the tiles are customized for 3 different colors shade bringing uniqueness to every store.

Bangalore, India 2013



Product Design

Vitra Workshop

Experimental project with Vitra about the memory and the contents of memory like souvenirs.

We access to our memory through the feelings or the senses, that projects just try to evoke those places where you did feel something which you want to remember.

These textures are just like connectors to the memory and the T-shirt is the format.

Great experience and thought with Vitra team.

Concept project.

Bousbouchet, France 2005.





Retail big scale



Architecture large scale

The first approach to architecture and design was through out an architectural firms I worked.

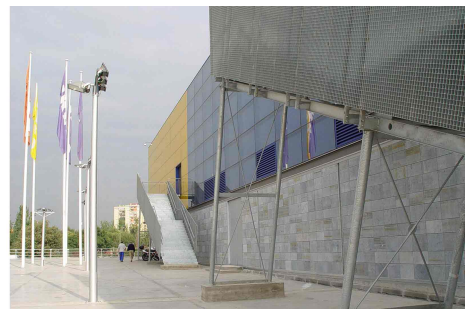
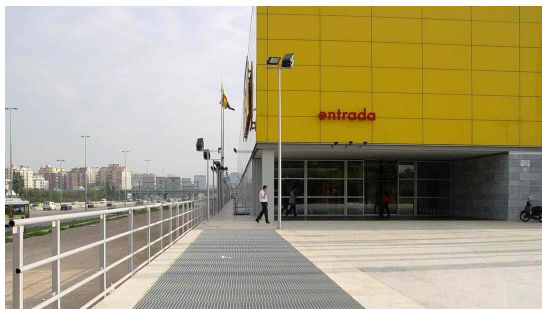
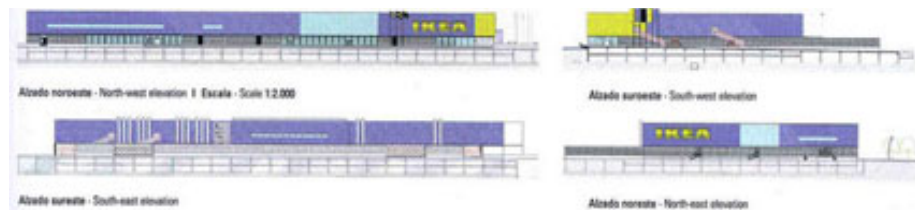
During that period I could work in projects with big scale in urbanism, hotels or big housing complex in Spain, Poland and Mexico.

One of the clients was IKEA and we were in charge to design and execute their building in Spain and Portugal.

Thanks for this experience I've learned how to work in big projects and manage all the stages of an architectural project.

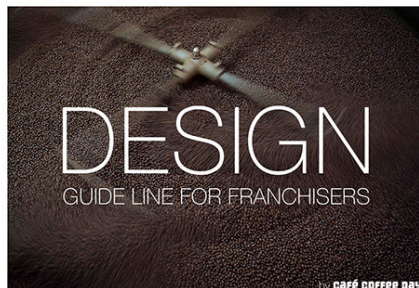
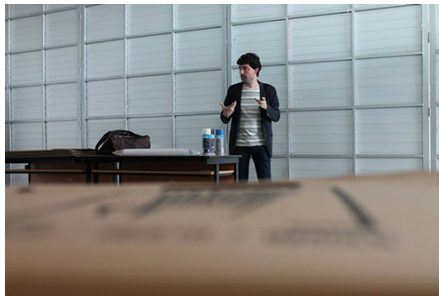
Design concept, Studio Manager, Project Management, Execution.

Barcelona 2001-2008



more

Publications, workshops, interviews, lectures
all sums to grow as a designer and share
and inspired others with Design.



Lectures

**SRI LANKA
*DESIGN
FESTIVAL**

**INTERIOR DESIGN
FORUM**



**KIKE MACÍAS / FOUNDER,
STUDIOAPART/ INTERIOR
& PRODUCT DESIGN
HEAD, AOD**

**THE DIGITAL AGE OF
INTERIOR DESIGN**

**Friday, 27th November
1 pm - 3 pm
Sri Lanka Exhibition & Convention Centre**



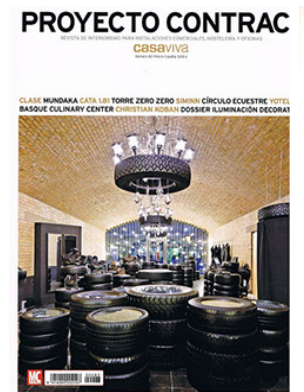
International Lectures

Design discipline is a balance of theory and industry.

One of the things I most like of this profession is inspiring others about design, innovation and experimentation.

In the last years, I have lectured in several Universities and design festivals in Europe, South America and India.

Spain.
Mexico.
U.K.
India.
Sri Lanka.



designboom®

inhabitat

archiproducts®

DEAR

花瓣

Publications

Media helps to show up your projects and target the audience you want to be the focus.

Likely many of my designs have been published in different medias, from press to specific magazines of design and also in the main design blogs.

Most recently I have been invited to be part of the ADA, Asia Design Award as a jury member for the awards of 2016.