THE PORCELAIN REVOLUTION

DESIGN







BREAKING THE MOLDS OF CONTEMPORARY PORCELAIN

Following many decades dedicated to handcrafted porcelain creations, here we are compiling some prime examples of our more experimental side, born from an irrevocable need to push the envelope of porcelain and the tireless quest to fulfill this aim.









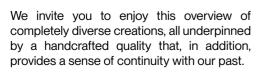
The results are creations that have evolved until becoming benchmarks of contemporary design that captivate us with their bold forms and surprising decorations.

At a moment when the connection between crafts and design is accruing more and more importance and the human touch adds incalculable value to the way a society perceives the

objects it produces, the creations on view here could be perceived as a passionate plea for the role design and art in porcelain can play in our lives. Much more than purely decorative or functional, it conveys humanity, emotion and diversity. Because, if there is one thing that reconnects us with life then that is unquestionably the beauty, character and essence of what surrounds us.

LLADRÓ DESIGN _HANDMADE PORCELAIN









CREATIONS IN WHICH DIFFERENTIATION.



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THE ROOCKING CHICKEN RIDE / UNDERWATER / WHALES
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A DESIGNER'S PLATFORM

and even aspire is really important. Artistic explorations increasingly evince this special way of projecting ourselves in realities that move us and make us feel." - Jaime Hayon

Can an artwork in porcelain have many faces, come from different countries and express itself in varied iconographic languages? Can it be the work of a single artist and at the same time the sum of many? The answer is yes, and it is known as The Guest.

"Today, art's ability to make us dream, imagine, reflect The Guest is Lladro's most captivating character. Ever since its creation by the renowned designer Jaime Hayon, The Guest has been a blank canvas on which celebrated artists have intervened to tell all kinds of stories.

> After seducing Hayon, the passion for detail of Lladró artisans has also won over Paul Smith, Tim Biskup, Devilrobots, Gary Baseman, Rolito.... These and other artists are invited to join a party of concepts, designs and colors, applied on the same canvas: an irreverent yet distinguished sculpture which has become a 21st-century icon.

> Today these collaborations continue to demonstrate that tradition is open to experimentation and can take the most unexpected and conceptual paths.



ABRANDICON

14

WITH



One thing that you can claim without a shadow of a doubt is that The Guest is an icon of Lladro's New Concept category. Its designer, Jaime Hayon, talks to us about the beginnings of this transcendental project, his vision, the initial steps, the challenges ... An interview addressing the ambition and creative possibilities of porcelain in The Guest, an always unique and contemporary character.

How did The Guest come about?

I recall it as a time of frenetic activity but above all I remember exactly what I wanted to do. I had been working for several years in Hong Kong on the design of toys in vinyl and I was intrigued by the idea of customization and collecting. That's why, from the first day I started to work with Lladró, I wanted to transfer that idea from vinyl to porcelain; to take the iconographic part of urban collectible toys to more traditional porcelain. I was really attracted to the idea, because it was a kind of experiment in mixing two different worlds, of seeing what would happen, what the result would be.

And the truth is that we were very happy right from the very first tests. There was something in the sculpture, an energy, that caused a great impression, and I believe that's why it got off to such a fantastic start and has continued being such a great success.

How did you arrive at this character?

I wanted it to reflect my world and so I gave it some of my gestures. It has the forms I draw, but at the same time I also envisaged a development of the straight lines of collectible toys, without a lot of gesturality but with strong graphics. My idea was to look for a figurative object that would have a touch where you would notice the porcelain, realize that it was not that simple, that it had a subtle gesture that shows it is handcrafted and that it would be a little human but at once not. In other words, it would be a young boy but it wouldn't be childlike, which is why it doesn't have a face or eyes ... the idea was for it to be somehow neutral. Those details were very important when it came to creating the object. And it was no easy task because the Lladró sculptors always pay such close attention to the face, which is normally so important for the expressiveness of a sculpture. A smile, a wink, or eyes looking up or down can change the message you wish to convey.

15

So when I said to them "don't give it a face" the response from the Lladró team was so interesting. They were shocked, but I didn't want a face because the idea is that everybody would give it their own face. And though at first it sounded a little crazy I think that in the end it is what gives the piece such strength. It is all about simplicity.

LLADRÓ **DESIGN** _THE GUEST COLLECTION BY JAIME HAYON

"SOMETIMES IT IS & QUESTION OF DOING LESS D EXPLORING ONE THING IN GREATER DEPTH, MAKING IT MORE MEMORABLE."

WHAT WAS IT LIKE TRANSLATING THE IDEA OF THE GUEST TO PORCELAIN?

It actually turned out to be really simple and rewarding because I discovered something that you only realize when you work with Lladró and which most people don't know, and that is that every single creation is like the actor in a movie. Everything you do to it, however small, tells a story.

The gestures are so important, and it has a lot to do with whether the fists are closed, whether it is standing or reclining and so on. The pose can transmit a sense of defeat or of determination. That is why The Guest is such a proud character, a guest who wishes to stay, who looks at you like the artist wants it to look at you. A character that can express itself through the graphics of creatives from anywhere in the world. That is the strength it has and a strength that is destined to last a long time.

COULD YOU TELL US MORE ABOUT THE COLLABORATIONS WITH OTHER ARTISTS?

The initial concept was very clear, which was to offer variety in the same creation so that collectors would want to have more than just one. That's why we had to ensure such wide creativity. And the best way to do that was through the intervention of different artists. In addition, we wanted to discover local artists, to give a voice to artists from different disciplines, to encourage the exchange of graphics. The idea was to give an opportunity to other artists to express themselves, to do with The Guest whatever they felt like doing and for this reason it has a double meaning. On one hand, it enters your home as a guest, and on the other, the guest artist who intervenes in its creatively, who renders their vision and their own story.

DO YOU BELIEVE THAT THE GUEST COULD BE **EXPANDED TO OTHER CHARACTERS?**

I think it's perfect as it is, because the idea of repetition has made it a brand icon. Lots of people around the world identify it with the brand and look forward to finding out who the next guest artist will be. So I don't really see the need to extend the family. The Guest could be bigger or smaller, but I don't envisage a family with new characters. But if there were, they would be equally unique, they would say different things and tell other stories. They would be actors starring in another movie.

Sometimes it is a question of doing less and exploring one thing in greater depth, making it more memorable. It is the only object that changes throughout its evolution. We shall see where it will take us, but one thing for sure is that it has a lot of surprises still in store for us.



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LLADRÓ **DESIGN** _THE GUEST COLLECTION BY JAIME HAYON

16

WITH JAINE HAYON

AT BARCELÓ TORRE DE MADRID HOTEL

18



RESTAURANTS, BOUTIQUES, HOTELS, EXHIBITIONS... JAIME HAYON IS CONSTANTLY CAUGHT UP IN THE MIDDLE OF PROJECTS THAT BEAR HIS UNMISTAKABLE STAMP IN CITIES LIKE NEW YORK, PARIS, KUWAIT, LONDON OR MADRID.





_THE GUEST COLLECTION





le THE GUEST BY ROLITO – Litt

THE SILVER GUEST - Little

Barceló Torre de Madrid Hote

4

WAS FULLY DEDICATED TO THE CREATION OF A VERY SPECIAL AND UNIQUE SPACE THAT WOULD REPRESENT A NEW VISION OF SPAIN, A VISION FAR FROM THE TRADITIONAN AESTHETIC, ASIDE FROM BEING MY HOMETOWN, FOR ME MADRID REPRESENTS SPAIN'S DIVERSITY AND RICHNESS.

THE ARTIST EXPRESSES HIS CREATIVITY IN THE CONCEPTION OF SPACES AND IN ALL THE OBJECTS CONTAINED IN THEM, WHETHER BIG OR SMALL. ALL ELEMENTS ARE CAREFULLY DESIGNED DOWN TO THE TINIEST DETAIL, CONVEYING HAYON'S COLORIST ENERGETIC VISION IN ATTRACTIVE YET FORCEFUL FORMS. EVERYTHING CONCEIVED TO PRODUCE PLEASING SENSATIONS AND ALSO TO RAISE A SMILE.

A GOOD EXAMPLE IS HOTEL BARCELÓ TORRE DE MADRID, A SETTING INSPIRED BY THE ROOTS, CULTURE AND HISTORY OF SPAIN, UPDATED THROUGH THE LENS OF HAYON. A MUST-VISIT PLACE IN WHICH THE GUEST IS PERFECTLY AT HOME.



THE GUEST BY TIM BISKUP - Little









THE WHITE GUEST - Little THE WHITE GUEST - Big



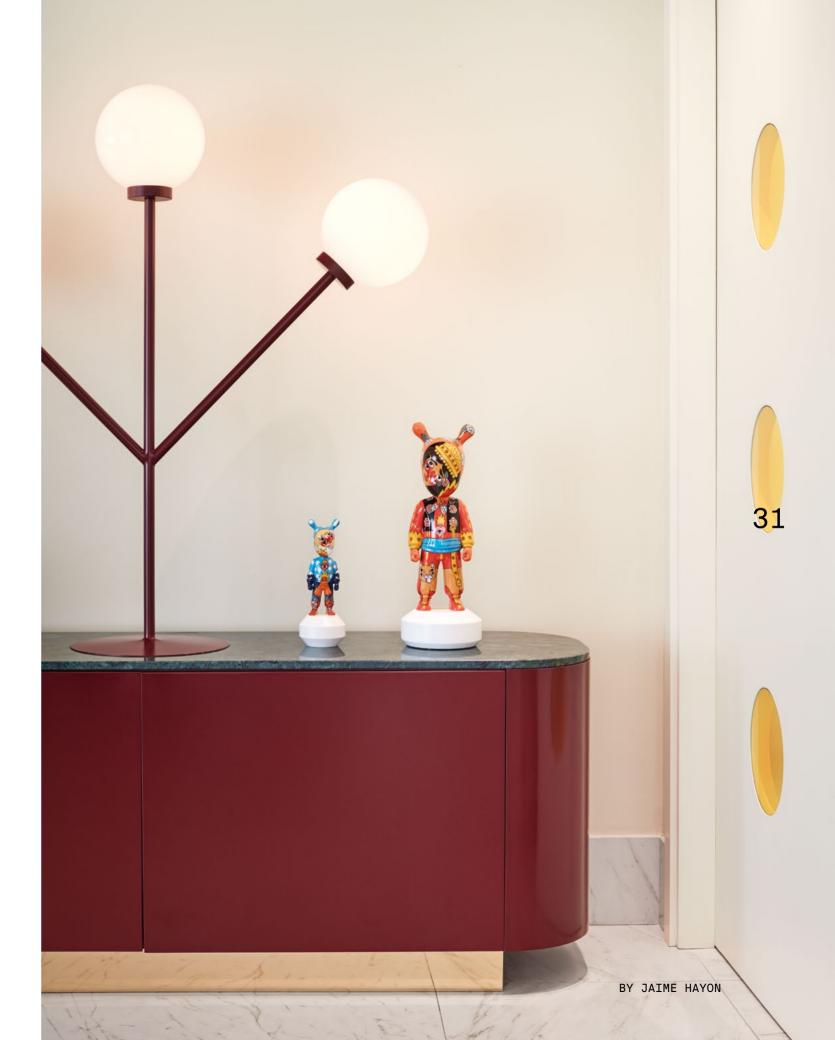








Barceló Torre de Madrid Hotel Suite Real



THE SUEST COLORS SELECTION OF THE SUBSTITUTE OF THE SUEST OF THE SUES

If there is one thing that characterizes Lladró's work, then that is its vast palette of colors. From pastel tones to more intense or on-trend metallic colors, the options developed by the brand to decorate on porcelain give free rein to the creativity of invited guest artists and have also allowed them to play with The Guest with all the power of monochrome. Because The Guest dazzles and captivates, whatever its color.

THE GOLDEN GUEST - Little THE GUEST Little - PURPLE ON YELLOW THE SILVER GUEST - Little 33





THE BIRTH OF AN ICON

This collection started with guests designed by its creator, Jaime Hayon. The artistic universe of this Madrid-born artist, with a focus on craft and cutting-edge applied to design, is reflected in pieces full of knowing nods to key themes in the brand's history, such as love and childhood. With a subtle sense of humor, from a "boundary pusher" who believes that Lladro's savoir faire is totally unique. As he himself says, "I wanted to be part of the company's evolution, my intention was never a revolution. For several generations, its artisans have accrued control over an art form and techniques. My task was to add that extra contemporary touch".

Jaime Hayon speaks a unique yet internationally recognizable creative language. His style, which blurs the lines between art, decoration and design, impregnates everything he creates, whether it be furniture, products, interiors or art installations. The materials he chooses are always noble and with a history attached, because he knows that it gives his playful tone elegance and body. His successful trajectory led him to be included in the Times magazine list of the hundred most significant creators of our time while Wallpaper named him as one of the most influential artists of recent decades.

36

THE GUEST BY

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LLADRÓ DESIGN _THE GUEST COLLECTION

TROMPE L'OEIL ART

"The main source of inspiration for my intervention on The Guest is the study of architectural forms and the way in which they interact with space. I create trompe l'oeils applied in 2D with a 3D optical effect, playing with color and patterns." This is how Camille Walala describes her experience with our most iconic character.

After graduating in textile design, Camille Walala set up her own studio and brand in East and soon earning a name for her radical illustrations. Her enthusiasm for graphic patterns and the use of color has given shape to a highly recognizable body of work acclaimed across the globe. Her versions of The Guest are full of contrasts, combining bright colors with intricate designs. The "slightly imperfect" abstract forms and hand-drawn lines create a dynamic and powerful visual effect.

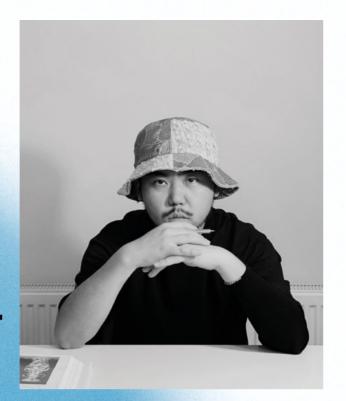
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38

CAMILE WALLA





PAST, PRESENT AND FUTURE

The Guest by Kzeng seeks to render his cultural roots through symbols of traditions like Chinese facial painting or flower painting from the Song dynasty, reinterpreting these elements in his own personal style. In the case of the large The Guest, for instance, he is portrayed with three big eyes on his face which, according to Kzeng, "allow him to see the past, present and future as if he were a messenger travelling through time." As regards to color, Kzeng chose blue tones on the white porcelain to ensure a sense of visual harmony and balance. He then combines these colors with touches of golden luster in order to convey the prestige associated so closely with ancient Chinese porcelain. The end results are two striking yet serene creations.

Kzeng Jiang is the first Chinese artist to join the creative universe of The Guest. Based in Shanghai, his work captures the contemporary culture of the East and big brands transformed into cult iconography through vibrant, radical illustrations.

HEGUEST BY KILLS

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LLADRÓ

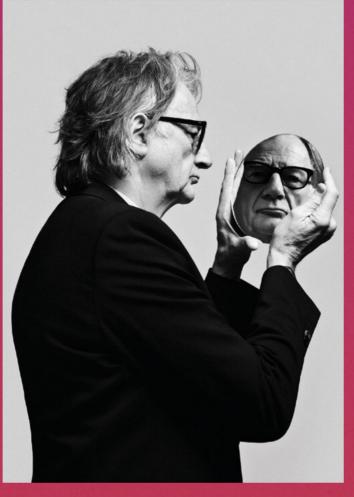
DESIGN

_THE GUEST COLLECTION

A CAT AND DOG PARTY

"These are pieces that I would like to have at home. Optimistic, fun, happy, full of color and sense of humor, that's what makes them Smithy." This is what Britain's foremost designer had to say about The Guest sculptures he customized for this collection and its eccentric creative universe. A cat and a dog, Lladró and Paul Smith, strewn with confetti and covered with masks, these pieces bring together two seemingly opposite poles. "Each one is created and painted by hand in the Lladró workshops in Valencia, something which is increasingly more unusual in our computerized and mechanized world" Sir Paul concluded.

Paul Smith is one of Great Britain's foremost designers. Known for a creative aesthetic that combines tradition and modernity, he claims that "you can find inspiration in everything", and that his references are eclectic, coming from high art and everyday life. Each Paul Smith design is underpinned by a dry British sense of humor: quirky but not frivolous, eccentric but not silly.



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LLADRÓ DESIGN _THE GUEST COLLECTION BY JAIME HAYON

LOVABLY BITTERSWEET

"The beauty of the bittersweetness of life" is how the US designer Gary Baseman describes the artistic realm he explores in his works. This mission, reflected in painting, fashion and toy design, is now taken to porcelain, as if it were yet another canvas. Bold forms are drawn in soft pink and violet, in categorical black and brown, in pieces with an otherworldly touch that ooze pure magnetism.

Gary Baseman is a multifaceted artist: painter, illustrator, video and performance artist, animator, film and television producer, toy designer and exhibition curator. He is the designer of the bestselling board game Cranium, and the animation series "Teacher's Pet", for which he won three Emmy and BAFTA awards, and earned him a place on Entertainment Weekly's list of "Most Creative People". According to The Los Angeles Time, his art is "adorably perverse".



44

GUEST BY SARY SASEMAN

BY JAIME HAYON



VISUAL POETRY

The Guests by Henn Kim, a rising star of contemporary illustration, speak to us of the world in which we live and our role in it. In the large The Guest, galaxies and stars symbolize the vastness of our always captivating planet. In the small The Guest, with a sticking plaster over a heart and flowers, she conveys the sensation that, although there is often suffering, life always flourishes.

The South Korean illustrator Henn Kim looks on creativity as a form of emotional freedom. Based on poetic minimalism in black and white, her works are able to capture complex feelings with just a few brushstrokes, and make us think. The originality of her creations, popularized thanks to the expansive power of social media, has made her one of the most outstanding voices in today's creative universe.

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LIGHTING UP DREAMS

Imagine a superhero of the night who, together with his partner, protects sleepers and wards off nightmares. This is The Guest by Rolito, the celebrated French designer and illustrator, who borrowed inspiration from his own son to personalize this couple of sculptures. "Working with Lladró was wonderful. They gave me the freedom to create with the fantastic organic material of porcelain. I concentrated on the textures because everything is painted by hand." With his magic pajamas and shiny feet, "he is a character who manages to make you feel safe and protected", he added.

Rolito is a character designer, illustrator and art director based in Europe. After completing multidisciplinary Beaux Arts studies in France, Rolito joined an innovative multimedia studio at the forefront of web content development. The first version of his personal website, Rolitoland, was a flash-animated microcosm that showcased his unique imagination, winning him many awards and accolades in festivals worldwide. This led him to collaborate with Sony Japan in the world of video games and ever since this artist has never stopped growing.

THE GIUEST BY ROLL OF THE GIUEST BY

48



LLADRÓ DESIGN _THE GUEST COLLECTION BY JAIME HAYON



50

01007280 Limited Edition
Size Big
01007285 Numbered edition

PURE TOY AESTHETICS

Perfectly combined polka dots and stripes, cheerful colors and the sobriety of black, the pure Japanese toy aesthetic of Devilrobots is now transferred to Lladró porcelain. The artistic team who helped define the era of designer toys with their character To-Fu Oyako is behind this pair of The Guest. Bold, fun and extravagant, according to their creators, they express "a desire to speak about new paths and journeys."

Devilrobots is a Japanese design team specialized in character designs, illustrations, motion graphics and web art. As the creators of the recognizable To-Fu Oyako, one of Japan's most popular contributions to the toy world, they have demonstrated how a simple character can be turned into a useful and emotive medium.

THE GUEST BY
DEVILLED BOTS



LLADRÓ DESIGN _THE GUEST COLLECTION BY JAIME HAYON

LEGENDS & FANTASY

"When I received the invitation to create pieces for The Guest collection I knew that I would have to give the best of myself in order to be up to the challenge". And he gave it his best. For these pieces the internationally renowned Spanish illustrator Ricardo Cavolo envisaged breath-taking imagery based on legends, fantasy nature and tattooed beings. And Lladró artists masterfully rendered his unique powerful iconography. Interestingly, here he depicts his own son and wife. His wife as a beautiful Armenian queen conveying strength, light and energy. And he places his son in a fantasy world of mountains, flowers, volcanoes and stars.

Ricardo Cavolo, after graduating in Fine Art and teaching drawing, entered the art world thanks to the passion transmitted by his father for handcrafted processes. His work is characterized by a faux naïf style applied using traditional techniques like colored pencils, watercolors or liquid inks. His illustrations speak of a powerful imagination, full of color and messages, and have won him a growing reputation among young audiences.

52

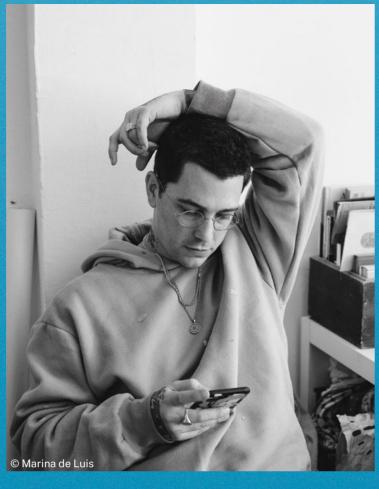
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LLADRÓ

DESIGN

_THE GUEST COLLECTION

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01007279	01007284



54 HIDDEN MESSAGES

For the US artist Tim Biskup, The Guest project is "an elegant way of fusing fragmented geometric forms with the unquestionable artistic quality of Lladró's work." His ground-breaking theories in color and design are based on what he calls a 'populist esthetic'. And a secret: the drop on the small Guest is not a teardrop, but a symbol of connection with nature.

Tim Biskup is a multidisciplinary artist long recognized for his complex color and design theories and decidedly populist aesthetic. Over recent decades, his exhibitions in galleries and museums throughout the world have won him a legion of fans and collectors, propelled further by his steady output of limited edition prints, vinyl figures, books, records and other objects.

THE GIUEST BY IIIVI BISKUP



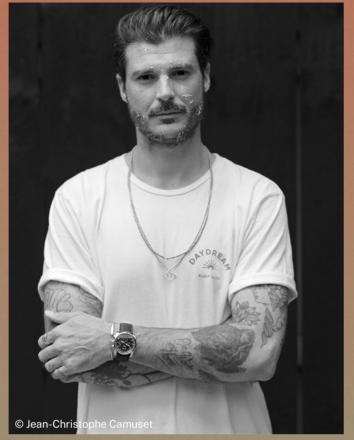
LLADRÓ DESIGN _THE GUEST COLLECTION BY JAIME HAYON

WATER AND SUN

Guillaume Grando, aka Supakitch, is the creator behind two The Guests that seem to be rising from the water. And this is precisely the effect the artist was after, to capture the wealth of the plays of color of sunlight on the surface of water. A goal clearly achieved in these pieces, the first in the collection to have volume, that seem to rock us to the hypnotic rhythm of the waves.

Supakitch started off as a graffiti artist in the early-nineties and, since then, the fluidity called for by graffiti has been instrumental in shaping the sinuous brushstroke of his work. His creative projects focus on gesture, movement, liquid material, color and reflections of light.

56



Limited Edition	Numbered edition
Size Big	Size Little
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THE GUEST BY SIPAKIT CH



LLADRÓ _THE GUEST COLLECTION DESIGN BY JAIME HAYON









ABOUT EMBRACED

EMBRACED PINK

60



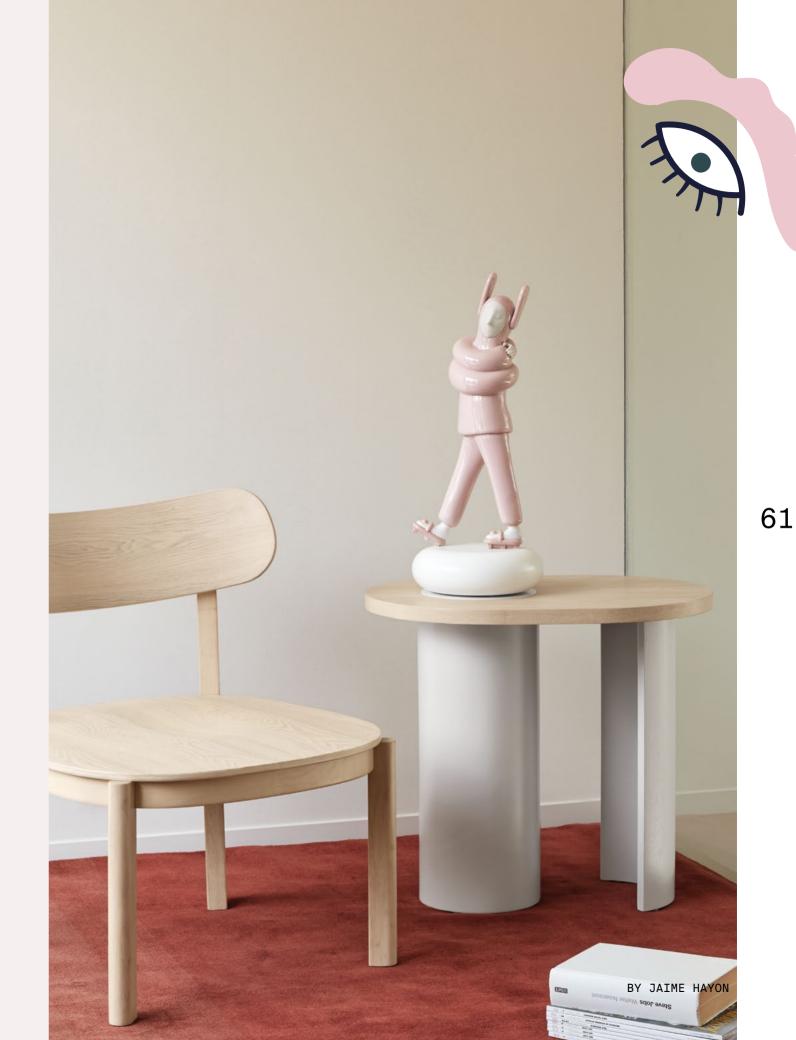


A NEW DESIGN ICON

After creating The Guest, one of Lladró's most iconic characters, Jaime Hayon has collaborated with the brand once again in a creation called *Embraced*.

Embraced portrays a charming character hugging himself. In the words of the artist: "it represents to perfection the idea of looking after yourself. The character in Embraced is contorted to completely wrap around himself and be at one."

Embraced comes in three versions, one decorated with Hayon's signature designs while the other two are monochrome versions in soft pink and yellow colors.



LLADRÓ

DESIGN

_EMBRACED





"IF WE DON'T LOOK OFTER OURSELVES, HOW CAR WE LOOK AFTER OTHERS?"



JAIME HAYON



63

BY JAIME HAYON

EMBRACE GOURSELF WITH HOPE AND OPTIMISM

<<< EMBRACED PINK AND YELLOW



QN ARTISTIC CHALLENGE

With Embraced, Jaime Hayon reinforces Lladró's commitment with the protection and enrichment of its craft legacy through contemporary and conceptual designs.

In this creation Hayon was looking for the beauty of the form and, more particularly, meaning and symbolism.

64

BY JAIME HAYON

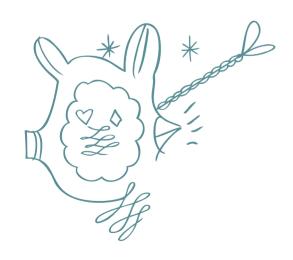
65

THE FANTASY COLLECTION

by Jaime Hayon



66



DESIGN

LLADRÓ

THE LOVER III >>>



#THEPORCELAINREVOLUTION

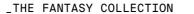


CREATIONS WHICH, EXPRESSED IN THE LANGUAGE OF LLADRÓ PORCELAIN, ITS KNOW-HOW AND UNIQUE ARTISAN PROCESSES, TAKE ON THE CATEGORY OF WORKS OF ART. PIECES THAT DEMONSTRATE LLADRÓ'S ABILITY TO GIVE FORM AND COLOR TO FANTASY.



^ SMALL CONVERSATION VASE THE CLOWN LAMP >>>

LLADRÓ DESIGN





LOVE, FAMILY, CHILDHOOD, THE CIRCUS...

THE CORE LLADRÓ THEMES ARE FILTERED THROUGH THE SPANISH DESIGNER'S QUIRKY SENSE OF HUMOR AND TRANSLATED INTO UNIQUE DESIGNER OBJECTS.









THE ROCKING CHICKEN RIDE >>>

LLADRÓ DESIGN

_THE FANTASY COLLECTION







>>> THE LOVER II + CONVERSATION VASE I ^ CONVERSATION VASE II

KINGSP

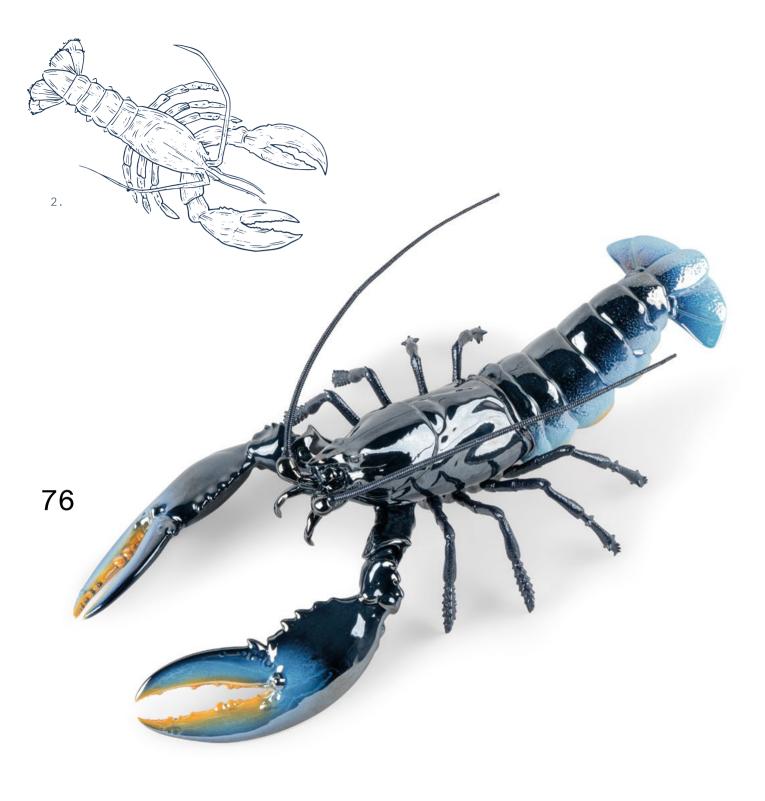


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The scientific name of the black boxfish is Procambarus clarkii of the genus Acociles.



> CRAB



> LOBSTER

2

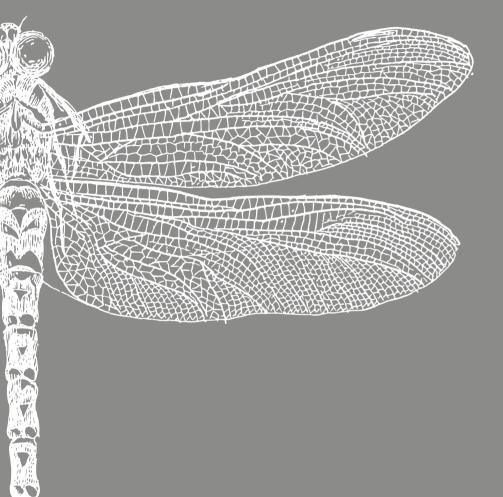
Hommarus gammarus is a large crustacean most commonly referred to as a lobster.

LLADRÓ DESIGN

_KINGS OF THE SEA



AWESOME



14

LLADRÓ

DESIGN

CREATIVITY AS A VEHICLE FOR EXPRESSION, TO CONVEY MESSAGES OR DECLARE IDEAS. THE RESULT OF AN ONGOING DIALOGUE BETWEEN NATURE, DESIGN AND PORCELAIN. THIS COLLECTION OF INSECTS CAN BE ALL THESE THINGS AND MORE. THIS SERIES OF INSECTS EXTOLS AND PAYS TRIBUTE TO THE MOST IMPORTANT CREATURES IN OUR ECOSYSTEM.

#THEPORCELAINREVOLUTION

NSECTS



> HERCULES BEETLE >> DRAGONFLY



Caelifera, commonly known as «grasshoppers».

>>> GRASSHOPPER

LLADRÓ DESIGN _AWESOME INSECTS

CREATURES THAT CONNECT US WITH MOTHER NATURE AND THE PROFOUND MEANING OF LIFE.



^ BEE

4. Anthophila or commonly known as bees, are the pollinizing species par excellence. These little insects play a crucial role in our ecosystem.



Limited Edition:

1000 units

84

LEADING THE WAY BLACK.GOLD





TOUCAN BLACK.GOLD

Everything depends on the color of the lens through which we view the world. Lladró artists have understood the deeper meaning of this truism and have used it to give new life to some of its most successful creations with bold and radically new coloring. Two emphatic yet elegant tones like black and gold are combined to give the pieces a totally different and more contemporary look.



Limited Edition: 500 units

BLUE 88

In this collection Lladró has exchanged canvas for porcelain to explore the expressive strength of the most ultramarine blue in its palette. Striking sculptures steeped in Klein blue add a powerful note of color to any interior.



LLADRÓ DESIGN

#THEPORCELAINREVOLUTION





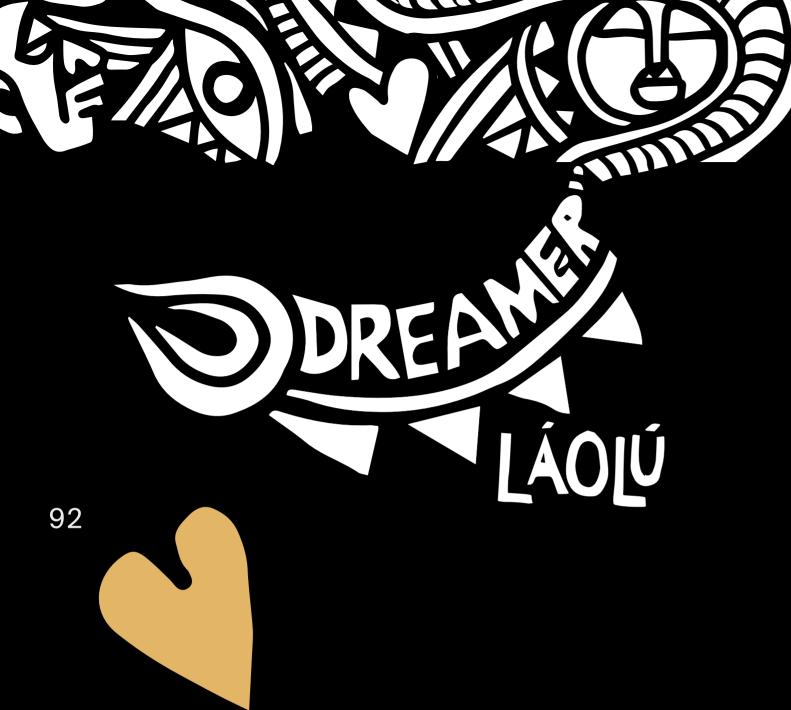
Made in limited editions, the matte and satin finishes enhance the forms and textures of the animals while the touches of golden luster underscore their most characteristic elements.

LLADRÓ

DESIGN

_BOLDBLUE COLLECTION

91



The Dreamer is the result of the first collaboration with Laolu Senbanjo, a renowned New York-based Nigerian artist. Senbanjo's work, which combines influences from the Yoruba culture from Nigeria with a more contemporary treatment, is expressed in porcelain with two creations that capture to perfection the codes of his creative world.





FIERCE PORTRAITS

96

ANCESTRAL YET THOROUGHLY MODERN



>> ANTELOPE MASK BLACK · GOLD

THE AFRICAN LOOK OF LLADRÓ ANIMAL MASKS IS BASED ON PURE EMOTION AND STRENGTH.



98

^ LION MASK BLACK-GOLD
> BUFFALO MASK BLACK-GOLD

WITH THEIR POWERFUL GEOMETRY IN BLACK AND WHITE AND THE SOPHISTICATED TOUCH OF GOLDEN LUSTER, THESE FIERCE PORTRAITS ARE CHARGED WITH SHEER MAGNETISM.

BETWEEN REALIST AND CONCEPTUAL, THE MASKS CAN BE HUNG ON THE WALL OR PLACED ON A TABLETOP USING A SPECIAL SUPPORT DESIGNED FOR THAT PURPOSE.





A FIERCE GAZE OBSERVING US FROM THE WALL.

^ ANTELOPE MASK BLACK-GOLD



LLADRÓ DESIGN _FIERCE PORTRAITS

Photography
© Vincent Urbani









Creativity is eclectic and diverse, with different sources of inspiration overlapping to produce surprising results, as in the case of the Ink Collection, a series of creations indebted to US illustrations from the 1930s and legendary old school tattoos.



104 From designs on the skin to three-dimensional volumes in porcelain. Bright colors and bold lines applied on pieces that transfer urban trends to interior design.

Ætched





DESIGN

_INK COLLECTION





Tattoos speak in a distinctive personal language. Urban trends through the lens of porcelain.

ТМ

108



Craftsmanship, cinema and design are brought together in a process of exploration and divergent thinking to create a collection dedicated to the leading characters from the famous Star Wars saga. The series includes heroines like Queen
Amidala™ or Ahsoka Tano™, as well as the adorable
Grogu™, the terrifying Darth Vader™, or the
fearsome galactic Stormtroopers™.







^ AHSOKA TANO
> QUEEN AMIDALA IN THE THRONE ROOM



These characters from a galaxy far, far away have gone on to become part of the collective imagination of successive generations and speak of the influence of the movies on popular culture and contemporary design.



Mickey and MINNE

112



Revisiting icons, working with their unmistakable forms and using the influence of design to give them a new meaning.

Brands that join forces, each one contributing its own particular know-how. Combinations that lead to creations updating all—time favorite characters.

LLADRÓ

DESIGN

#THEPORCELAINREVOLUTION



113

> MICKEY MOUSE PLATINUM

The *creative* approach is based on the technique of animated cartoons and drawings in black ink on white or plays with monochromatic finishes. And so, Mickey and Minnie are presented here decorated with drawings, painted by hand on porcelain or with magnetic silver luster. Revisited icons





> MICKEY IN BLACK AND WHITE

> MINNIE IN BLACK AND WHITE

LADRÓ DESIGN

114

_MICKEY AND MINNIE

115

CHINESE ZODIAC







The iconography of millennia-old traditions such as the Chinese zodiac is updated when revisited through the lens of design. This is the case with this representation of the twelve animals of the zodiac, which reinterprets them with a conceptual approach and a palette of solid and vibrant colors. This approach seeks to emphasize the symbolic strength embodied by each of the signs.















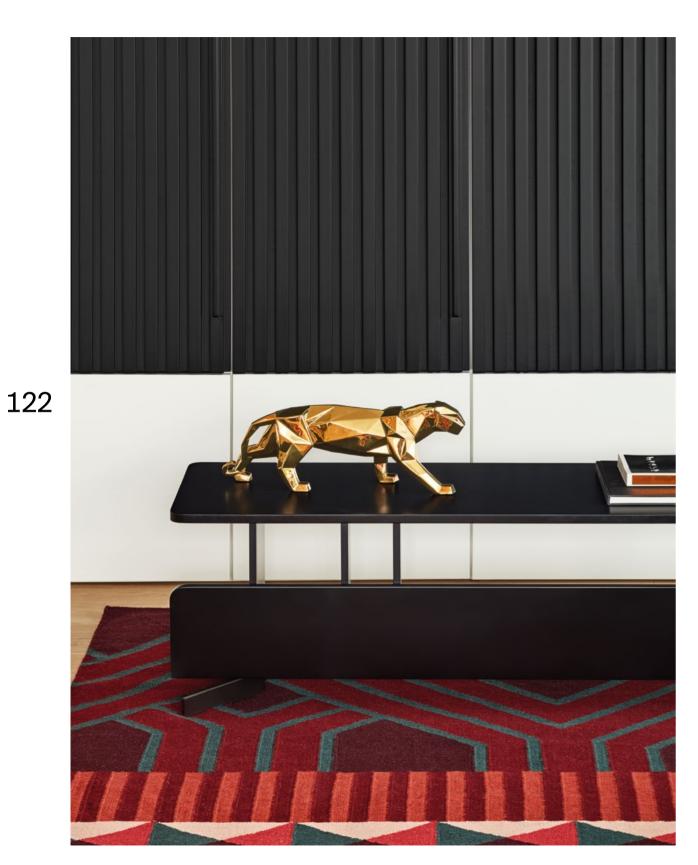
ORIGA VI

120 > BULL MATTE BLACK

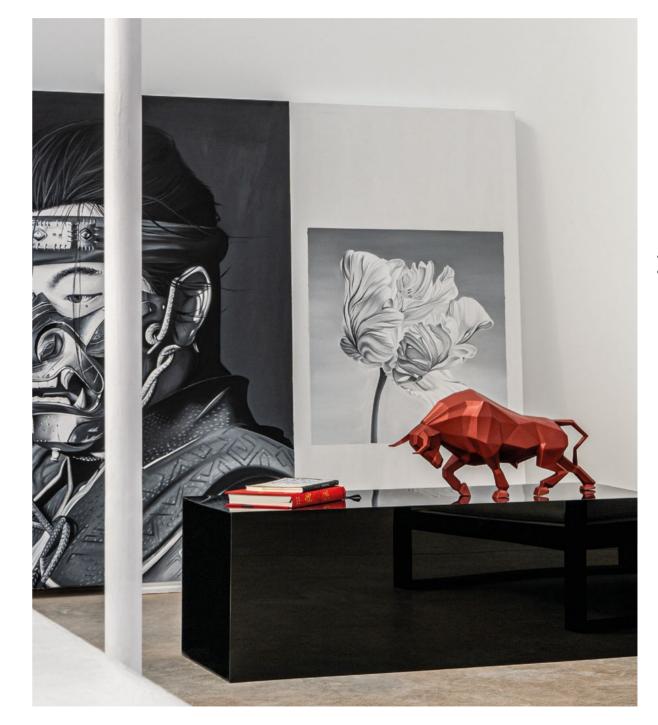
LET'S FOLD!

THE JAPANESE ART OF PAPER FOLDING IS TRANSFERRED TO EXQUISITE PORCELAIN. IN THE ORIGAMI COLLECTION, LLADRÓ MOVES AWAY FROM THE REALIST TREATMENT OF FORMS TO EXPLORE A MORE GEOMETRIC REINTERPRETATION OF THE ANIMAL KINGDOM.





THE STRAIGHT LINES AND SURFACES ENTAIL A TWOFOLD CHALLENGE WHEN REPRODUCED IN A LIVING, CHANGING MATERIAL LIKE PORCELAIN.



123

LLADRÓ DESIGN _ORIGAMI COLLECTION ^ BULL RED









Born in Northampton and London respectively and trained at the Liverpool Art School, Clare Page and Harry Richardson are the members of the Committee creative team. They work with the concept that objects which supposedly have already fulfilled the function they were created for, take on a new life. They explore the everyday with what they call "a combination of pragmatism and imagination".



LLADRÓ

DESIGN

_RE-CYCLOS COLLECTION

COMMITTEE





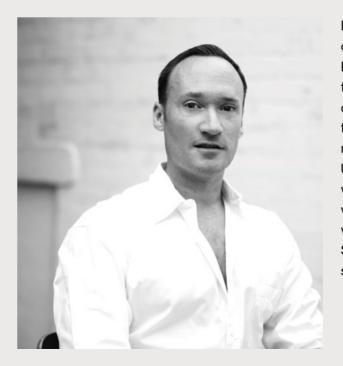
LLADRÓ DESIGN _RE-CYCLOS COLLECTION COMMITTEE



A CANVAS VASE FLOWERS TAPESTRY

This wonderful concept gave rise to the Re-Cyclos project by Lladro, whose first instalment was signed by Bodo Sperlein. The German designer gave new life to pieces using some of the core elements from the brand's creations. Fairies that take over chandeliers, lamps covered with birds, bottle tops with animal heads, vases shrouded with flowers or birds transformed into delicate jewelry. Existing creations taken from their original context and given a new function are the cornerstones of pieces that expand the brand's creative horizons in surprising new designs with heightened artistic virtuosity.

131



Bodo Sperlein gained his experience and developed his professional career in the United Kingdom. His work has always focused on the industrial possibilities of porcelain and ceramics. Sperlein has frequently used porcelain flowers made expressly by British artisans, thus maintaining a tradition almost extinguished in the UK. It was this fact that made Lladró think about working with this artist in the Re-Cyclos project, viewing his creation as being in perfect synchrony with the brand spirit. In fact, the union of Bodo Sperlein and Lladró in Re-Cyclos could well be seen as a true symbiosis.

130





by Yasumichi Morita

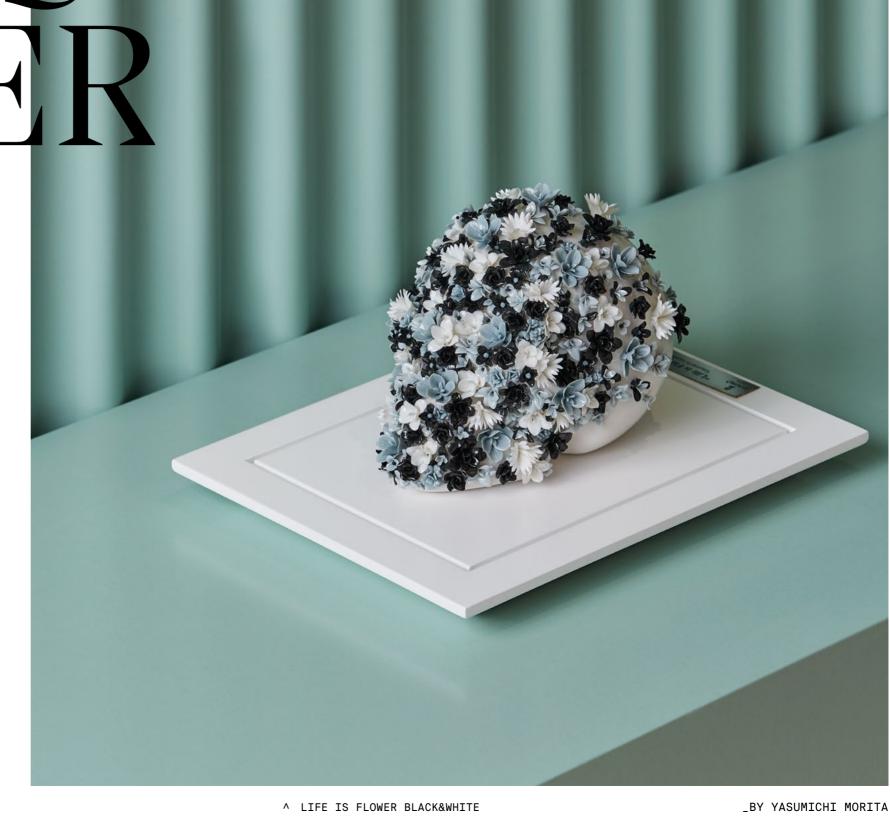
Morita is a renowned interior designer behind many major award-winning projects in cities like Tokyo, London and New York. His conception of the spaces and objects he creates is based on an aesthetic that combines minimalism with sumptuous, elegant materials.

Limited edition: 100

134



Life always finds a way. Flowers that blossom in each successive cycle represent hope in nature's infinite power to be born anew. The celebrated Japanese designer Yasumichi Morita expresses this wonderful message in a work made for Lladró and inspired by the brand's famous flowers, handmade petal by petal.



135

LLADRÓ DESIGN _LIFE IS FLOWER

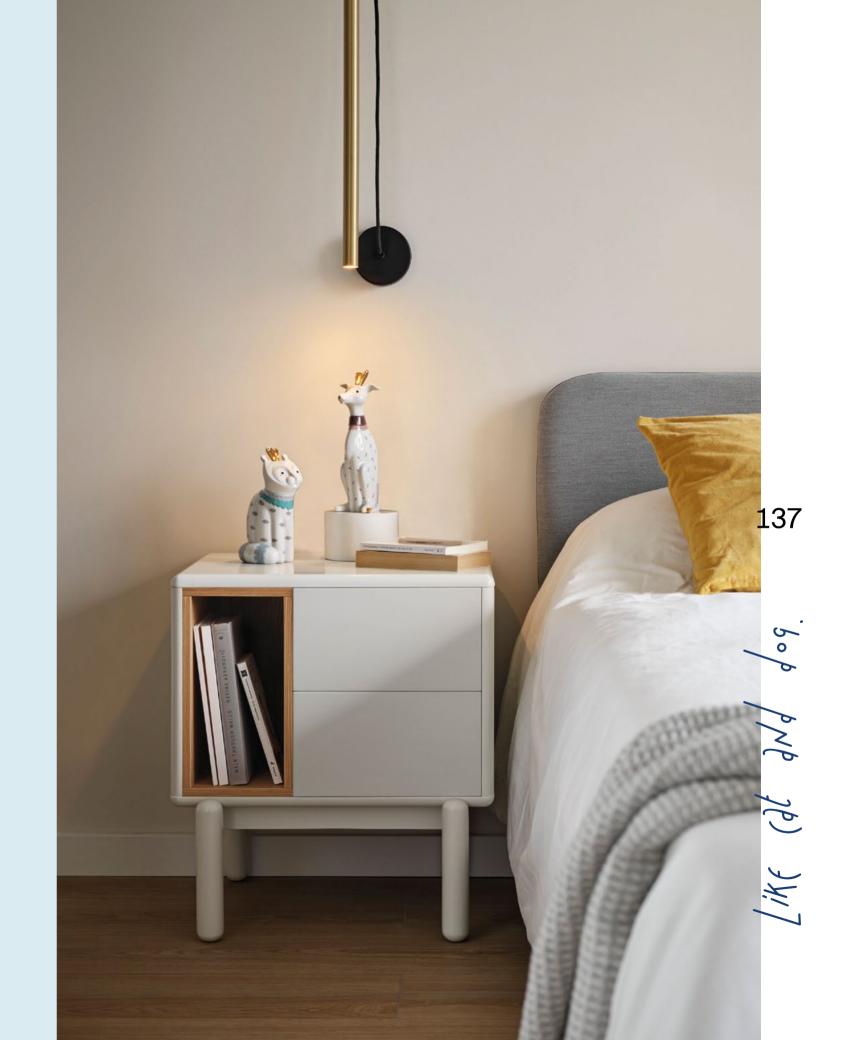
Musual Friends

136

LIKE CAT AND DOG.

There are relationships that seem to be condemned to permanent conflict, proverbially incompatible and irreconcilable but that nevertheless sometimes turn out to be unexpectedly friendly.

This collection is an homage to the whimsical and playful spirit of nature, to that wonderful quality of life that means that things often turn out different than we supposed. A tribute to the capacity for surprise and imagination turned into beauty, art and porcelain.

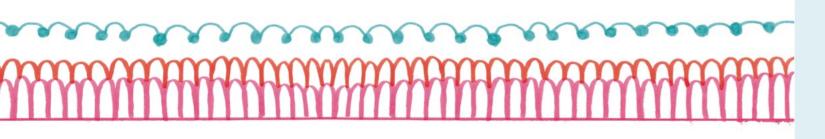






^ UNUSUAL FRIENDS.CAT

^ UNUSUAL FRIENDS DOG



_UNUSUAL FRIENDS



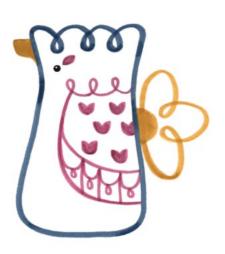
UNEXPECTEDLY HARMONIOUS RELATIONSHIPS.
Sometimes things are not as they seemed doomed to be.

LLADRÓ

DESIGN

KAV/K

ALEKSANDRA ŽEROMSKA



BIRDS, COFFEE 140 AND FANTASY

>>> COFFEE SET KAWKI



The sources of inspiration behind the Polish designer Aleksandra Żeromska's creations can be found in her love for animals and her passion for the culture and the folklore of her home country.

She then filters these roots through her imagination in order to render them in collections like KAWKI.



Kawki, which exemplifies to perfection the possibilities of functional porcelain, takes its name from a Polish word that can mean a small coffee or a kind of bird. Playing with this connection and a graphic style that brings to mind colorful Slavic illustrations, the artist gives this coffee set a whole plethora of different meanings.



Yet another example of the wealth accrued by the creations that come from this rewarding combination of design and crafts.



^ SUGAR BOWL KAWKI

LLADRÓ

142

DESIGN _KAWKI COLLECTION

^ SET OF 2 CUPS AND SAUCERS KAWKI



Born in Warsaw, Poland, Aleksandra Żeromska works between art and design, redefining and blurring the boundaries between the two. Her experience with porcelain truly blossomed as a member of the Lladró design team, where she had an opportunity to explore this incredible material alongside the brand's master artisans. Drawing by hand plays a major role in Aleksandra's work, helping her to transform our surrounding reality into new and unexpected forms in a highly

143

_ALEKSANDRA ŻEROMSKA

144



Animals Jewels collection presents a series of original designs inspired by the forms of nature and crafted with the essence of genuine handcrafted porcelain jewelry. Clean, geometric lines inspired by Art Deco and a decoration dominated by abyssal black, pearly gray, and golden luster, with accents in emerald green or sapphire blue, shine in these sophisticated and timeless creations, destined to become a legacy you will not want to part with.



ARTOFINE TABLE

Art direction by Lladró Photography by Cualiti Location: VLC studio

146

> PARROT PARADE CORAL
>> PARROT'S SCENTED TREASURE RED

#THEPORCELAINREVOLUTION #BREAKINGTHEMOLDS

Parakeets, coral, fish, toucans... are the core symbols of collections with a character all of their own, combining imagination, a sense of *humor* and the excellence of *handcrafted porcelain*.



Lladró is capable of giving shape to any idea in porcelain. The mastery of the brand's *artisans* and their consummate control of the material make everything *possible and tangible.*

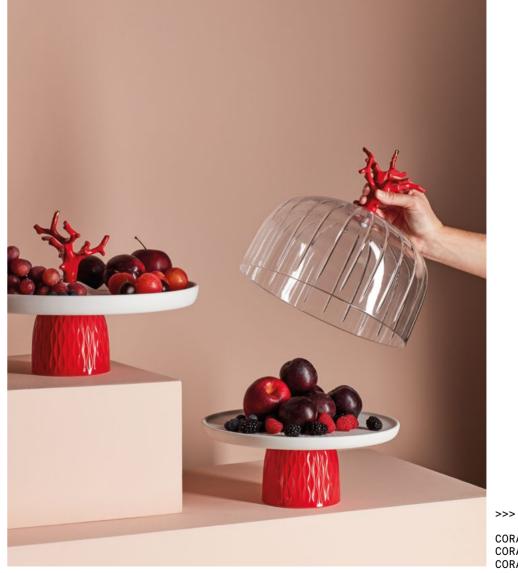
149

Creations grounded in the pragmatism and imagination of functional design and in the *exuberance*, *sumptuousness* and the *endless color possibilities of porcelain*.

A material with no boundaries for design.



From the *striking colors* and *underwater shapes* of the *Coral* collection to the fun-loving tropical objects in the *Toucan* collection.



151

CORAL CENTERPIECE CORAL CAKE TRAY CORAL VASE

ART OF THE TABLE





>>>

TOUCAN 2 TALL CRYSTAL GLASSES + 2 STIRRERS SET TOUCAN ICE BUCKET TOUCAN GLASS BOTTLE TOUCAN 1 LOW CRYSTAL GLASS





t direction by Odosdesign otography by Josele Castellón cation: BCN

>> MACAW BIRD VASE

155

SHAPES (20) I () RS

Sometimes functionality, other times simply and *wonderfully visual enjoyment*. In porcelain design both options are the perfect excuse to spread beauty and design.

LLADRÓ DESIGN _EDITORIAL _SHAPES & COLORS





LLADRÓ

DESIGN

_EDITORIAL



159



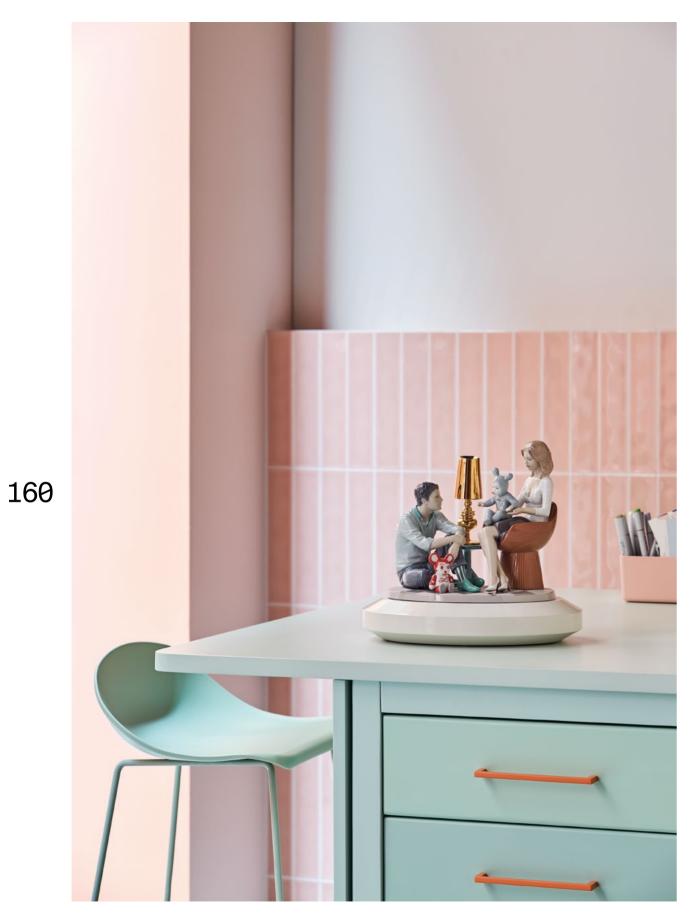
WILD TOTEMS
> PANTHER WOMAN
>> TIGER MAN

LLADRÓ DESIGN

> LITTLE TURTLE >> TURTLE

_EDITORIAL __SHAPES & COLORS





>> THE FAMILY PORTRAIT by Jaime Hayon

LLADRÓ DESIGN _EDITORIAL



161

_SHAPES & COLORS





162

UNDERWATER

^ MUMMY BEAR AND BABIES
>> WHITE RHINO

Infinite shades that enrich the forms.

WHALES

> WHALE >> LITTLE WHALE





_SHAPES & COLORS _EDITORIAL



164

BIRD BOXES

> QUETZAL BOX >> HUMMINGBIRD BOX

> MACAW BIRD VASE RED >> MACAW BIRD VASE

LLADRÓ DESIGN

_EDITORIAL



The *art* we surround ourselves with is what defines us, it is the vehicle through which we express our tastes, preferences and even circumstances.

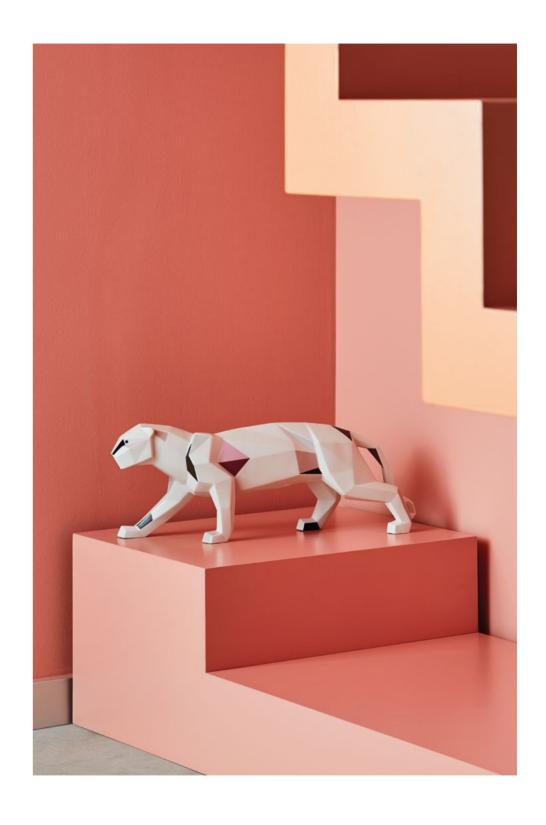
Creations that arouse subjective opinions, making them even more powerful and transversal.

167

_SHAPES & COLORS

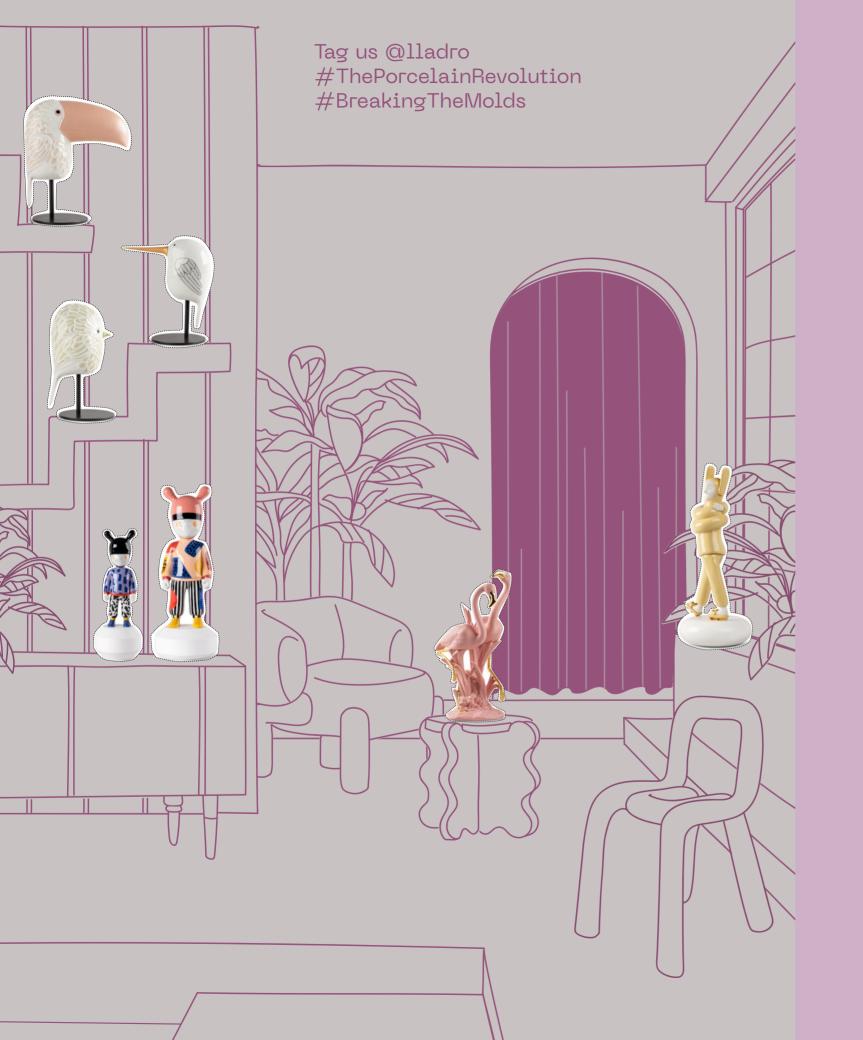
166





> PANTHER MATTE BLACK + PANTHER GOLDEN >> PANTHER





- 172 THE CHES
- ¹⁷⁶ EMBRACED BY JAIME HAYOI
- ⁷⁶ THE ≔ANTASY BY JAIME HAYON
- 178 BOLDBLACK
- 178 BOLDRED
- 178 THE FLAMINGOS
- 179 BOLDBLU
- 180 UNDERWATER
- ¹⁸⁰ WHALES
- 180 TURTLES
- ³¹ AWESOME INSECTS
- 181 KINGS OF THE SEA
- 182 FIERCE PORTRAITS
- ¹⁸² WILD TOTEMS
- 33 CHINESE ZODIAC
- 183
- ¹⁸⁴ DISNEY
- ¹⁸⁵ STAR WARS
- 186 ORIGAM
- ¹⁸⁸ THE DREAMER BY LALOU
- ¹⁸⁸ LIFE IS FLOWER BY YASUMICHI MORITA
- 89 RECYCLOS BY BODO SPERLEIN & COMMITTEE
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- ¹⁹⁰ STARLINGS
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- ⁹¹ **KAV/KI** by Aleksandra Żeromska
- ⁹¹ ANIMAL JEWELS
- ¹⁹² THE PARROT PARTY
- 93 MACAW BIRD
- 193 BIRD BOXES
- ¹⁹⁴ CORAL
- 194 FYES
- 95 TOUGAN

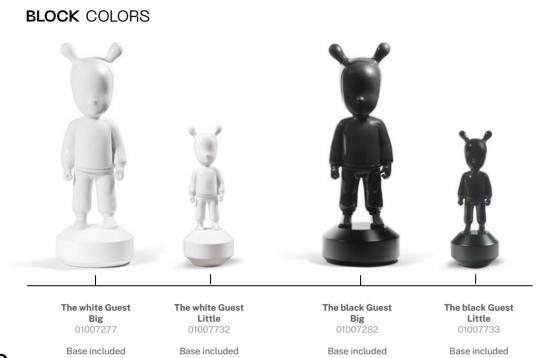
THE GUEST / TWO SIZES

BIG SIZE

20 ^{1/2} x 7 ^{1/2} x 7 ^{1/2} 52 x 19 x 19 cm

SMALL SIZE

11 ^{3/4} x 4 ^{1/4} x 4 ^{1/4} 30 x 11 x 11 cm



172

MIETALLIC COLORS





Base included

Base included

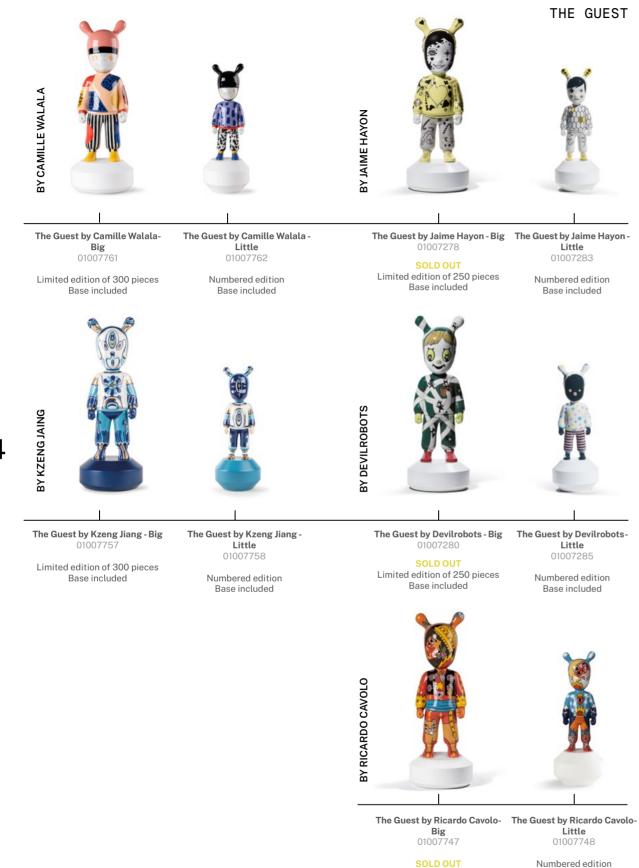


LLADRÓ DESIGN TECHNICAL DATA

173



174



Limited edition of 250 pieces

Base included

Base included

LLADRÓ DESIGN

TECHNICAL DATA



Embraced (yellow) 01009652

57 x 25 x 23 cm 22 ½ x 9 ¾ x 9"



Embraced (pink) 01009654

57 x 25 x 23 cm 22 ½ x 9 ¾ x 9"



Embraced 01009653

57 x 25 x 23 cm 22 1/2 x 9 3/4 x 9"

Limited edition of 500 pieces

THE FANTASY COLLECTION



176





The Rocking Chicken Ride

24 x 21 x 13 cm 9 ½ x 8 ¼ x 5"

Base included



The Clown - lamp 01007271 (CE) | 01007272 (US) 01007273 (JP) | 01007274 (UK)

60 x 35 x 35 cm 23 ½ x 13 ¾ x 13 ¾"

Base included Touch dimmer system on the nose.



The Lover I 01007252

38 x 22 x 20 cm 15 x 8 3/4 x 7 3/4"

Base included



The Lover II 01007253

38 x 22 x 20 cm 15 x 8 3/4 x 7 3/4"

Base included



The Lover III 01007254

38 x 22 x 20 cm 15 x 8 ³/₄ x 7 ³/₄"

Base included



Conversation Vase II * 01007258

52 x 31 x 31 cm 20 ½ x 12 ¼ x 12 ¼"



Medium Conversation Vase

47 x 31 x 31 cm 18 ½ x 12 ¼ x 12 ¼"

Limited edition of 500 pieces



177

Small Conversation Vase 01007597

39 x 27 x 27 cm $15 \frac{1}{4} \times 10 \frac{3}{4} \times 10 \frac{3}{4}$ "

Limited edition of 500 pieces



Conversation Vase I * 01007257

52 x 31 x 31 cm 20 ½ x 12 ¼ x 12 ¼"



* The vases 01007257 and 01007258 can tie in with The Lover.

LLADRÓ

DESIGN

TECHNICAL DATA

BOLD BLACK BOLD BLUE











Rhino (blue-gold)

01009471

22 x 45 x 19 cm

8 ³/₄ x 17 ³/₄ x 7 ¹/₂"

SOLD OUT

Limited edition of 500 pieces

01009400

28 x 18 x 12 cm

11 x 7 x 4 3/4

SOLD OUT

Limited edition of 300 pieces



Attentive bunny (blue-gold)

01009448

11 x 12 x 7 cm

4 1/4 x 4 3/4 x 2 3/4"







14 1/4 x 8 3/4 x 9 '

SOLD OUT

Limited edition of 500 pieces







LLADRÓ

Gorilla (metallic red)

01009747

37 x 23 x 23 cm

14 1/4 x 9 x 9"

Limited edition of 50 pieces

Base included

Macaw bird (black-gold)

01009577

45 x 22 x 20 cm

17 ³/₄ x 8 ³/₄ x 7 ³/₄"

Limited edition of 1.000 pieces

178

DESIGN

TECHNICAL DATA

SOLD OUT

Limited edition of 300 pieces

UNDERWATER AWESOME INSECTS



White rhino - Underwater 01009739

22 x 45 x 19 cm 8 ³/₄ x 17 ³/₄ x 7 ¹/₂"



Mummy bear and babies - Underwater 01009740

19 x 39 x 25 cm 7 ½ x 15 ¼ x 9 ¾"



WHALES

180

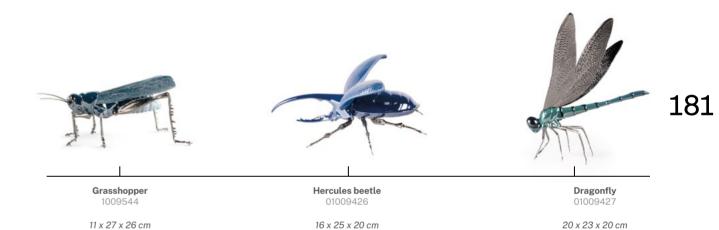


Whale 01009569

13 x 48 x 25 cm 5 x 19 x 9 3/4"



11 x 27 x 16 cm $4 \frac{1}{4} \times 10 \frac{3}{4} \times 6 \frac{1}{4}$ "



6 ¹¹/₄ x ^{9 3}/₄ x ^{7 3}/₄"

TURTLES



Turtle 01009673

10 x 36 x 32 cm 4 x 14 1/4 x 12 1/2"



Little turtle 01009674

9 x 27 x 24 cm 3 ½ x 10 ¾ x 9 ½"

4 ½ x 10 ¾ x 10 ½"



5½ x11 x11"

LLADRÓ DESIGN TECHNICAL DATA

7 ³/₄ x 9 x 7 ³/₄"

FIERCE PORTRAITS CHINESE ZODIAC







Mandrill mask (black-gold) 01009405

44 x 31 x 14 cm 17 ¼ x 12 ¼ x 5 ½"

Owl mask (black-gold) 01009406

35 x 32 x 14 cm 13 ³/₄ x 12 ¹/₂ x 5 ¹/₂"





Antelope mask (black-gold) 1009541

182

57 x 39 x 18 cm 22 ½ x 15 ¼ x 7"

Lion mask (black-gold) 01009566

60 x 38 x 30 cm 23 ½ x 15 x 11 ¾"

Tiger mask (black-gold) 01009404

38 x 30 x 23 cm 15 x 11 3/4 x 9"







Lion Mask/ Wild Nature 01009703

60 x 38 x 30 cm 23 ½ x 15 x 11 ¾"

Limited edition of 400 pieces





Panther woman 01009428

42 x 10 x 11 cm 16 ½ x 4 x 4 ¼"



Tiger man 01009429

44 x 14 x 10 cm 17 1/4 x 5 1/2 x 4"





The Dragon (red-gold) 01009713

13 x 16 x 24 cm 5 x 6 ½ x 9 ½"

The Tiger (red-gold) 01009549

9 x 14 x 11 cm 3 ½ x 5 ½ x 4 ¼"

The Rabbit (red-gold) 01009590

21 x 10 x 10 cm 8 1/4 x 4 x 4"





Wild panther 01009535

17 x 38 x 17 cm 6 3/4 x 15 x 6 3/4"



True love 01009534



Dagger and rose 01009556

36 x 15 x 12 cm 14 1/4 x 6 x 4 3/4"

TECHNICAL DATA

LLADRÓ **DESIGN** 183

DISNEY STAR WARS



Mickey Mouse in Black and white 01009601

31 x 16 x 15cm 12 1/4 x 6 1/4 x 6

184



Mickey Mouse Platinum 01009706

31 x 16 x 15cm

12 1/4 x 6 1/4 x 6

Minnie Mouse in Black and white 01009707

31 x 16 x 15cm 12 1/4 x 6 1/4 x 6



Princess Leia's New hope 01009412

35 x 14x 15cm 13 ³/₄ x 5 ¹/₂ x 6"



Queen Amidala in the Throne Room 01009413

55 x 32x 32cm 21 3/4 x 12 1/2 x 12 1/2"

Limited edition of 1000 pieces



Rey 01009414

39 x 23x 16cm 15 1/4 x 9 x 6 1/4"



Darth Vader 01009421

47x 47x 35cm 18 ½ x 18 ½ x 13 ¾"

SOLD OUT Limited edition of 504 pieces



Darth Vader (golden) 01009704

47x 47x 35cm 18 ½ x 18 ½ x 13 ¾

SOLD OUT Limited edition of 70 pieces



Stormtrooper 01009714

40x 16x 17cm 15 3/4 x 6 1/4 x 6 3/4"

Limited edition of 1138 pieces



Ashoka Tano 01009420

56 x 24 x 29 cm 22 x 9 ½ x 11 ½"



Grogu 01009422

15x 14 x 11cm 6 x 5 ½ x 4 ¼"

Limited edition of 1000 pieces

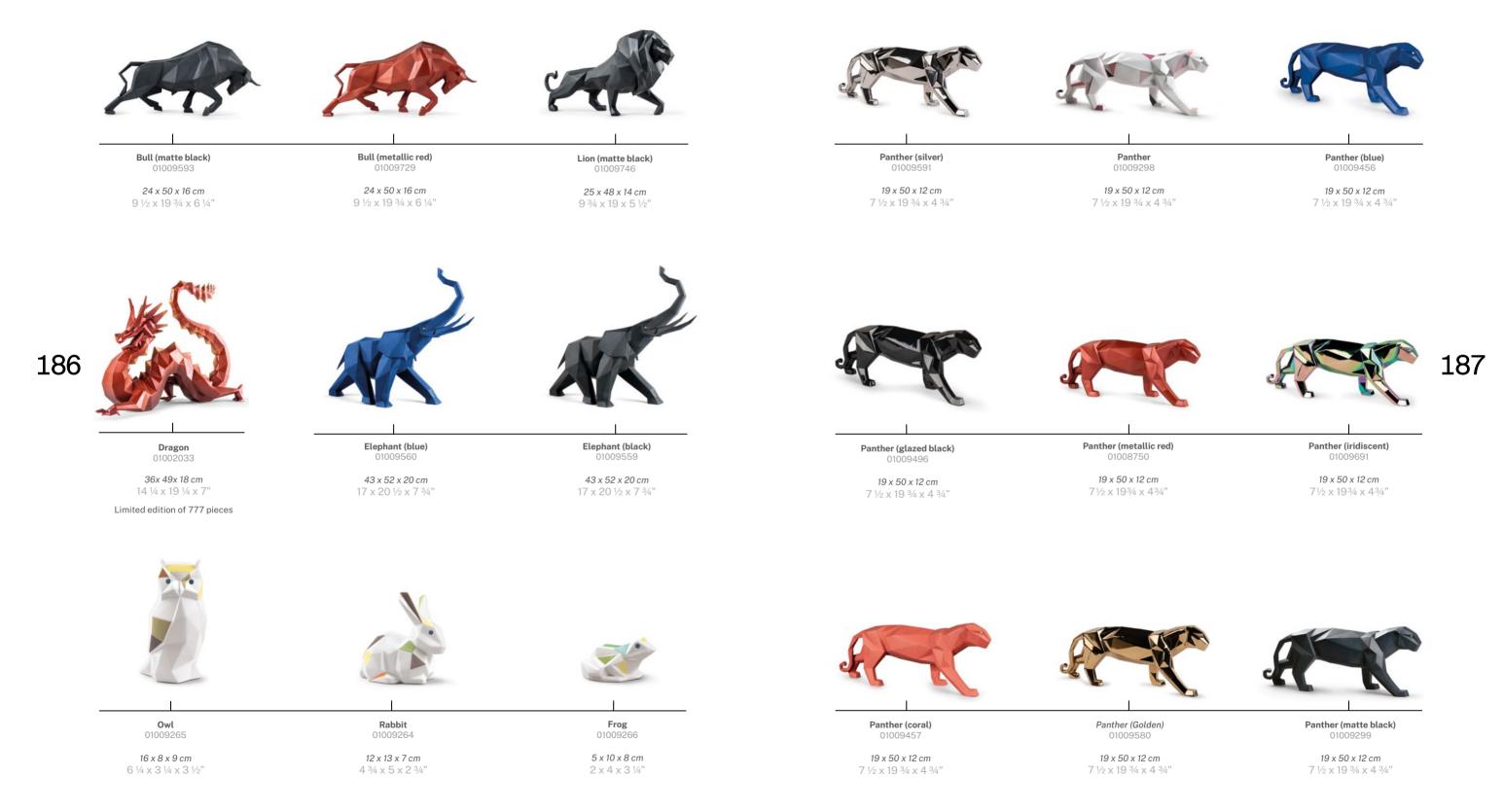
LLADRÓ

DESIGN

TECHNICAL DATA

185

ORIGAMI



LLADRÓ DESIGN TECHNICAL DATA

THE DREAMER



The Dreamer by Laolu-Bust 01009667

12 ½ x 11 x 8 ¾" Limited edition of 300 pieces

188

32 x 38 x 22cm



The Dreamer by Laolu-Head 01009668

18 x 27 x 23cm 7 x 10 ³/₄ x 9"

Limited edition of 1500 pieces

Love I (blossoms) 01007231 Love II (blossoms) 01007232 Love III (blossoms) 01007233 32 x 21 x 15 cm 27 x 17 x 14 cm 34 x 17 x 11 cm

10 ³/₄ x 6 ³/₄ x 5 ¹/₂"

12 ½ x 8 ¼ x 6"

Canvas vase flowers tapestry 01007077

38 x 23 x 20 cm 15 x 9 x 7 3/4"

LIFE IS FLOWER



Life is flower (black&white) 01008796

18 x 32 x 25 cm $7 \times 12 \frac{1}{2} \times 9 \frac{3}{4}$ "

Limited edition of 100 pieces Base included

189

RE-CYCLOS

13 ½ x 6 ¾ x 4 ¼"

TECHNICAL DATA LLADRÓ DESIGN

FACE 2 FACE KAWKI

Coffee Set Kawki

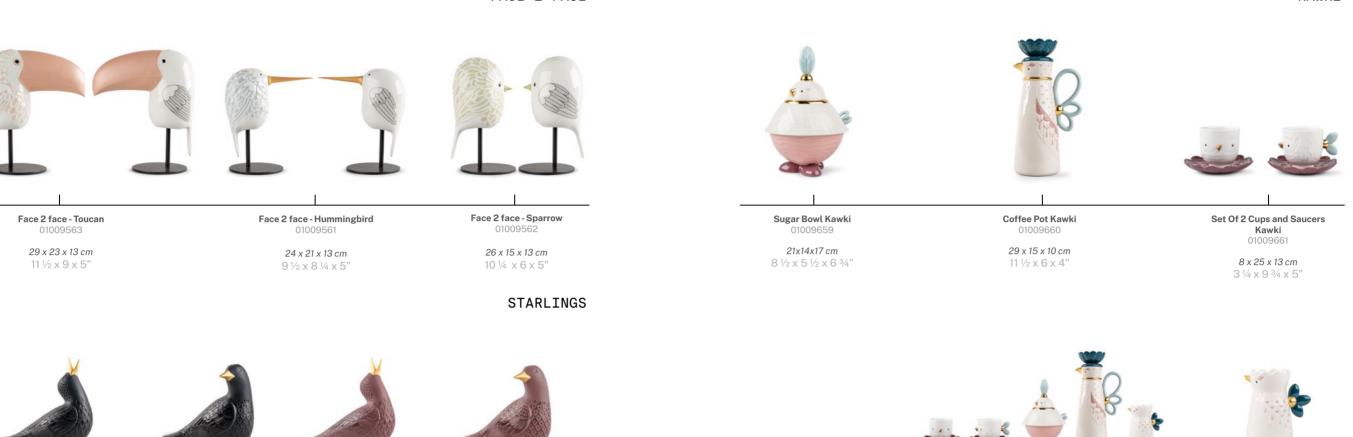
01009663

191

Milk Jug Kawki

13x 10 x 8 cm

5 x 4 x 3 1/4"





Starling II (purple)

01009679

14 x 19x 9cm

 $5\frac{1}{2} \times 7\frac{1}{2} \times 3\frac{1}{2}$ "

190

Starling I (black)

17x 19x 9cm

6 ³/₄ x 7 ¹/₂ x 3 ¹/₂"

Starling II (black)

01009677

14 x 19x 9cm

5½ x 7½ x 3½"

Starling I (purple)

17x 19x 9cm

6 3/4 x 7 1/2 x 3 1/2"



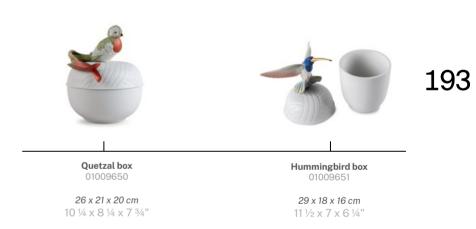
LLADRÓ DESIGN TECHNICAL DATA





BIRD BOXES

MACAW BIRD



LLADRÓ DESIGN TECHNICAL DATA





Toucan Ice bucket Toucan Glass bottle Toucan 2 tall crystal glasses + 2 stirrers set 01009465 01009463 01009464 41 x 22 x 22 cm 34 x 12 x 12 cm 16 1/4 x 8 3/4 x 8 3/4" 13 ½ x 4 ¾ x 4 ¾" 20 x 18 x 18 cm 7 3/4 × 7 × 7"



Toucan 1 low crystal glass 01009466 Toucan 1 tall crystal glass 01009467 9 x 9 x 9 cm 14 x 8 x 8 cm



3 ½ x 3 ½ x 3 ½" 5½ x3¼x3¼"

195

LLADRÓ TECHNICAL DATA DESIGN

EYES

GRAPHIC DESIGN

ODOSDESIGN

PHOTOGRAPHY

ODOSDESIGN + JOSELE CASTELLÓ CUALITI PHOTO STUDIO ARTERO FOTÓGRAFOS VINCENT URBANI LLADRÓ TEAM

D TMAGE

LAVS CREATIVE STUDIOS

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#THEPORCELAINREVOLUTIO! #BREAKINGTHEMOLDS #Lladró





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