

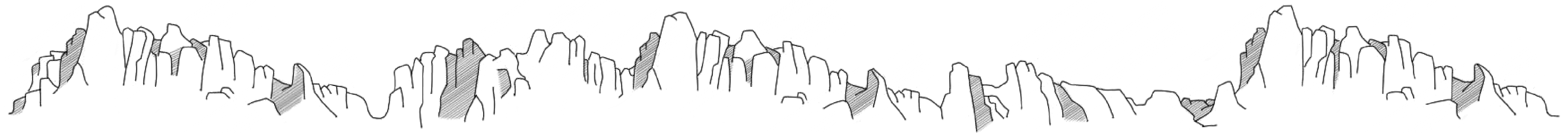


elements  
YOUR OWN NATURE

# SOUVENIER

ARTESANIA CATALUNYA

A timeless piece that you take home that  
lets you keep your memories alive forever.



# CATALUNYA

## MONTSERRAT

A place's beauty is defined by its natural heritage. One such heritage in Catalunya is the Montserrat, a magnificent experience of unusual rock formations.



# INSPIRATION

SOUVENIR



Preserving nature to collect memories. A bond that you create with a stone that you found has a special place in your heart, but this little object may end up forgotten with time. I wanted to create something that would let you take care of it and help grow with it. I wanted people to have their own little Montserrat.



# COLLABORATION

ARTESANIA CATALUNYA



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To make a souvenir from Catalunya - Montserrat, I chose to collaborate with Mr. Gabriel. By combining the two creative fields i wanted to create a soulful, unique & unrepeatabe souvenir, where the values of perseverance, innovation and tradition come together.



## ARTISAN

GABRIEL ROMERO AGUADE

### Artisan

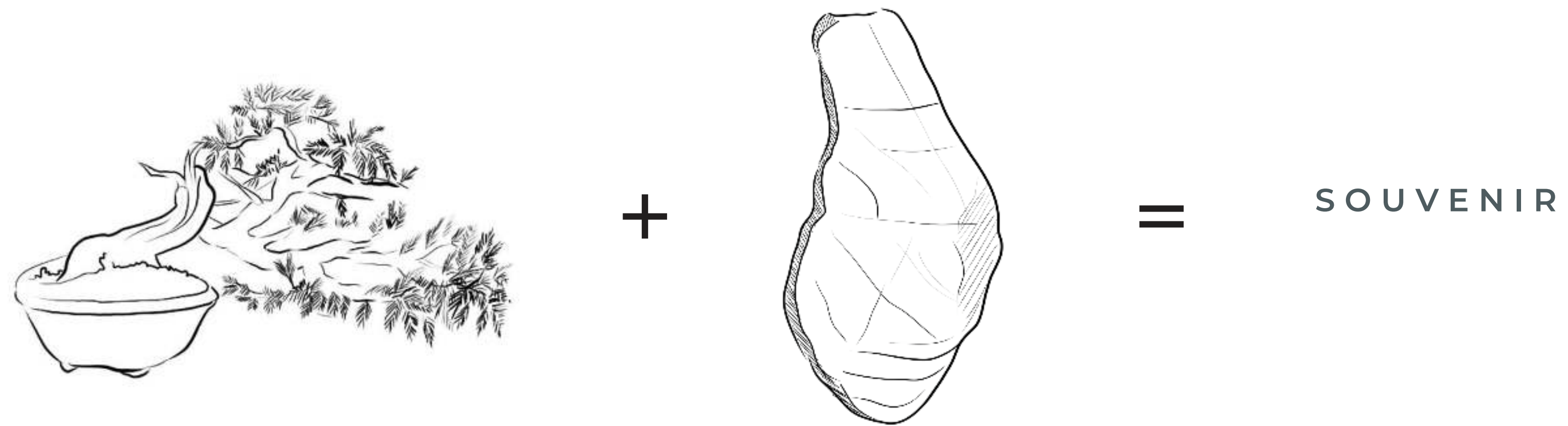
Mr Gabriel Aguade is a local bonsai artist of Catalunya. He has spent more than half of his life in making Bonsai. For him it is not only an art but a way of life. For him, every bonsai holds a different story and emotion.





IDEA

SOUVENIR



The idea is preserving nature for collecting memories. I wanted to create something that would let you take care of it and also grow with it. I wanted people to have their own little Montserrat.



MOODBOARD

LOOK AND FEEL



NATURE

WOOD

STONE

WARMTH

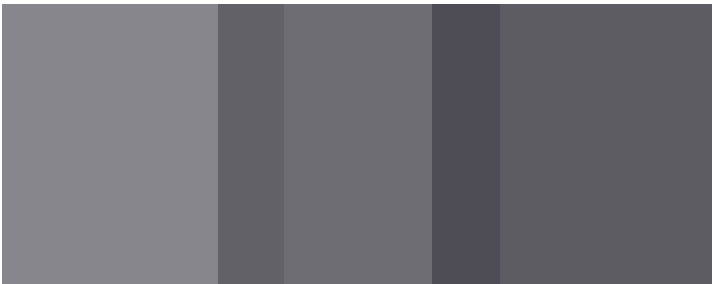
GREEN

RAW

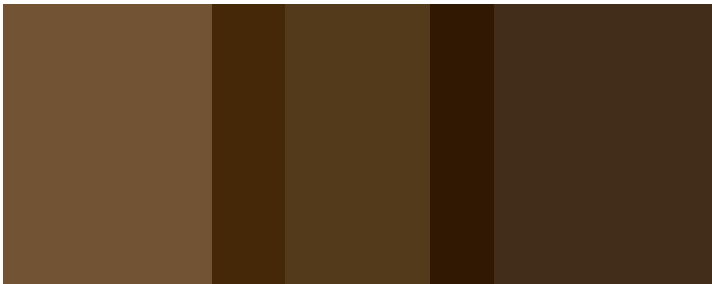
SOLACE



R	155	61	45
G	188	148	128
B	58	64	53



123	94	76
121	93	75
128	101	83



99	64	46
64	37	22
29	2	0



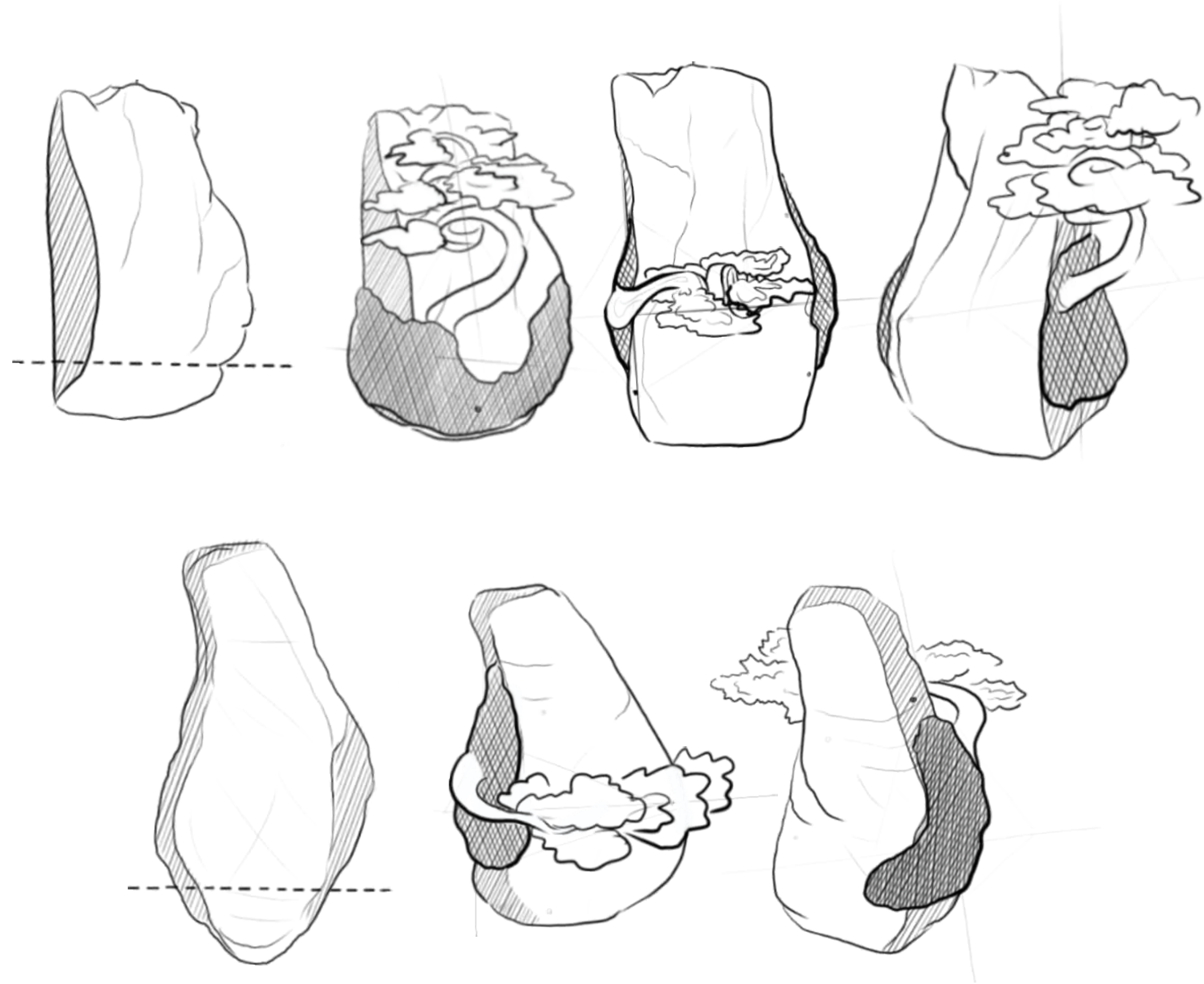
# PROCESS

## STONE SELECTION

I hand picked the stones from Montserrat, that resemble the serrated look of the mountain. Every stone has a special character. For this collection, a total of 50 stones would be specially selected to provide the best of Mostserrat.

# PROCESS

## COMPOSITION



To preserve the natural beauty of the stones, very little human intervention was done. The base was flattened out. After various arrangements, holes were drilled to place the bonsai on the stone.



PROCESS

VIDEO









## ELEMENTS

YOUR OWN NATURE

Elements is a limited edition souvenir made just for you with the hand picked rocks from Montserrat. With unique and carefully created Bonsai grown on this rock, you can now have your own little Montserrat.







Hand-picked from Montserrat. To Preserve the natural beauty of the stone, minimal human interventions were made.

Uniquely crafted bonsai chosen to complement the shape of the stone.

Wooden base if crafted following the bonsai culture- Suiseki: the Japanese art of stone appreciation, which values aspects like stability, longevity and immortality.



ELEMENTS

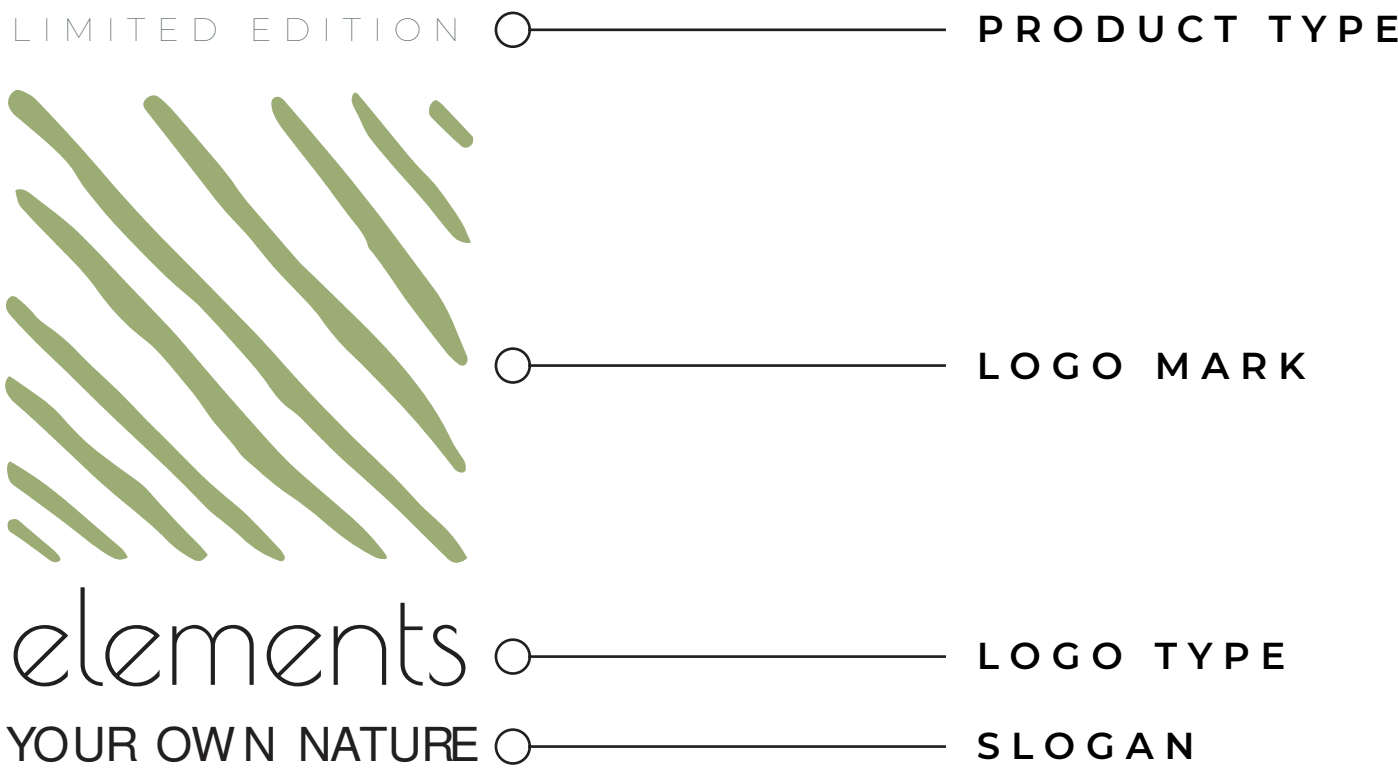
VALUES: LIMITED EDITION

UNIQUE  
UNREPETABLE

HANDCRAFTED  
FIRST OF IT'S KIND



BRANDING



As the name suggests, **Elements** is made up of all the elements in the nature. The shape of the rocks, texture of the tree and scent of the wood, all embeds itself into the memories and brings people's senses to life.







MATERIALS



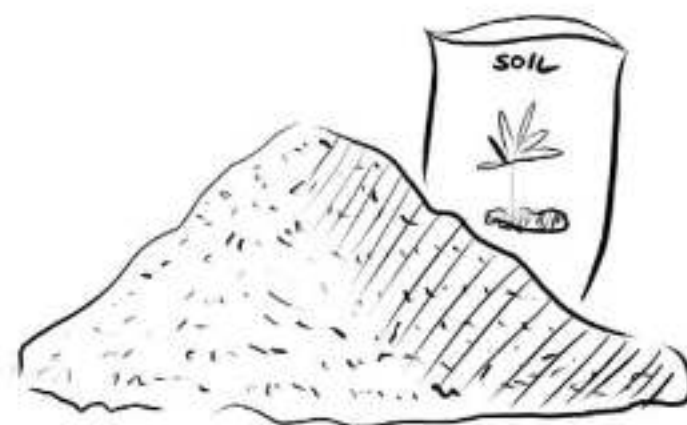
1 STONE

10-20% Waste  
Cost: 2-3 €



1 BONSAI

0 Waste  
Cost: 30 €



SOIL

0 Waste  
For 25 Stones  
Cost 1.5 L: 9 €



WIRE

Used Accordingly  
Cost per meter: 4-5 €



WOOD

10% Waste  
2 Bases  
Cost (17cm x 7cm): 12 €



PACKAGING





