Nature Rules Design

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luciotraficante
Design Studio

Nature Rules Design

www.luciotraficante.com

After billions years of evolution, Nature has learned: What works. What is appropriate. What lasts...

We should consider a new way of viewing and valuing Nature.

A new era based not on what we can extract from the natural world, but on what we can learn from it.

Janine M. Benyus,
Biomimicry, Innovation Inspired by Nature.

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who

We are a multidisciplinary design studio based in Barcelona where through creativity and strategy, we cover a wide range of projects that go from product design, furniture design, and interior design to the graphic construction of the visual identity of important brands.

We are very aware of our responsibility as designers, so we strive to create objects that justify their existence and earn their own place in this world. We believe that, in such dizzying times where fashions follow one after the other, there is no more sustainable and sincere product than the one that is meant to overcome the passage of time.





The Studio

Commitment & Pasion

Our studio is not merely a workplace, but a space of intention and meaning. A living structure composed of heterogeneous, dynamic, and multidisciplinary professionals who love what they do and, more importantly, do what they love. Designers, engineers, artisans, creatives, and visual thinkers converge as if around a shared workbench, where ideas are tested against matter and matter is shaped with purpose. What binds us is not only expertise, but a shared conviction: that design is not an accessory to life, but one of its most meaningful expressions.

The studio is led by Lucio Traficante, a product designer widely recognized for his award-winning designs and numerous publications throughout his career. Based in Barcelona, his work moves between industry and craftsmanship, between technical precision and poetic gesture. Over the years, his pieces have been distinguished for their clarity of concept and material honesty, objects that do not shout but endure, that do not follow trends but quietly define their own logic.

When defining the secret of his achievements, Lucio Traficante prefers to attribute them to two simple concepts: commitment and passion.

Commitment allows him to understand Design as a vindicating element of contemporary man, a quiet but firm resistance against a material culture that expands voraciously under the rules and demands of the market. In a world saturated with disposable objects and accelerated consumption, his practice proposes a pause, a return to meaning. For Lucio, design is an ethical act. Every line drawn carries responsibility and every material chosen implies a position. His work seeks durability not only in structure but in relevance, objects conceived to age with dignity and to accompany life rather than merely decorate it.

Passion transforms him into a kind of modern poet who interprets the emotions and unspoken needs of the user. Like the words of a poem in which prose materializes to describe the human heart, his designs translate sensations into form. Curves emerge not as stylistic gestures but as narratives, textures speak of touch before being touched. There is an organic sensitivity in his approach, a dialogue between body and object, between space and silence, that reveals a deep understanding of proportion, balance, and human scale.

His creative process often begins with observation, of Nature, of habits, of gestures, of the way light rests on surfaces. From there, research and experimentation unfold with rigor. Prototypes are not merely technical stages but moments of conversation with the material itself. Wood, metal, porcelain, stone, each substance is treated as a collaborator rather than a resource. The result is a body of work where structure and emotion coexist, where functionality does not suppress beauty and beauty never compromises purpose.

Under his direction, the studio operates as a laboratory of ideas and a workshop of realities. Projects range from singular collectible pieces to industrially produced designs, yet all share a coherent philosophy: to create objects that possess soul. Designs that respond to the present while anticipating the future. Forms that speak softly but remain unforgettable.

Ultimately, Lucio Traficante's work proposes a simple yet profound premise: that design can still move us. That it can defend humanity within material culture. That through commitment and passion, objects may transcend their function and become silent companions in the story of everyday life.

what

After millions of years of evolution, Nature has discovered what works, what is appropriate, and what lasts. For this reason, we always take Nature as our model and source of inspiration, focusing not on what we can extract from the natural world, but on what it can teach us.

Nature's evolution is often described as whimsical and random; however, beneath this apparent organic chaos, it is possible to find underlying patterns that, like characters of a vast alphabet, combine to give rise and meaning to the story of life.

Our designs are an attempt to discover a universal language of organic morphologies that do not imitate Nature in its finished forms but rather express its essence, its soul. In other words, silently resonant objects that represent the intrinsic structures and constructive processes that shape Nature and keep the flame of life alive.

Thus, following the essential precept of evolution, where survival belongs to those who adapt best, we conceive universal designs capable of integrating into any space and context, enduring over time.





SandWaves

Design for Bathco

In the desert, where water is scarce and resources are limited, Nature plays with destiny, breaking the monotony of the landscape by carving sinuous rivers of sand that bring life and soul to the most inhospitable places on Earth.

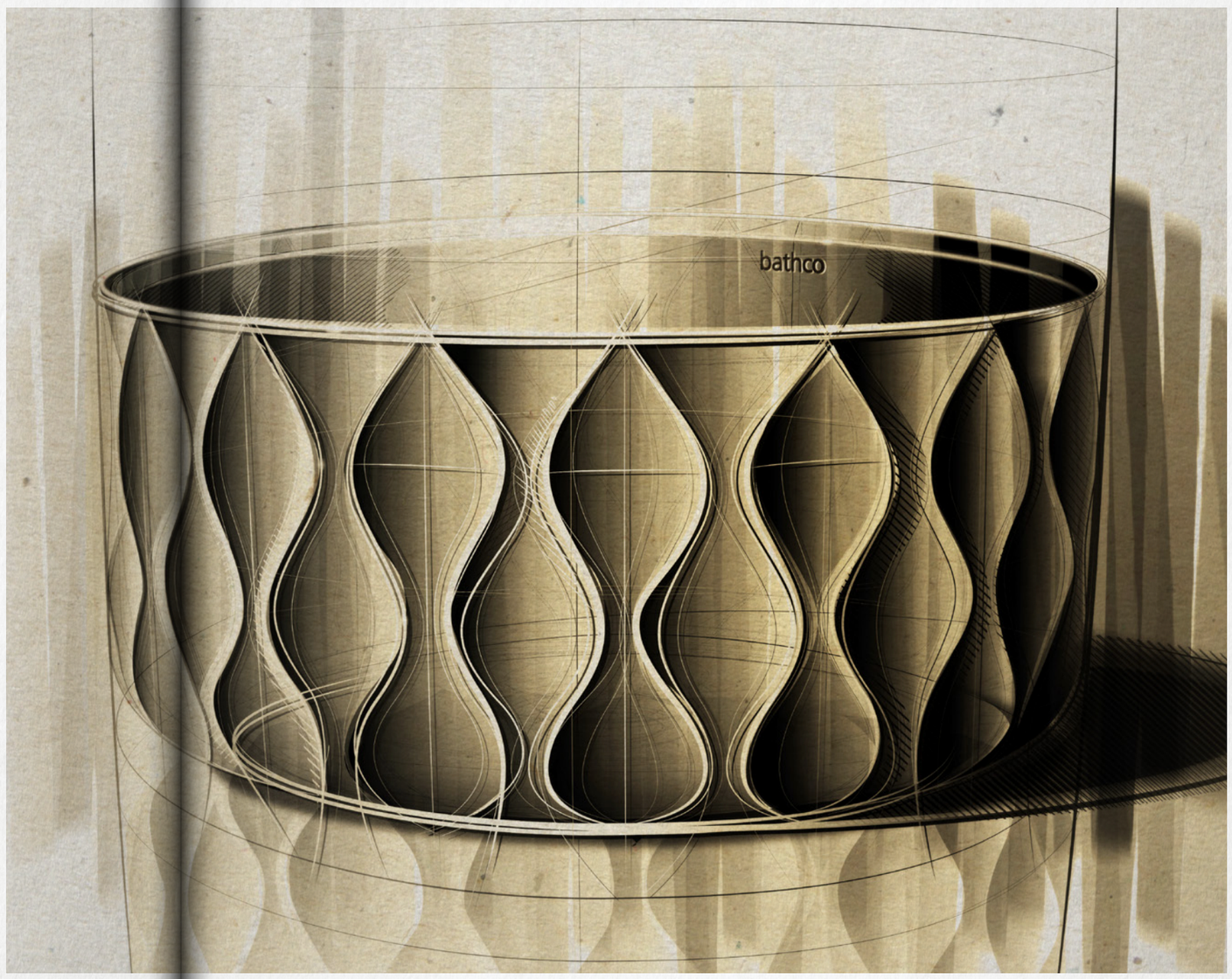
The waves traced by the wind in the sand possess movement and contradiction; they transform, complement, and balance each other, a harmony in perpetual flow. Their organic forms respond to invisible parameters, to the enigmatic and silent language of Nature that speaks beyond words.

Design draws from Nature as both source and model. Hidden patterns beneath its surface are revealed and translated into objects that capture its essence. The SandWaves washbasin is inspired by the wind's traces, replicating the universal concept of the wave through geometric structures that express themselves in air, sand, or water.

SandWaves does not imitate Nature's finished forms; it expresses the systems and structures that compose it, its soul. Smooth porcelain unveils sensual curves and counter-curves, illustrating the plastic reality of a spiritual world.

The result is a tapestry of intertwined waves, conversing with space to create an organic flow without beginning or end, a reflection of life itself.





From wind-sculpted desert sand waves to the first conceptual sketch, the essence of movement is translated into the form of this washbasin.



Kalasin

Design for Bathco

“This tree in front of my workshop, this is my teacher!” Antoni Gaudí.

The trunk stands as the structural heart of the tree, an expression of how biology, mechanics and mathematics converge to shape complex natural patterns. Its radial growth forms concentric rings, silent records of time. As the inner layers expand, the outer bark yields and fissures, opening longitudinally along the axis. Thus emerge the vertical striations that define its surface: wrinkles upon a living skin, traces of growth inscribed in matter.

The wooden skin of the Kalasin washbasin, designed for Bathco, draws from this principle. Its longitudinal striations echo the bark’s structure, unfolding around the circumference as a continuous gesture, suggesting expansion, tension and time embedded within form.

In Nature, fibers aligned with the trunk’s axis confer resistance and resilience, minimizing fracture and sustaining upward force. In Kalasin, these lines evoke that same quiet strength: roots grounding the structure, a body rising with measured momentum, and a final opening toward the sky.

Material becomes narrative. Surface becomes memory. The piece does not imitate the tree; it interprets its logic. Through rhythm, repetition and vertical impulse, Kalasin embodies growth as structure and resilience as beauty, translating the silent wisdom of the forest into an object of enduring presence.



Vertical striations that define both surfaces: wrinkles upon a living skin,
traces of growth inscribed in matter.





Prize for Cities Award

Design for World Resources Institute

The WRI Ross Center Prize for Cities is a global award celebrating and spotlighting transformative urban change. The Prize seeks to inspire urban change-makers across the globe by elevating trailblazing initiatives and telling impactful stories of sustainable urban transformation.

Cities from all over the planet, such as Paris, London, Rosario, or Nairobi, participate in the race for this worldwide acclaimed award, which has a prestigious jury made up of personalities such as Stephen M. Ross, a business leader, philanthropist, and Prize Jury Chairman, or the world-renowned architect and Pritzker Architecture Prize winner, Norman Foster.

Designing the Trophy

In 2022, Lucio Traficante Design Studio had the honor of being selected on an international scale to design the trophies awarded to that year's Prize for Cities winners. The trophy design was so well received that it was chosen as the permanent version of the award for all future editions.

Aware of our responsibility as designers, we embrace a multidisciplinary approach to create deeper, more enduring connections with clients and products. By overseeing product development comprehensively, we ensure coherence throughout the design process, valuing the journey just as much as the final result.

Telling a Storie

The designed trophy, "The Mobius Strip," symbolizes the infinite relationship and complex connections between cities and Nature. The rigid, geometric, and immutable parallel lines, like the levels of a building or the layout of the streets, represent the archaic concept of a city that fades over time. Oppositely, the sinuous lines, with their dynamism and movement, come to life representing Nature and a new way of urban life inspired by it.

While the diamondpattern weaves a net of intersecting lines to illustrate the connections and synergies carried out by people, organizations, and institutions that care about our planet. The structure is arranged on a circle representing the world as well as a Moebius strip representing the concept of infinity. Because healthy relationships between cities, Nature, and their people should be maintained forever. Like a new way of life.

Sustainable Production

Always with sustainability in mind, the Prize for Cities trophies were brought to life through an innovative and eco-friendly sand 3D printing process. An ancient and timeless material that, due to its nobility, simplicity, and efficiency, has withstood the passage of time and evolved in harmony with human beings. A material that originates from the earth and returns to it, completing the life cycle dictated by Nature.

The pieces were expertly crafted using binder jetting technology, a zero-waste process that employs a layering system to shape objects. During the printing process, multiple layers of quartz sand are bonded together with binder agents derived from renewable resources, such as sugarcane, corn husks, and rice hulls.

The result is a stunning collection of pieces that showcase exceptional formal complexity and eloquence, proving that the only technical limitation is human creativity.

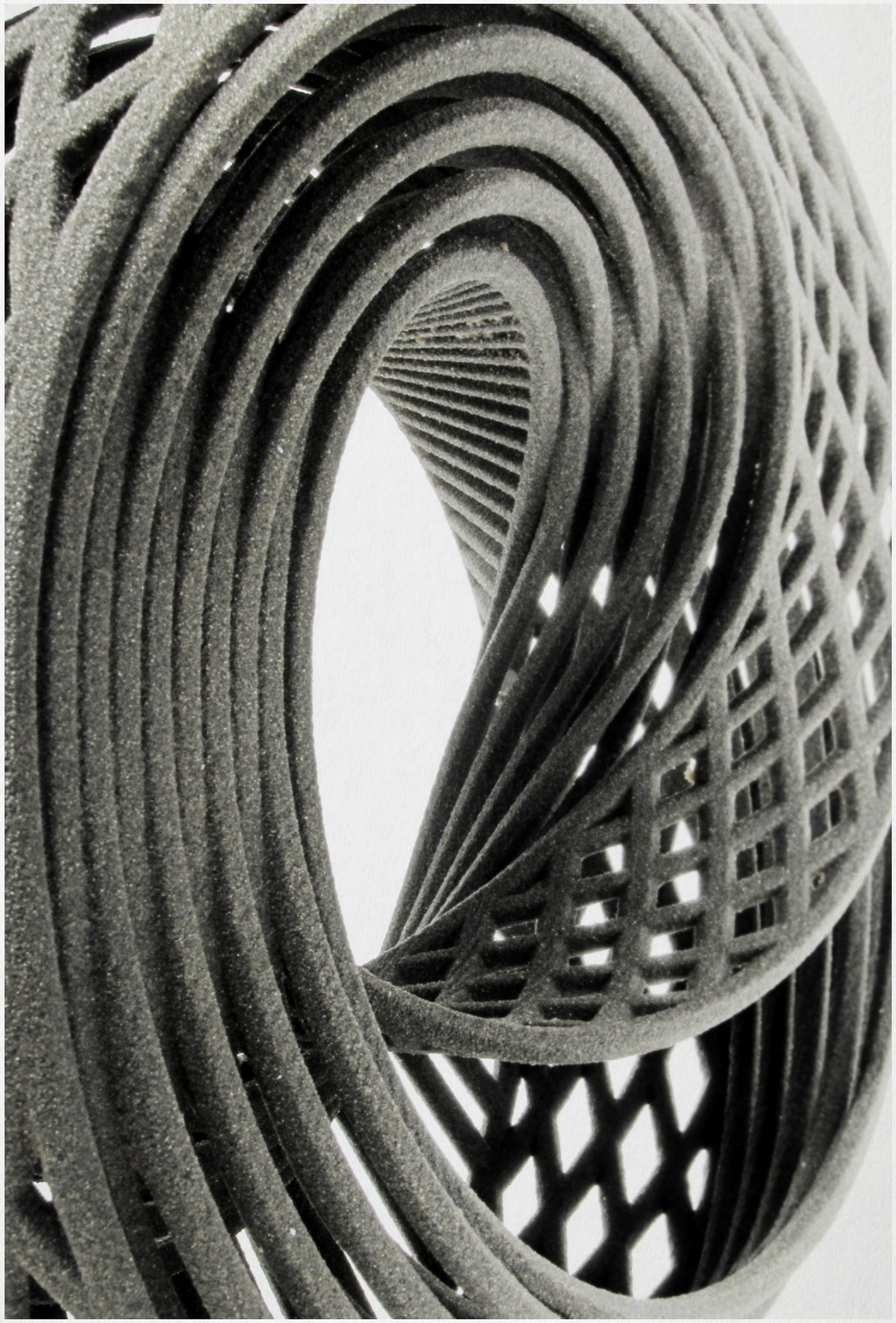
The Final Trophie

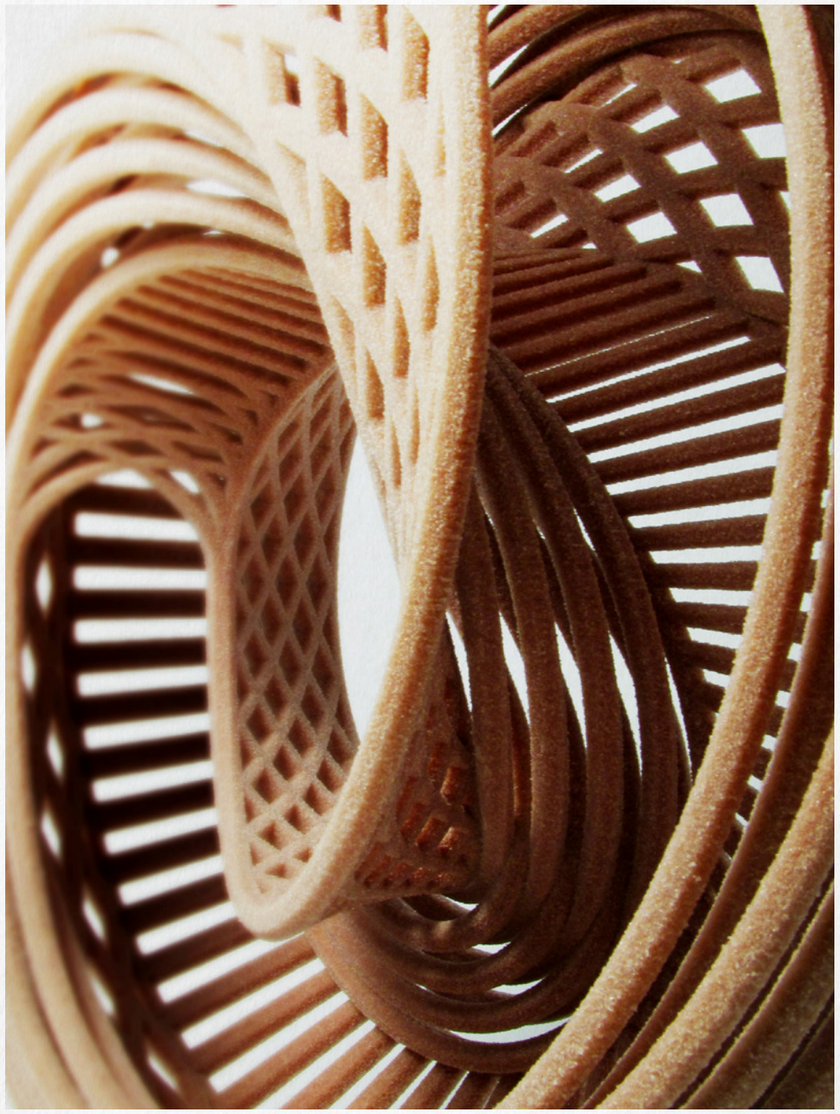
Always taking Nature as a source of learning and inspiration throughout the design process, the final result is a trophy where the whole is more than the sum of its parts. A universal and timeless object, capable of adapting to any space and context as well as lasting over time. Because in such a dizzying era where fashions follow one after the other, there is no more sincere and sustainable object than the one that is destined to overcome the passage of time.



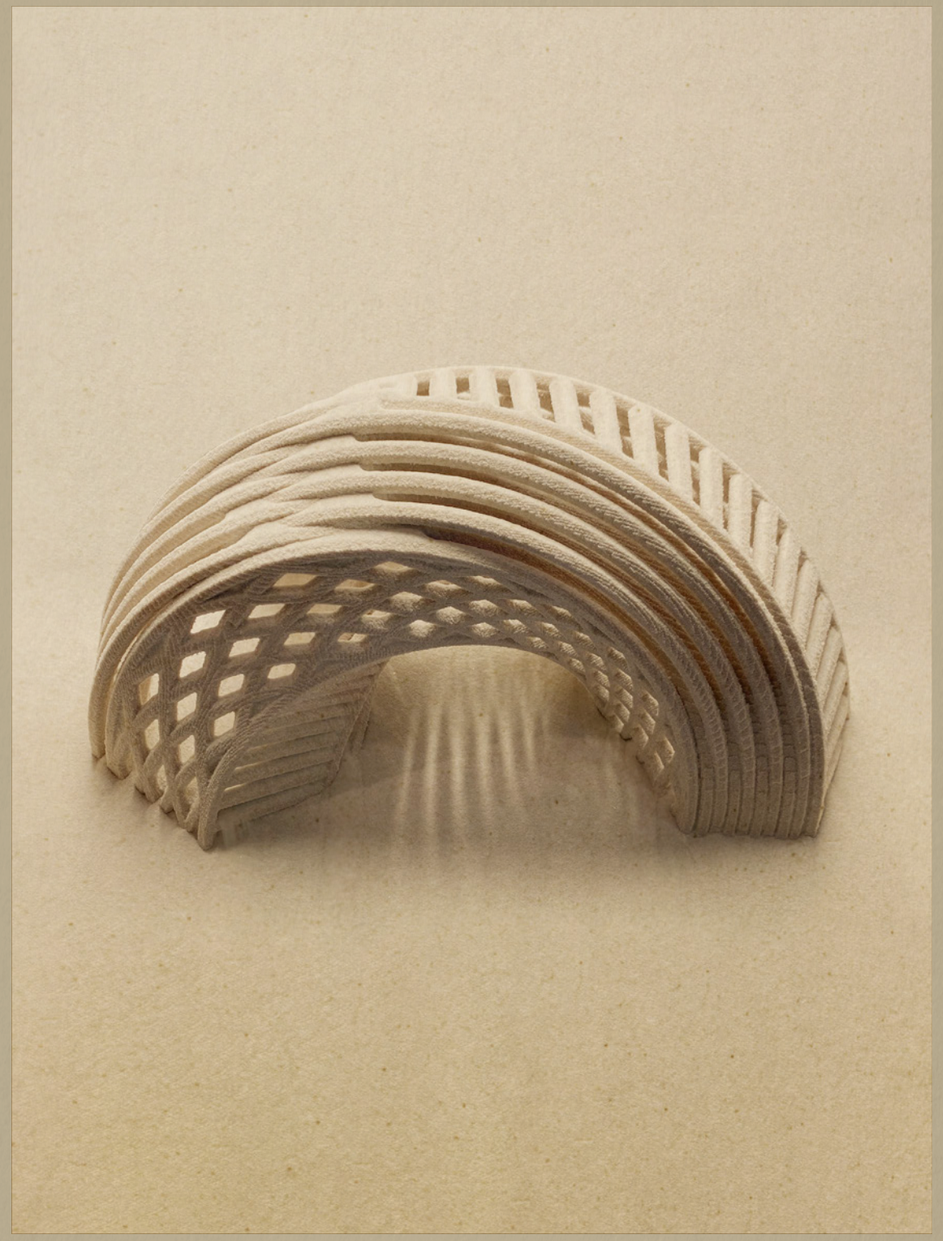
The trophy for the winner was 3D printed in natural sand, while the four finalists' trophies emerged in a darker gray, evoking subtle contrasts within the same elemental material.



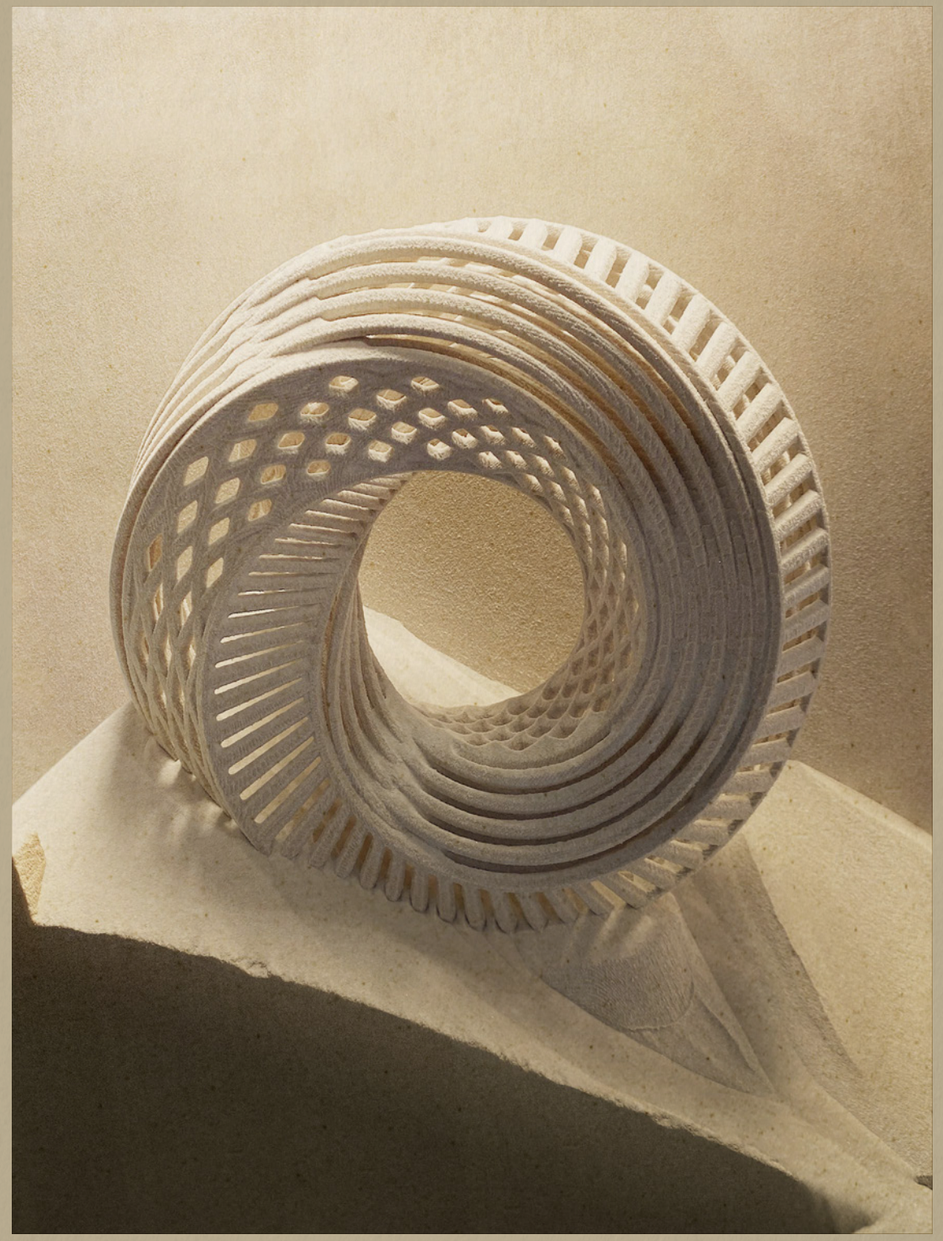




Always drawing from Nature as a source of learning and inspiration, the trophy design emphasizes the importance of individual details while simultaneously demonstrating that the whole is greater than the sum of its parts.



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On February 2, 2023, business leader, philanthropist, and Prize Jury Chairman Stephen M. Ross presented the $250,000 grand prize to Jaime Pumarejo, recognizing the city of Barranquilla for its initiative Todos al Parque. The project transforms urban parks and public spaces into living networks of safety, health, and inclusion. In these green oases, the city exhales resilience, showing that even amid turbulence, life can thrive when spaces connect people, Nature, and community. Each park stands as a quiet manifesto of shared belonging, creativity, and the enduring potential of urban life.

On September 25, 2024, during the rhythm of Climate Week in New York City, Fortaleza was honored for its groundbreaking Re-Ciclo project. By intertwining e-mobility with the empowerment of informal workers, the initiative turns waste into opportunity and labor into dignity.

Re-Ciclo pulses with a new urban cadence, where resources circulate consciously, communities gain strength, and the city emerges as a living organism. It is a vision of resilience not only in infrastructure but in the human spirit, where people, technology, and environment flow together in harmony toward a sustainable future.

These stories reveal cities as living ecosystems, far beyond stone and steel. Thoughtful, inclusive, and sustainable actions transform urban spaces into vessels of inspiration, where life, dignity, and creativity are cultivated and celebrated. The studio takes pride in contributing to these transformative experiences on a global scale, where design serves as a tool to shape solutions, connect communities, and amplify the impact of urban innovation.





Cervino

Design for Bathco

Nature's evolution often appears capricious and random, yet beneath this apparent chaos lie subtle patterns that, like letters of a natural alphabet, converge to shape the story of life. These hidden orders, sometimes imperceptible, reveal themselves in the delicate interplay of form, texture, and movement, guiding the growth of all living things. They remind us that even in apparent disorder, there exists a quiet logic, a rhythm that connects the smallest leaf to the highest peak.

The Cervino washbasin collection emerges from these rhythms of Nature. Its surface is traced by an ascending fan of fluid organic striations, each line a whisper of natural growth and transformation. The design evokes the veins of a leaf, the unfolding petals of a flower, the elegant curve of a scallop, the ceaseless movement of water, and the silent, patient contours of a mountain. In every washbasin, the dialogue between form and space reflects the subtle geometry and poetry embedded in natural structures.

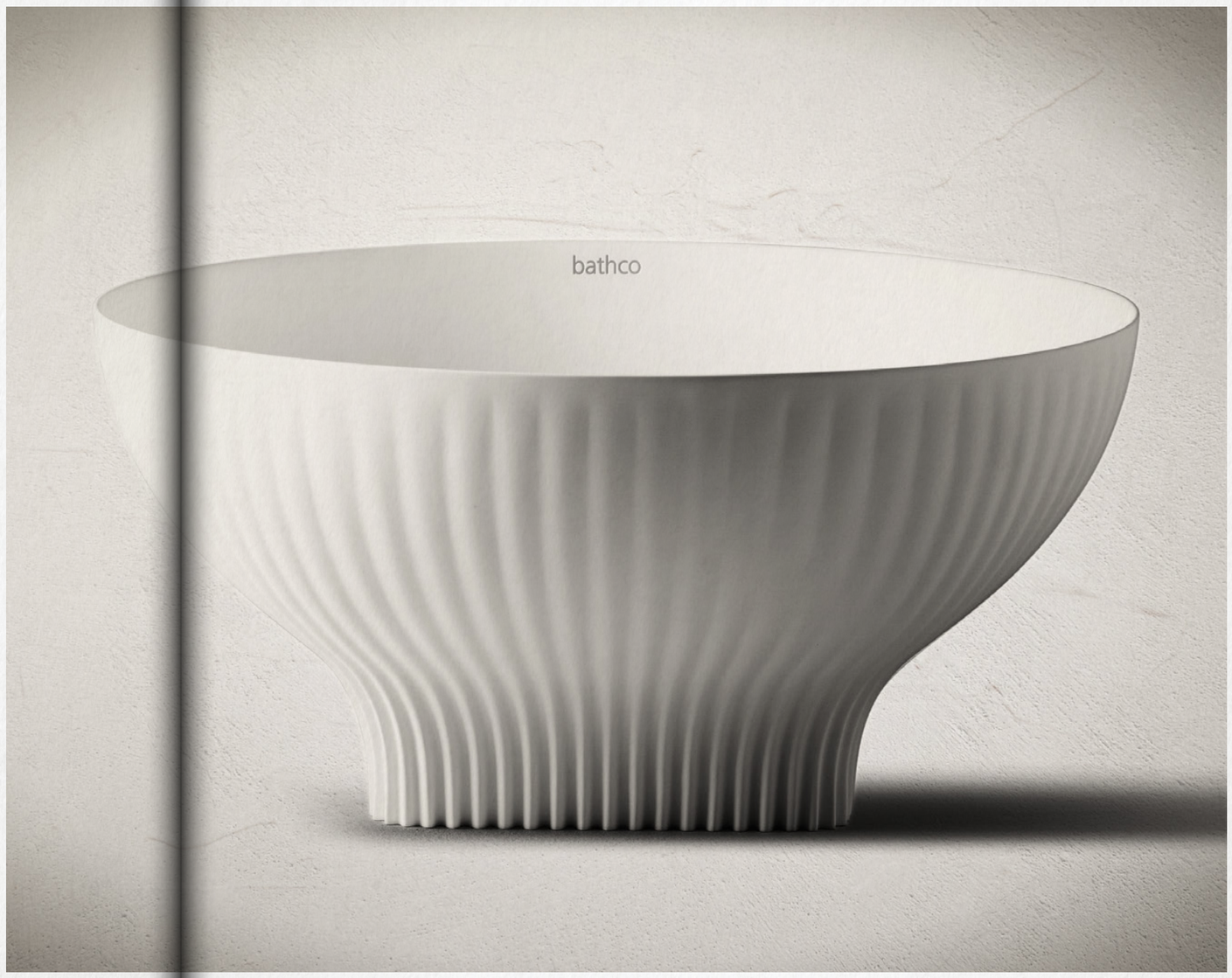
The design resists being captured by a single form. It is nothing and everything at once, a pursuit of a universal language of organic shapes that transcends the literal and touches the essence of life itself.

It seeks to reveal the hidden structures and processes that sustain Nature, translating invisible forces into tangible presence. The Cervino washbasins do not imitate the final appearances of Nature, but express its underlying soul, capturing the energy, continuity, and silent strength that animate all living things.

Offered in three distinct shapes and four finishes, the Cervino washbasins adapt to a wide spectrum of bathroom styles, from intimate retreats to expansive, open spaces. Each variation reflects a facet of timeless design, capable of evolving gracefully through time like Nature itself. The collection's versatility and universal character ensure that it remains relevant, a bridge between functional necessity and artistic expression, where beauty and purpose coexist seamlessly.

Blending elegance with function, the Cervino series transforms daily rituals into moments of reflection and presence. Each basin, with its pure lines, luminous surfaces, and gentle geometry, embodies the essence of natural harmony. Light dances across its curves and striations, revealing new facets as one moves around it. In doing so, the washbasins infuse the space with serenity, grandeur, and a quiet sense of continuity, as if each gesture in the bathroom becomes part of a larger, timeless narrative.





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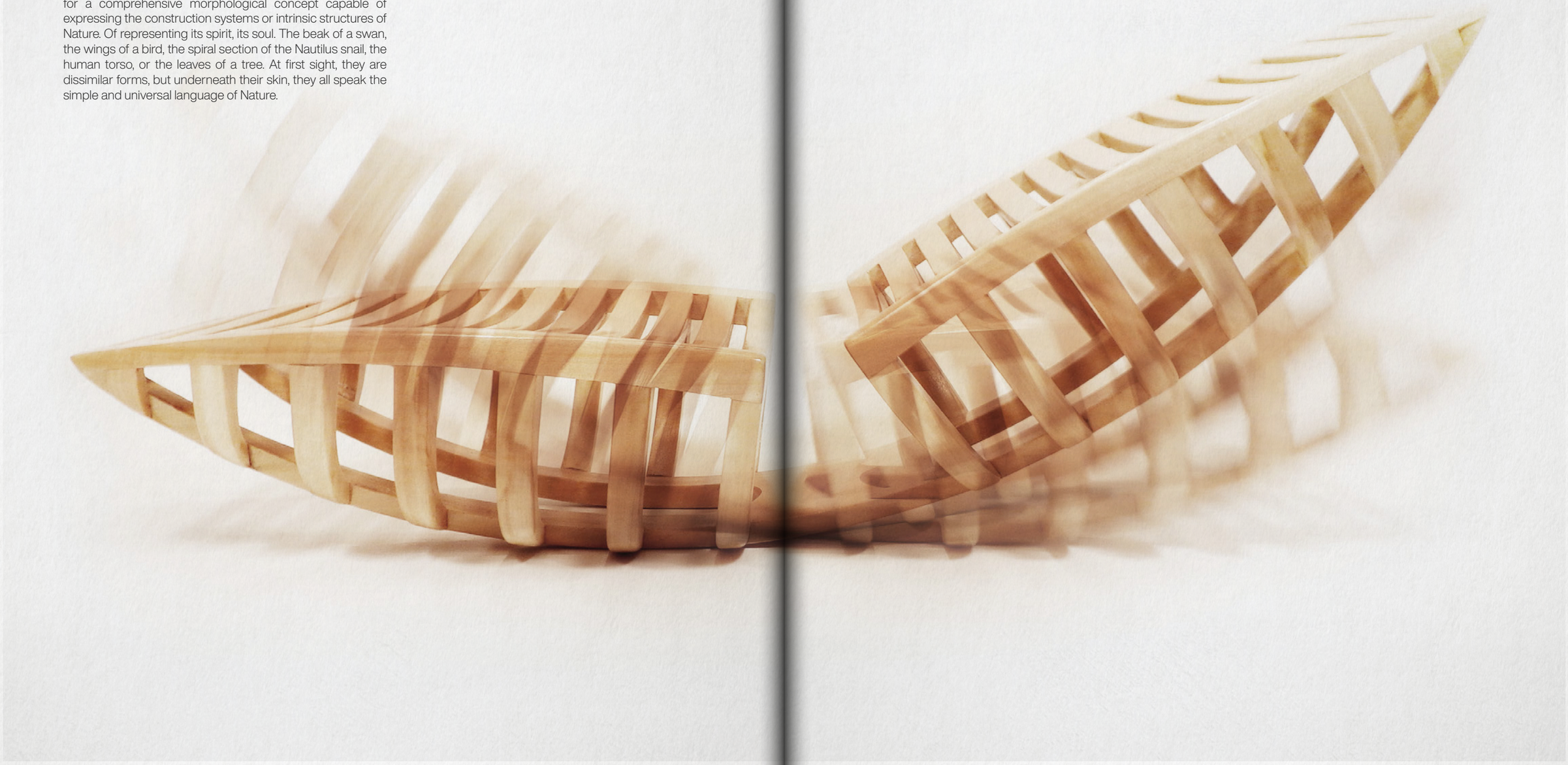
Mímesis Natura

Design for UBA DIMO

"...it is necessary to imitate the constructive systems of Nature and not only its finished shapes without understanding the intrinsic structures that determine them..." Bruno Munari.

Mimesis Natura is a clear example of Design ruled by Nature. It presents an organic morphology derived from the study of the intrinsic structures that determine the forms of the natural world. The universal language of this chaise longue's morphology reflects and expresses an infinite variety of organic forms found in Nature.

As its name implies, Mimesis Natura is the result of the search for a comprehensive morphological concept capable of expressing the construction systems or intrinsic structures of Nature. Of representing its spirit, its soul. The beak of a swan, the wings of a bird, the spiral section of the Nautilus snail, the human torso, or the leaves of a tree. At first sight, they are dissimilar forms, but underneath their skin, they all speak the simple and universal language of Nature.



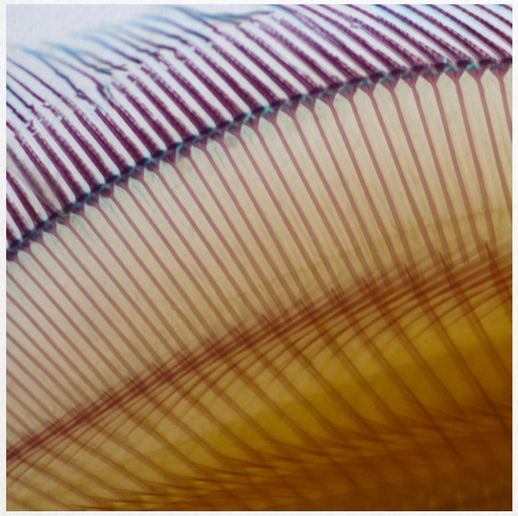




The organic morphology of the chaise longue holds a gentle dialogue with the anatomy of the human body while naturally adapting to a wide range of ergonomic postures.

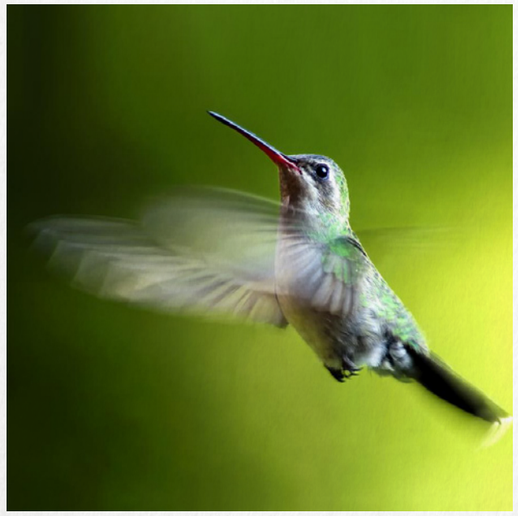













PUE Award

Design for Universitat de Barcelona

The PUE Award reflects the journey by which students integrate into the business world, highlighting how this postgraduate program from the University of Barcelona facilitates this transition, establishes connections between participants, and generates a global symbiosis in which the whole transcends the sum of its parts.

To express this symbiosis, the trophy adopts an organic morphology inspired not by exact replicas of Nature, but by the intrinsic structures and construction systems that shape many natural forms and processes , such as, for example, the Voronoi diagram, fractal structures, parametric surfaces, or the growing patterns of many natural organisms.

The PUE trophy consists of a surrounding volume with an organic form, reminiscent of two opposing leaves, whose interior faces are interconnected by segments that together form a structure based on the Voronoi diagram.

The veins of the lower leaf symbolize the student's learning path and gradual development, tracing the experiences and challenges that shape professional growth. In contrast, the firm, diamond-shaped structure of the upper leaf evokes the resilience, structure, and rigor of the business world, offering a counterpoint that emphasizes the dialogue between learning and practice.

The bridges at the core of the trophy, inspired by the Voronoi diagram, represent the connections PUE builds to facilitate the student's entry into professional life. This natural pattern, observed in giraffe spots, reptile scales, cracked soils, or leaf veins, embodies the idea of networks and interdependence, where seemingly small elements converge to form a complex, adaptive, and functional system.

Undulating silhouettes along the trophy's base symbolize the roots of the University / Company symbiosis, seeking a fertile foundation to nourish and sustain the entire structure. These forms suggest growth, support, and the continuous exchange between knowledge and application, anchoring the design in a concept of sustainability and enduring collaboration.

With sustainability in mind, the trophies are produced through a sand 3D printing process, employing a noble, natural, and renewable material. Using binder jetting technology, a no-waste process, layers of quartz sand are fused together by binders derived from renewable resources such as sugarcane, corn husks, or rice hulls. This method not only honors the environment but also allows the intricacies of the design to emerge with remarkable clarity, transforming each piece into a tangible expression of innovation, care, and responsibility.

The PUE award ceremony was held in the traditional and emblematic Museu de les Aigues, a cultural, heritage, and educational space where knowledge about the integral water cycle in Barcelona is disseminated to educate our society about the importance of this natural resource for the entire global ecosystem.

Bruno Munari, a prestigious Italian designer, has a phrase that perfectly summarizes the concept of the trophy, the spirit of the PUE, and, above all, the role that students play in society: "...just like cells, simple elements are structured to give shape to more complex objects that, as in Nature, will continue to regroup until reaching infinity...".



The trophy adopts an organic morphology inspired not by exact replicas of Nature, but by the intrinsic structures and construction systems that shape countless natural forms and processes.







The PUE award ceremony took place at the emblematic Museu de les Aigües, a cultural space dedicated to Barcelona's water cycle and the value of this vital resource.

Laos
Design for Bathco

The organic forms of the Laos washbasin draw inspiration from the geography of the Cantabrian coastline, where rock-cut profiles give shape to a landscape marked by bays and cliffs sculpted over time by the movement of the sea.

The ocean bathes these shores in a rhythm of sinusoidal waves that seem to overlap, tracing the cadence of one of Nature's most harmonious and intrinsic relationships.

In an endless cycle, the water advances in search of the land, and just as it seems to reach it, it retreats again, as if guided by a quiet restraint, dissolving once more into the timeless sequence of ebb and flow.







A suspended contour shaped by layered curves evokes the silent dialogue between land and sea, where overlapping rhythms trace the timeless motion of waves meeting the shore.



Pleiku
Design for Bathco

The Pleiku pedestal is an honest journey toward the synthesis of Nature's language in its pure and essential state, a harmony of all, an expression of its deepest soul.







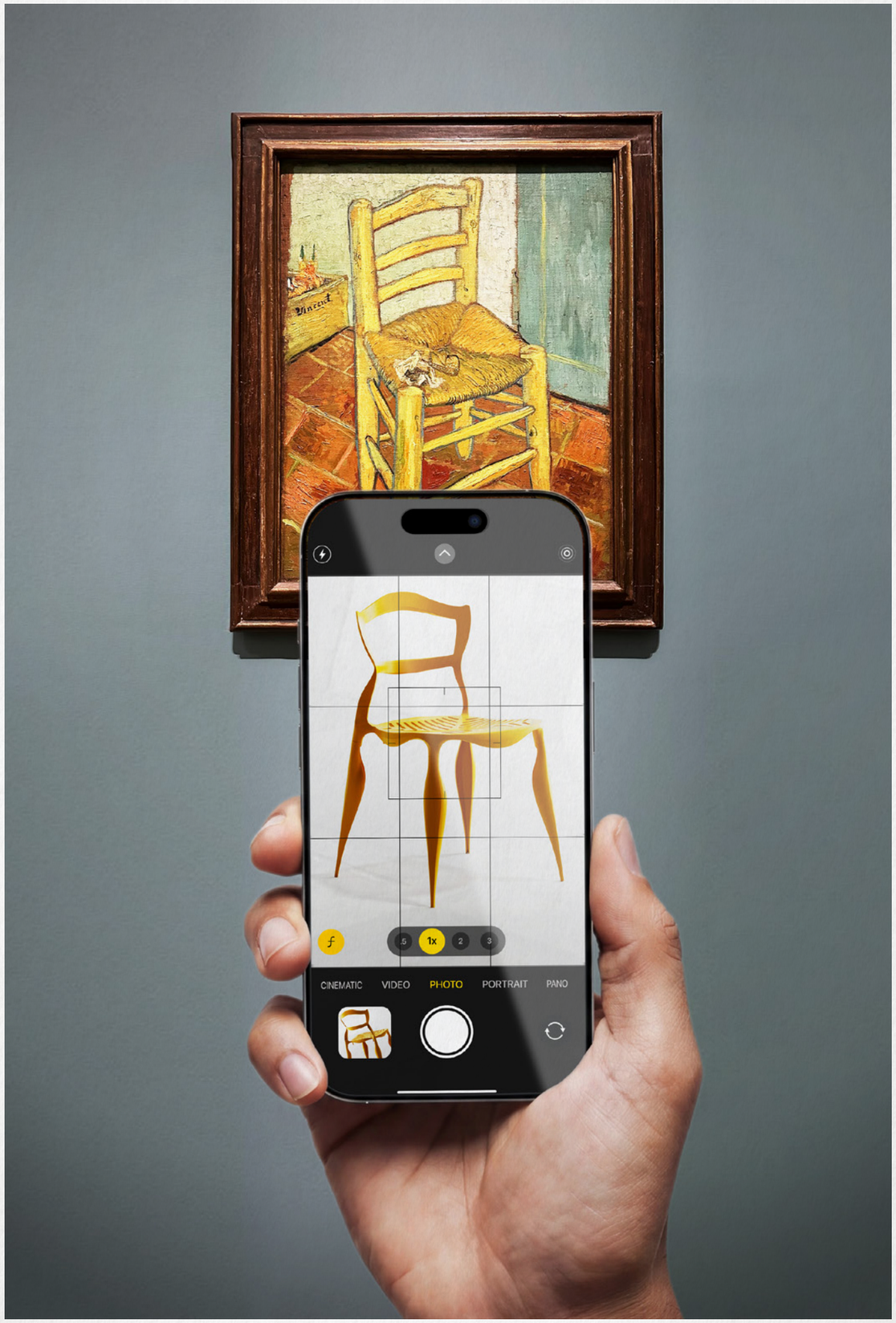
The pedestal emerges from the intrinsic language of Nature, where structure generates form, like words in a poem in which prose takes material shape, and each line reveals the invisible principles that govern organic life.



Lola Chair
Design for Salone

Lola is a chair that transcends the dichotomy of form and function, each curve redefining its essence and elevating design beyond the sum of its parts.





Vincent Chair

Design for Bremet

A Look Into The Past

Van Gogh's Chair (National Gallery, London) was created alongside another depicting Gauguin's Chair during Vincent stay in Arles. Instead of portraying his friend, Van Gogh chose to immortalize his chair, and, in doing so, his workspace. He approached himself in the same way. Both paintings, or portraits, attempt to express the contrasting temperaments and interests of the two artists.

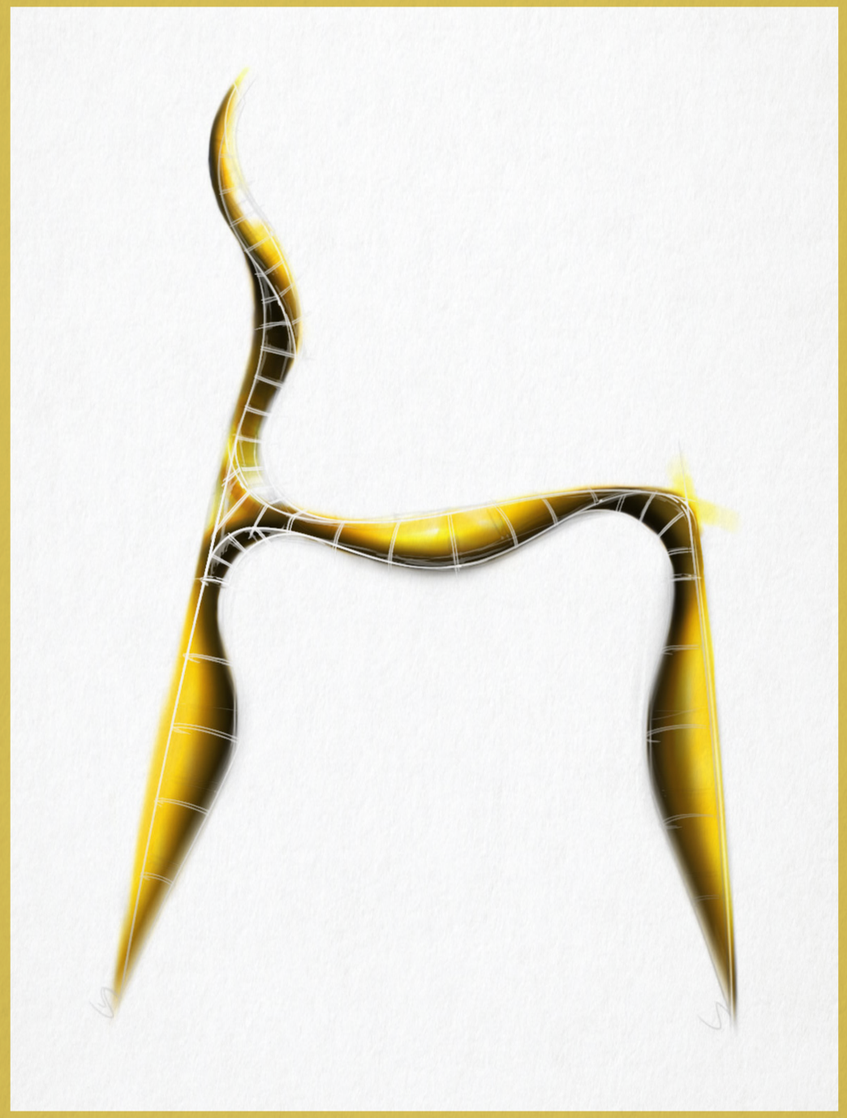
More Than Just A Chair

The chair, placed diagonally, dominates the foreground, as if it were a self-portrait in its most expressive form. The artist is represented through two objects: his inseparable pipe with tobacco and a basket of sunflowers. The painting, imbued with the presence of its creator, radiates a vibrant sense of serenity. At that time, Vincent was experiencing a period of relative happiness; nothing foreshadowed the tragic episode of the severed ear, which would mark the collapse of his dreams of a shared artistic life.

A Look Into The Future

The Vincent Chair is far more than a chair. It is the materialization of one of the most extraordinary works in the history of art. Through its organic form, it seeks to express the trials and passions of the temperamental and eloquent Vincent Van Gogh. Its formal dynamism flows in harmony with the expressive and impassioned brushstrokes of this remarkable artist, merging into an object in which the whole is greater than the sum of its parts.

In this way, a dialogue is established between the present and the past, between Design and Art. A dialogue that transcends the barriers of time and space, allowing an icon of human history to meet the demands and needs of contemporary life.



Like brushstrokes on a living canvas, the Vincent Chair's organic forms unfold with the energy and vitality of the artist's expressive strokes, each curve and volume revealing the intensity and impetuous spirit that defined him.







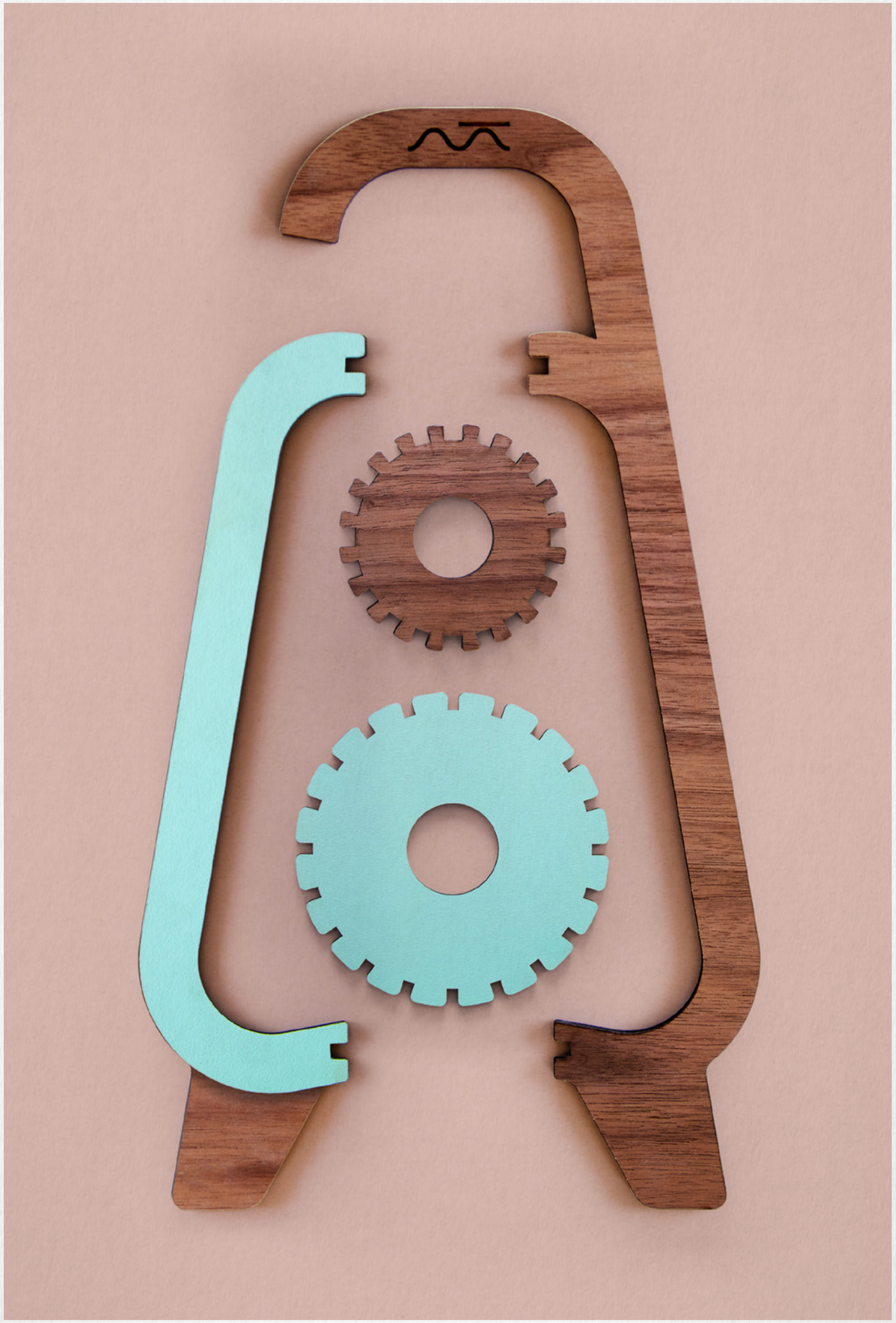
A dialogue unfolds between past and present, between Design and Art, transcending the boundaries of time and space and allowing an icon of human history to meet the needs of contemporary life.



Maia On Foot
Design for MK

A portable lamp inspired by the natural morphology of a jellyfish, where flowing lines and suspended light evoke the quiet, rhythmic pulse of the depths of the sea.







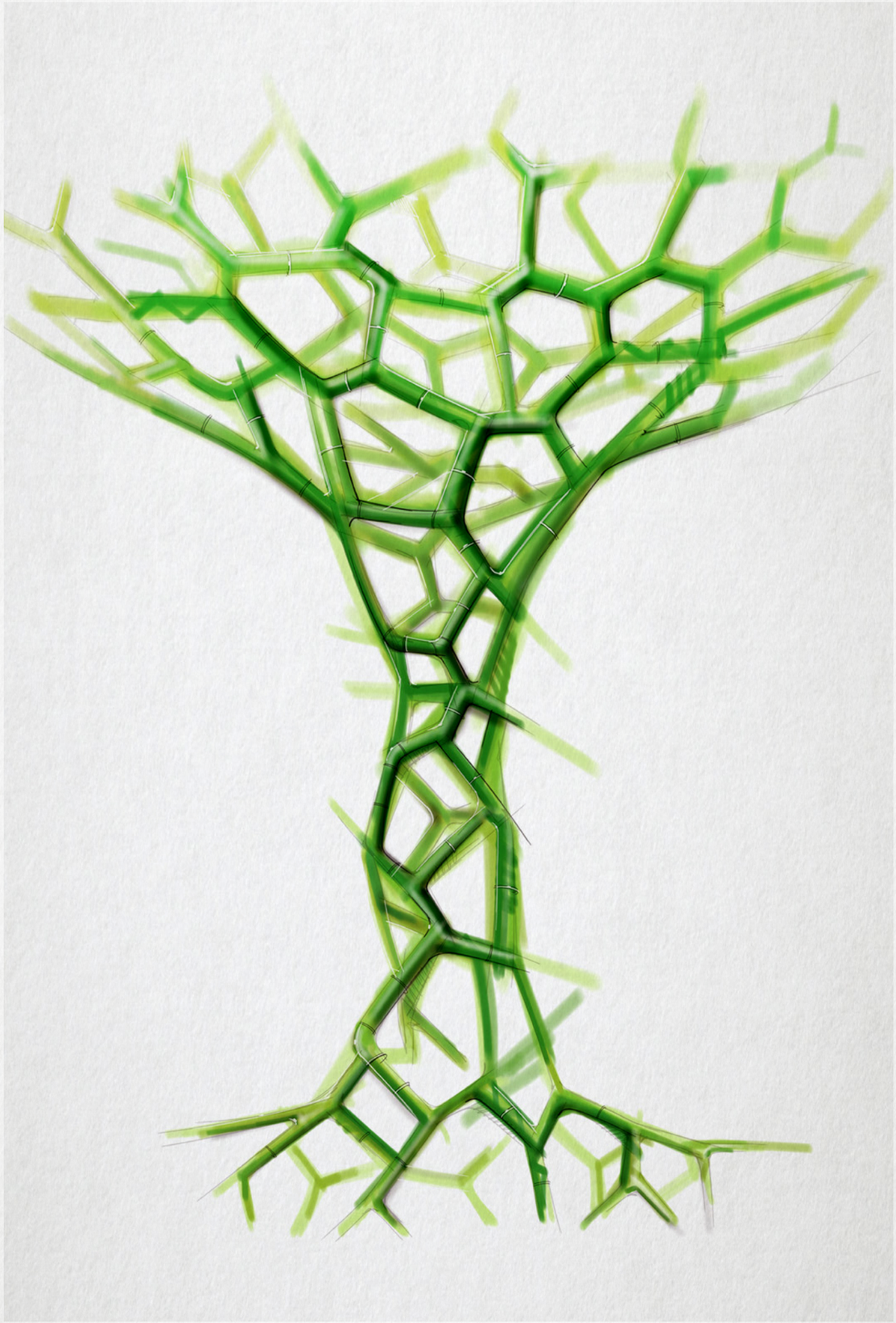
Just as it can be stimulating to add complementary ornaments to functional forms, not less interesting is, because of the difficulties, to make an object both expressive and beautiful by structuring and arranging its functional elements.



Gacela
Design for Salone

Gacela is born from a burst of straight lines crossing diagonally, passionately unfolding into sharp angles that seem to defy the very laws of physics.





Buxus Voronoi Award

Design for Col·legi d'Ambientòlegs de Catalunya (COAMB)

After a rigorous competition across all Catalonia, the Studio was selected to design the trophies with which the Col·legi d'Ambientòlegs de Catalunya (COAMB) would honor the most outstanding sustainable and ecological initiatives across diverse professional fields. The design was met with wide acclaim, leading to its permanent adoption for future editions of the awards.

Buxus Voronoi emerges at the intersection of three intertwined planes: morphological, functional, and symbolic. Boundaries between them dissolve, creating a form where the whole transcends the sum of its parts.

Morphologically, the trophy embodies an organic structure drawn from the intrinsic patterns that shape much of Nature: the Voronoi structures. It seeks a holistic concept, one that rises above the superficiality of isolated examples to reveal the universal processes that weave them together. As the renowned Italian designer Bruno Munari affirmed, it aims to follow Nature's constructive systems rather than merely imitate its finished forms. These Voronoi patterns are ever present in the natural world, from the patchwork of a giraffe's coat to the reticulated scales of reptiles, from the cracked earth of sunbaked soils to the delicate veins of a leaf, manifesting in countless subtle, interconnected expressions of life.

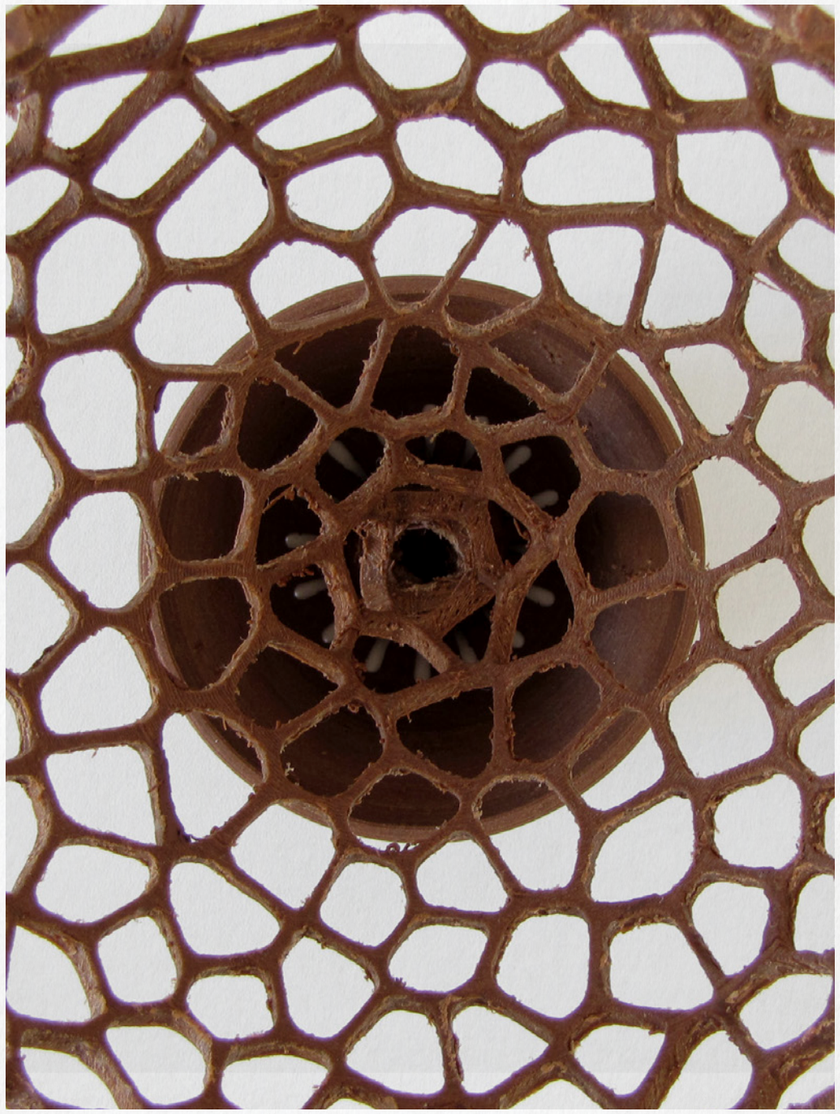
Functionally, the trophy carries a dual purpose. It honors its recipient, embodying the values the award represents, while also generating life. Designed as a seed vessel, it hosts soil and seeds that, over time, grow into a small plant. As the bush develops, its branches weave through the Voronoi lattice of the trophy, bringing the design to life, hence its name, Buxus Voronoi.

In this way, the award transforms from a static object into a living experience. It is not to be admired, it is to be lived. Both its charm, a small lively bush, and its function, the simple and ancestral act of planting, are imbued with a playful atmosphere, inviting the user into a noble experience that captivates and delights.

Symbolically, planting a seed mirrors the act of sowing knowledge, of raising awareness, and nurturing the values that COAMB and its members uphold every day. As the plant grows, its development represented by the trophy's trunk, each part intertwines and connects, symbolizing the collaborative effort of countless academics, professionals, and organizations working toward a shared goal. Individual contributions converge, forming a network of effort and dedication in pursuit of a universal message of awareness and responsibility.

Ultimately, the knowledge sown and the effort nurtured give rise to the sprouting or flowering of a new world, embodied in the Voronoi structure that crowns the trophy. This canopy represents a green, sustainable, and interconnected world, a living allegory of ecological consciousness and global stewardship.

Crafted in PLA, polylactic acid, a biodegradable polymer derived from plants, and produced through 3D printing, the trophy celebrates both ecological awareness and material responsibility. Made from 100 percent renewable resources such as corn, beet, and wheat, it serves as a reminder that, through design, objects can be created in harmony with the natural world, reflecting the very values the award embodies: sustainability, life, and conscious care for our environment.



Voronoi patterns unfold across Nature, from the patchwork of a giraffe's coat to the reticulated scales of reptiles, from cracked sunbaked earth to the veins of a leaf, revealing subtle, interconnected expressions of life.





Designed as a seed vessel, the trophy fulfills a dual purpose: honoring its recipient while nurturing life, as a growing plant weaves through its Voronoi lattice and brings the design to life.





Nudita
Design for Salone

The Nudita set of cutlery undresses itself, so that its naked anatomy, free of ornaments, can establish a sincere relationship with the human being.







Cham
Design for Bathco

The Cham wooden pedestal comes alive with movement and rhythm through its continuous form, where exceptional craftsmanship elevates it into a living work of art.



Stone
Design for Bathco

Stone washbasins collection that evokes the marks humankind once carved into stone, drawing inspiration from the fluted columns of classical architecture.

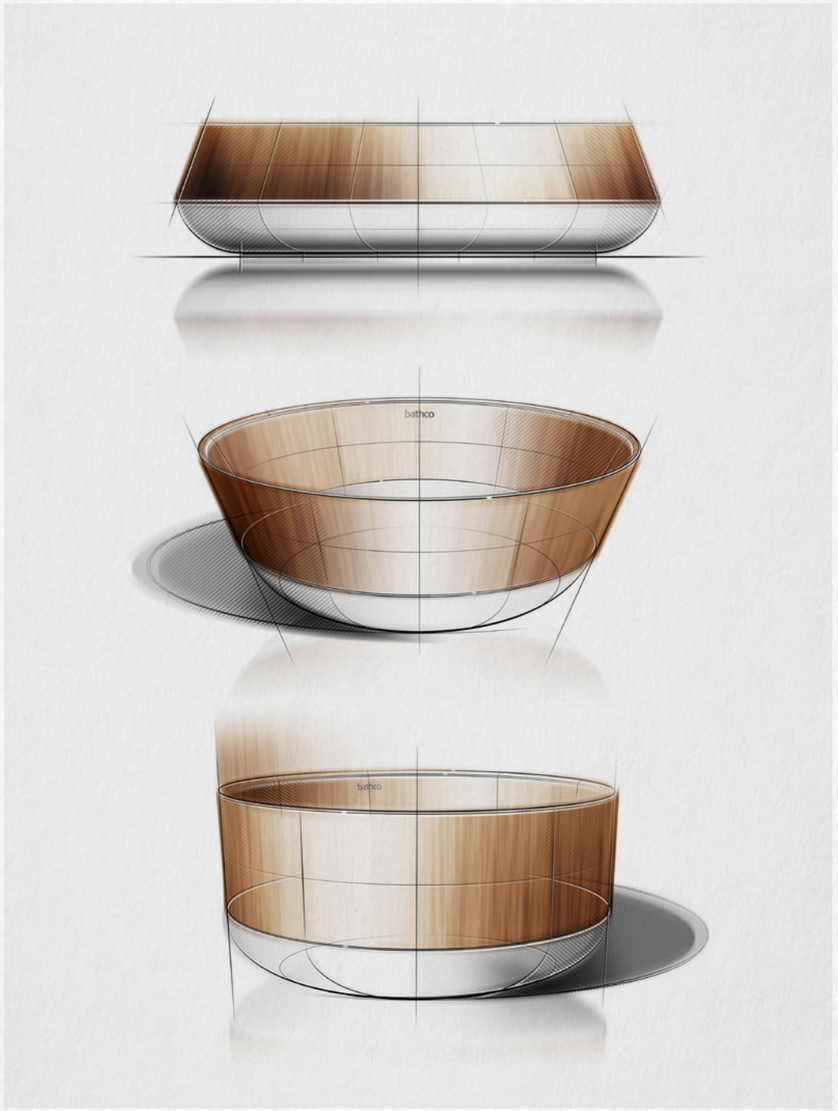






History has left its mark on stone, a silent witness to time. This collection of stone washbasins is inspired precisely by the narrative power of this noble material to tell humanity's story.





Solid Surface + Wood
Design for Bathco

Washbasin collection born from the union of wood and solid surface, where the warmth of Nature meets the purity of geometry in a timeless dialogue.

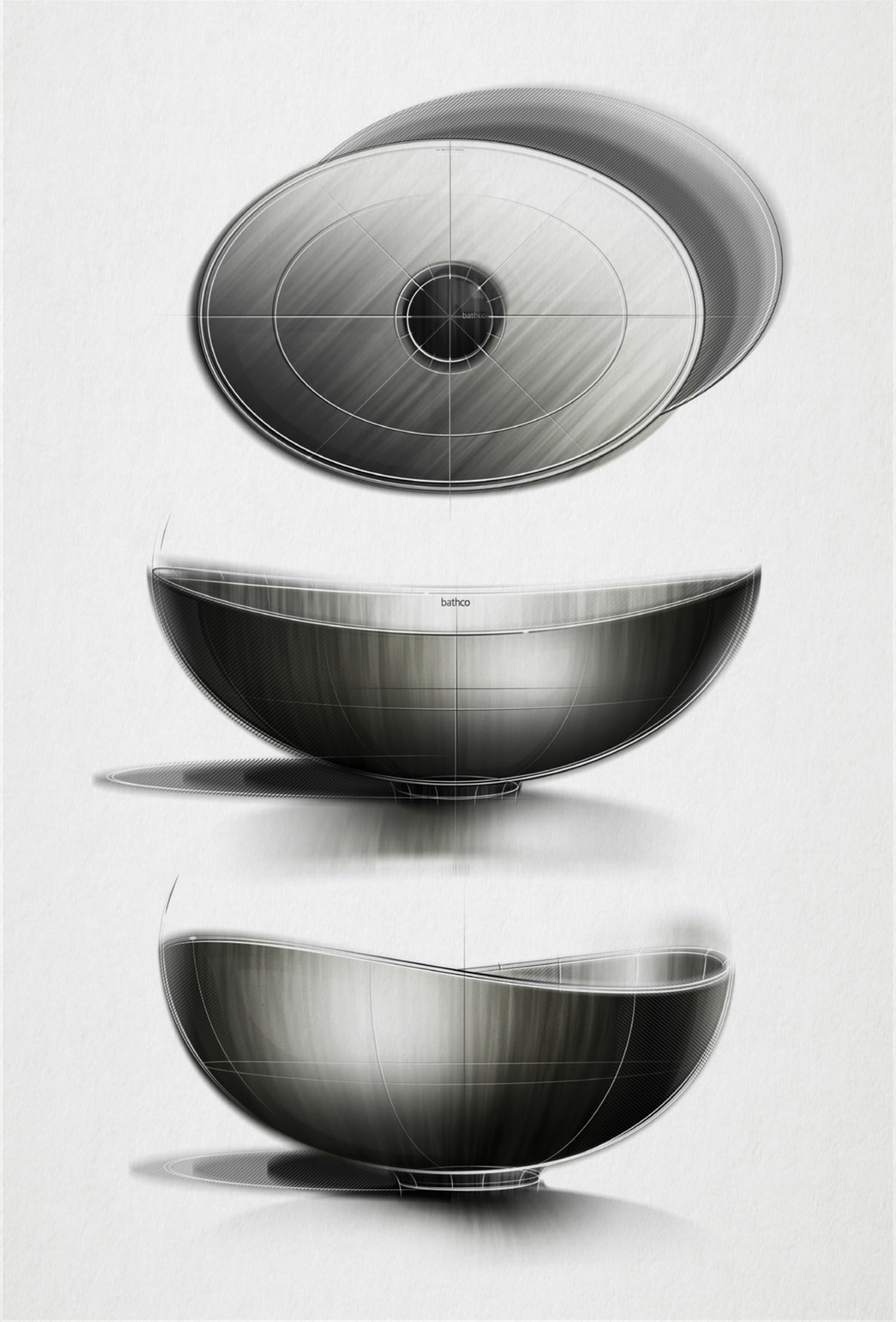






Begursa
Design for Bathco

The design of the iron washbasin unfolds an organic rhythm of curves inspired by the natural roundness of the human body, where the straight line is always absent.

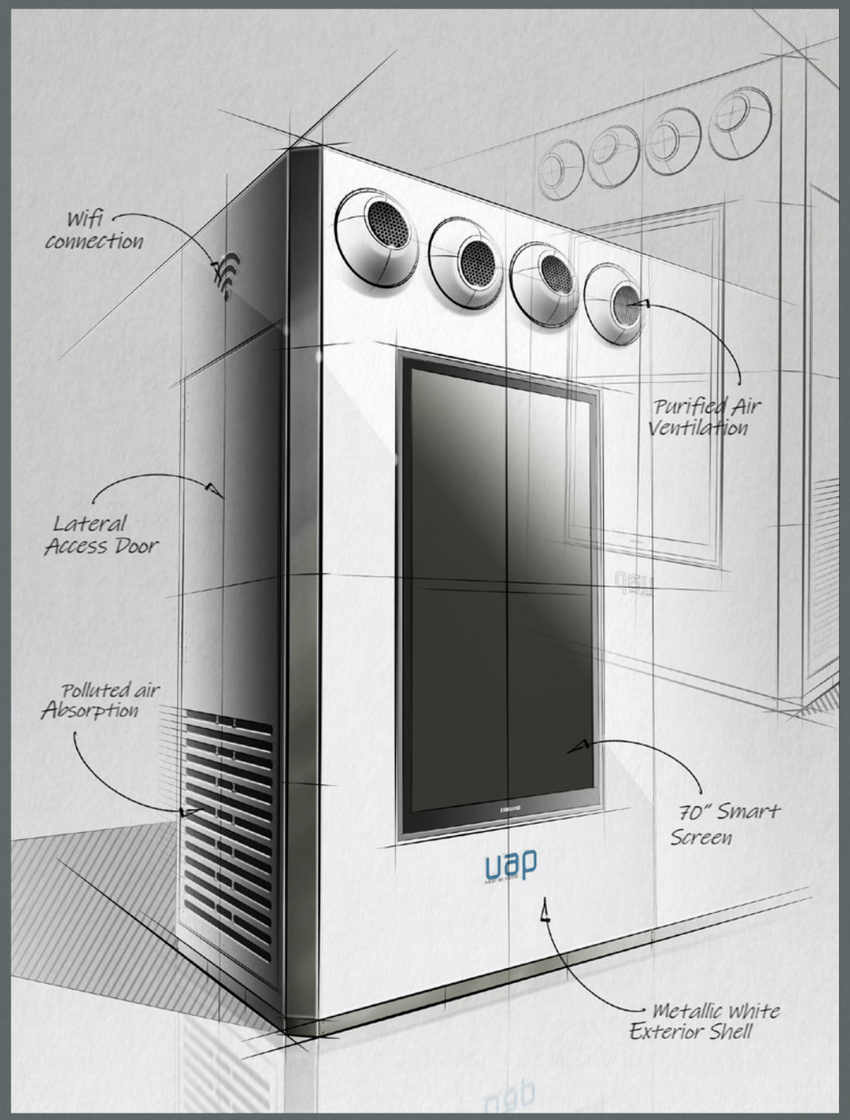






Ribera
Design for Bathco

Ribera is a bowl-shaped washbasin inspired by traditional cast-iron vessels, a tribute to the history and enduring material of our families and ancestors.



Air Purifier
Design for Uap

A holistic design vision for the full range of urban air purifiers, created for the celebrated and award-winning Catalan brand, Urban Air Purifier.




La satisfacción
del cliente, lo
más importante
Nuestro
modelo, la
innovación
Som
nue
equ
FRIENDLY
MATERIALS
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CHOICES,
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REAL FEDERACIÓN
ESPAÑOLA DE TENIS
uap







One of the purifiers from the collection was acquired and is now on permanent display at Casa Batlló, where it takes its place among the extraordinary creations of Antoni Gaudí, enriching the dialogue between contemporary design and the timeless architectural legacy of Barcelona.





Urban Tree
Design for Uap

Urban air purifier inspired by the structure of a tree. As in Nature, it captures solar energy through its “leaves” and uses it to purify the surrounding air.



Alternative design proposal for the urban air purifier inspired by the form of a tree. Its upper "leaves" slowly turn toward the sun, like a living canopy seeking light, to better capture its energy.



The different elements that bring the air purifier to life, leaves, trunk and roots (seat), can be shaped and colored to adapt, as in the natural world, to their surrounding environment.

Urban Bus Stop Purifier

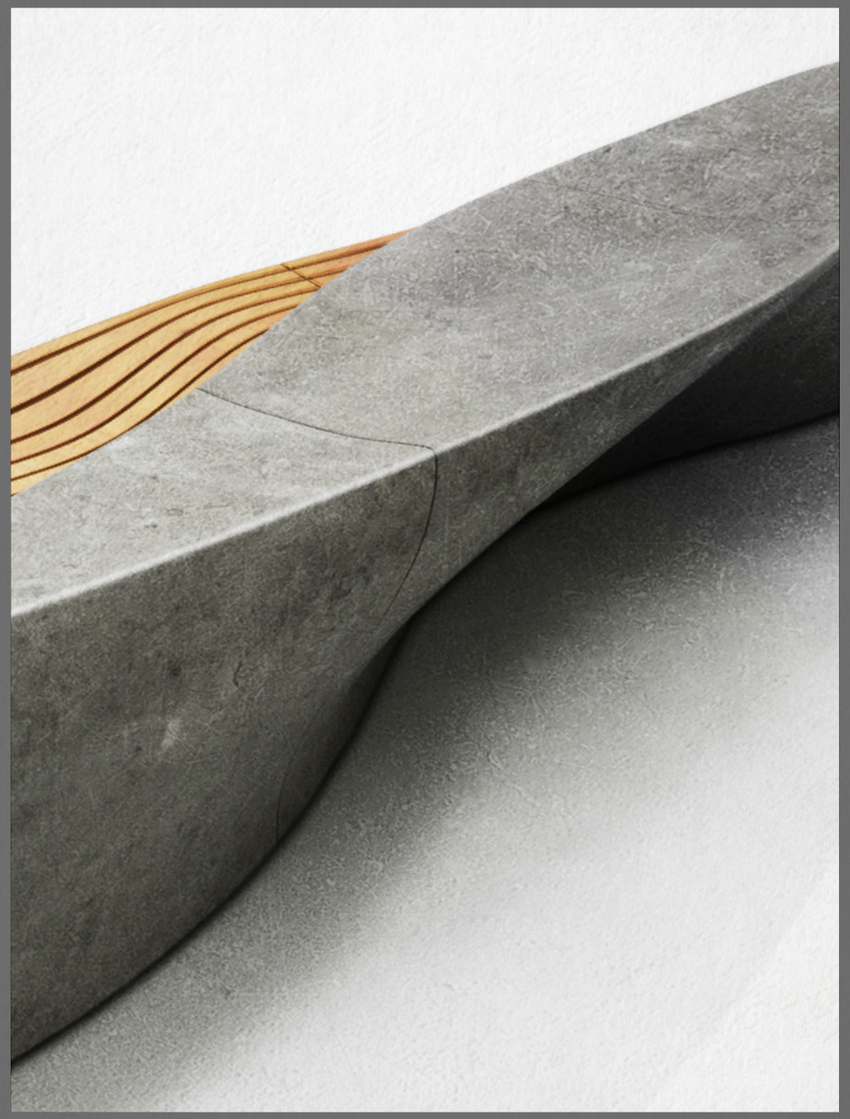
Design for Uap

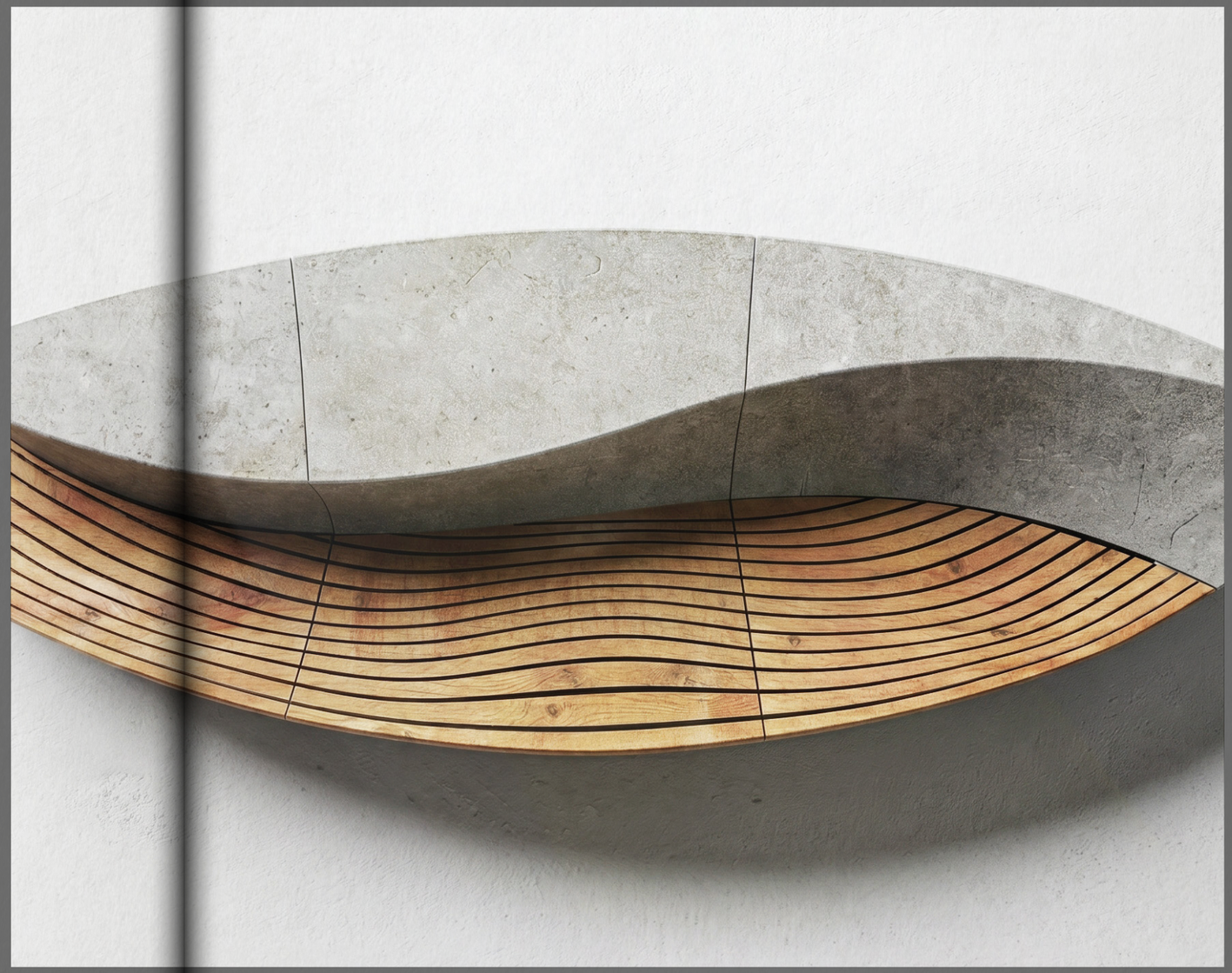
Urban bus stop project with an integrated air purifier, designed for the city of Barcelona. Its organic forms were conceived to harmonize with the modernist skyline of Gaudí's muse city. It is not only about purifying the air, but about becoming part of the city's sociocultural fabric, offering its citizens a quiet urban refuge, a place of shelter, pause, and breath while waiting for public transport.

A structure that does not impose itself on the city, but gently grows from it, like a living extension of its environment, quietly responding to the rhythms of urban life and, as in Nature, constantly adapting to the conditions that shape it.









Urban Bench
Design for Xiaomi

Urban bench design whose form evolves like a living organism with a backrest that gently shifts and inclines to embrace the diverse postures of the human body.





Salone del Mobile
Design for Bathco

Stand and product collections designed for Bathco for the 2024 & 2026 Salone del Mobile Milano, the beating heart of contemporary design.



ISH Stand
Design for Bathco

Stand and product collections designed for Bathco for all annual editions of ISH Frankfurt, the leading benchmark event for bath design.





Cersaie Stand
Design for Bathco

Stand and product collections designed for Bathco for all annual editions of Cersaie Bologna, a hallmark of excellence in bath design.





Brand Design
Design for All

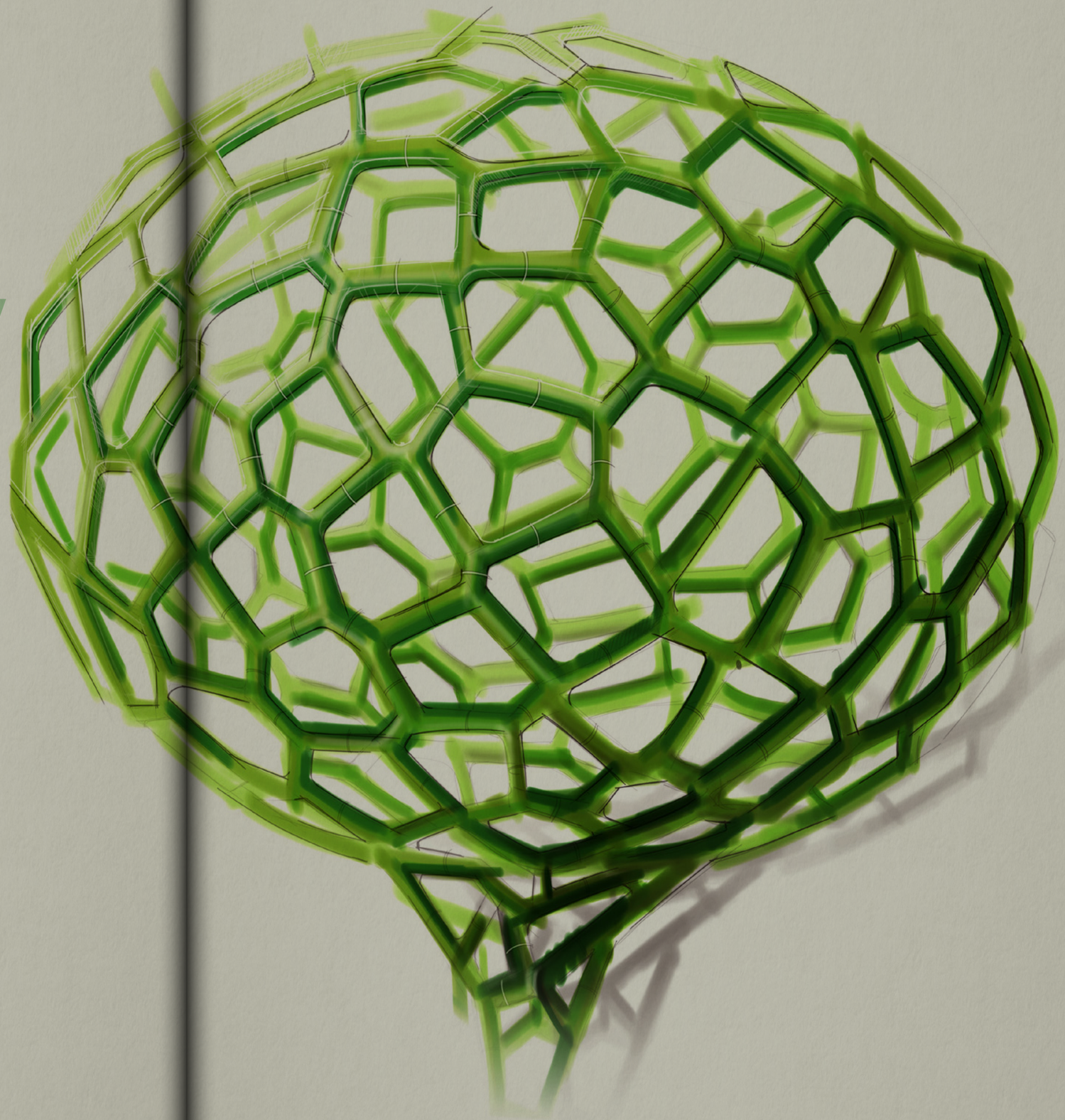
Our multidisciplinary team shapes every aspect of the project, from branding and logo design to packaging, manuals, and strategic communications.

Nature as a source of inspiration, not to imitate or portray its finished forms

but to express the construction systems or intrinsic structures that compose it.

To represent its spirit, its soul.

Bruno Munari,
Celebrated Italian designer and artist.



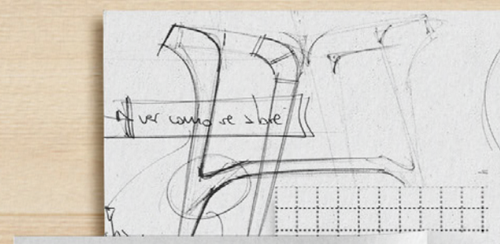
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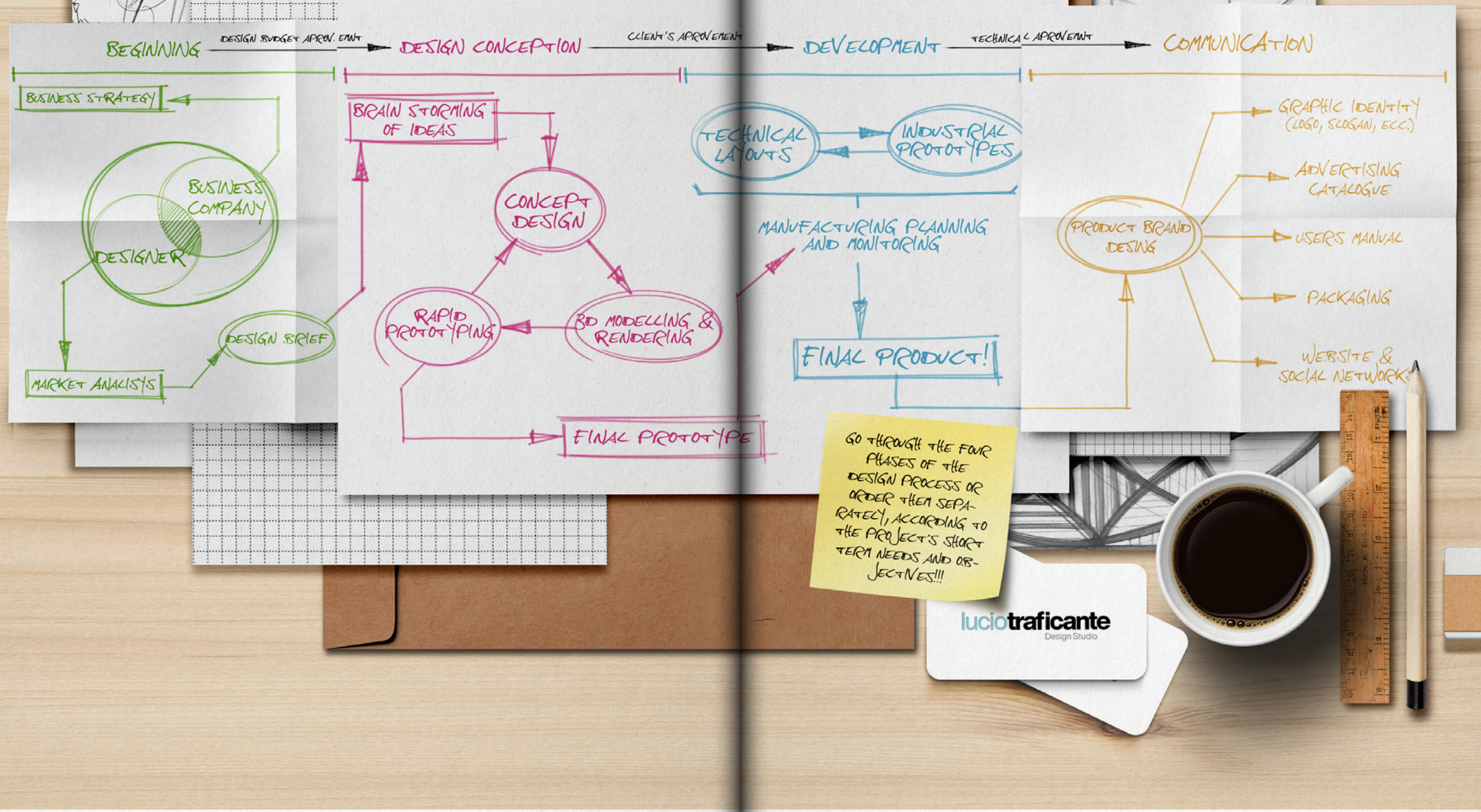
Against an increasingly segmented and specialized world, full of ephemeral and shallow connections, we preferred to adopt a multidisciplinary approach to our work. This allows us to set up a deeper and more durable relationships with our clients and also with the products we design.

An approach where the process is as important as the result. This is how we accompany the development of the product in almost all instances: with a comprehensive and transversal approach, a 360-degree look, which allows us to achieve overall coherence throughout the design process, where the whole is more important than the sum of its parts.



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Design Studio

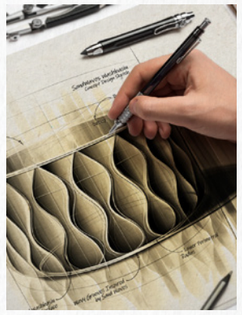




luciotraficante
Design Studio

How . Our Design Process

1ª STAGE | 2ª STAGE | 3ª STAGE | 4ª STAGE







Beginning & Conception | **Development** | **Final Lap**

Briefing — 01st — 07th — 15th — 22nd — 01st — 07th — 15th — 22nd — 01st — 07th — 15th — 22nd — Final Product

02 Let's Make It Happen
Brainstorming & Concept

04 Bring It to Life
Final Design Presentation

06 Make It Real
Development & Production

Final Briefing

01 Design Brief
Research & Learning

03 Let's Get Serious
Design Development

Final Proposal Presentation

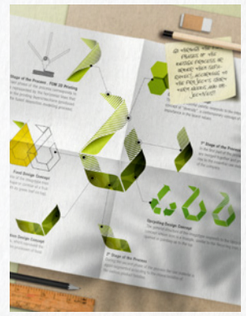
05 Tune-Up
High Tech Prototyped

07 Until the End
Product Band Design









Individual Work Mode . Clients can select and hire each stage separately.

Additive Work Mode . Each stage is quoted individually, and once completed, the client can choose whether to continue to the next stage.

Comprehensive Work Mode . Clients hire all stages, and a schedule is created based on an integrated process, where the whole exceeds the sum of its parts.

01
Design Brief

Research & Learning

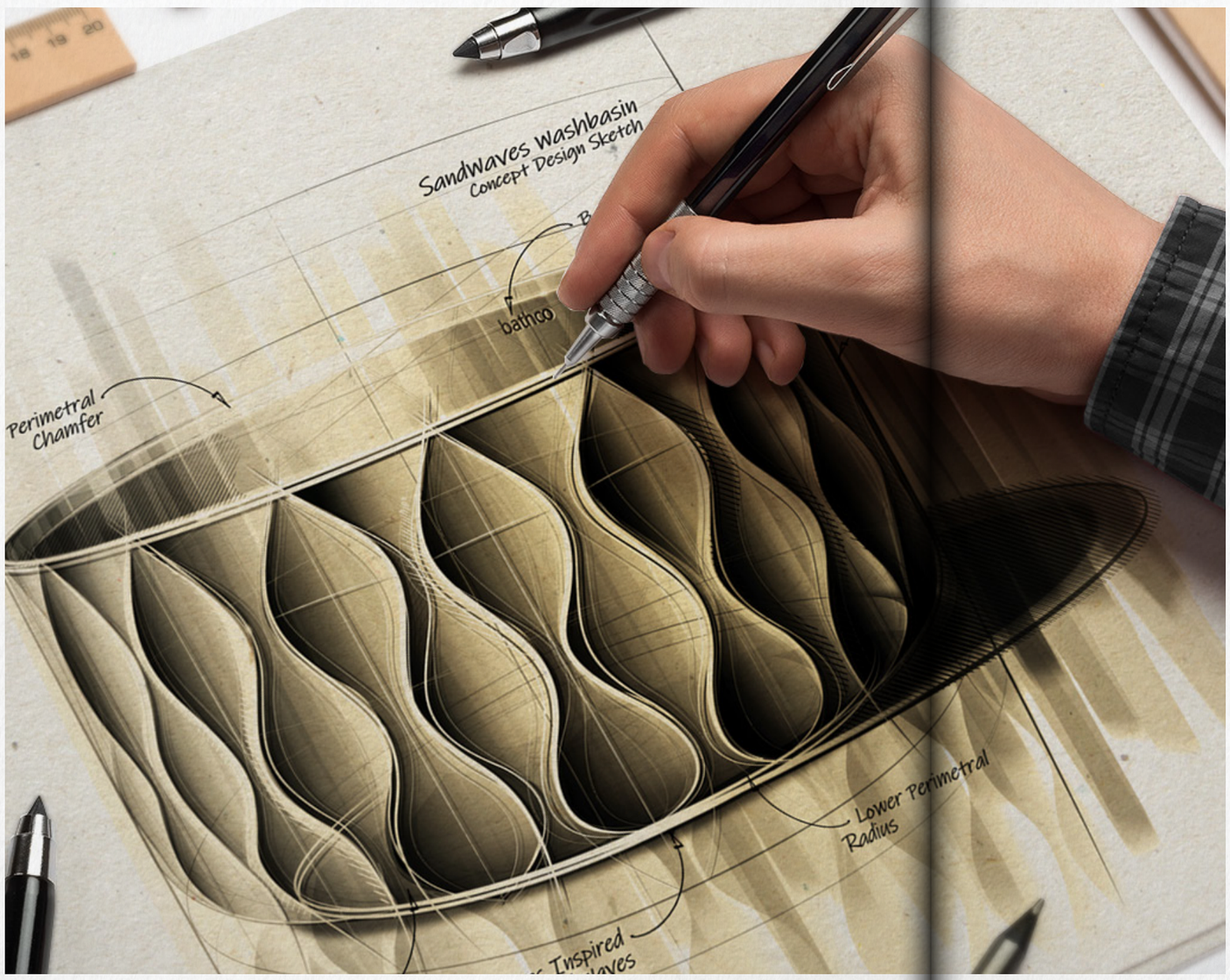
We love to learn! We never stop asking questions, and our curiosity knows no bounds. We cannot help but marvel at the mysteries of eternity, life, and the wondrous structure of reality.
Every new design presents a unique challenge, inviting us to explore uncharted territories. To do so, we must immerse ourselves in the project's DNA: understanding its values, grasping its philosophy, envisioning its goals, and identifying its origins, among other aspects. We conduct an exhaustive analysis of the market, the competition, and potential opportunities for innovation. The more we know, the better equipped we are to conceptualize the design accurately and effectively.



02
Let's Make It Happen

Brainstorming & Concept

Some people visualize reality and ask themselves: Why? We, on the other hand, analyze our reality and ask ourselves: Why not?
We are very aware of our responsibility as designers, so we strive to create objects that justify their existence and earn their own place in this world. We believe that, in such dizzying times where fashions follow one after the other, there is no more sustainable and sincere product than the one that is meant to overcome the passage of time.



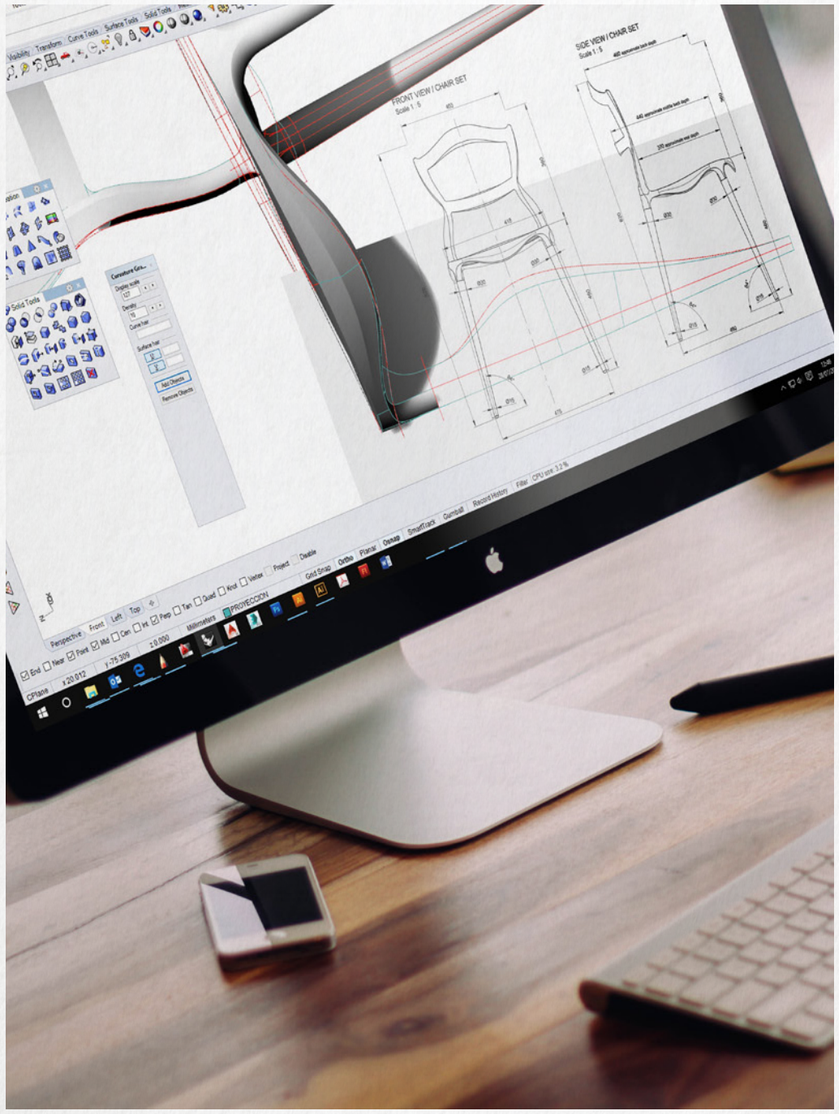


03
Let’s Get Serious

Design Development

Once we have the project’s concept, we begin developing different design proposals that align with it. It is a very handcrafted process, where, like a sculptor, we carefully chisel the form, refining it and stripping away excess material.

It is truly fascinating to see how a new version of each product emerges or is discovered beneath its original skin. Nothing is missing, nothing is superfluous. Transparency and honesty are concepts reflected in every detail of the design.





04
Bring It to Life

Final Design Presentation

As in Nature, only the one that adapts best survives. We subject all our ideas to a rigorous process of analysis and selection, discarding those that least align with the project's concept until we are left with one or a few.
From there, we refine the design of the selected proposal using advanced digital technologies, such as 3D modeling, hyper-realistic renders, algorithmically generated parametric surfaces, immersive videos, and other digital tools that allow us to bring the product to life and present it to the client.



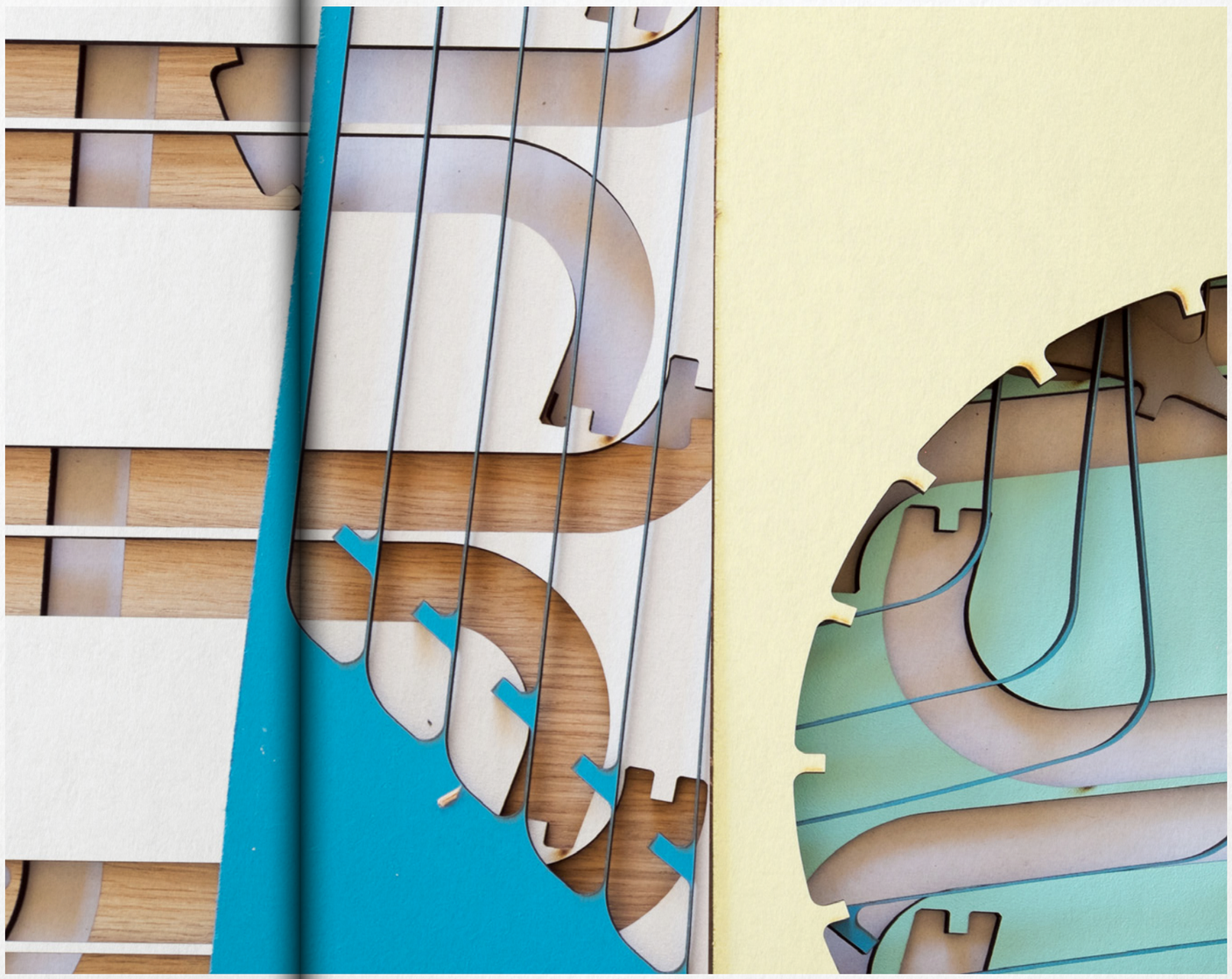


05
Tune-Up

High Tech Prototyped

Aware of the significant investments required to develop a new product, we utilize the latest technologies to perform essential functional, morphological, and technical validations for each design. By leveraging cutting-edge technologies such as augmented reality, 3D printing, and laser or CNC modeling, among other prototyping processes, we are able to experiment, enjoy, and, most importantly, analyze the qualities of each product before moving to mass production.





06
Make It Real

Development & Production

We unconditionally support all our designs throughout the rigorous manufacturing process, providing comprehensive technical information and offering guidance to both the client and the manufacturer.
Against an increasingly segmented and specialized world, full of ephemeral and shallow connections, we preferred to adopt a multidisciplinary approach to our work.

This allows us to set up a deeper and more durable relations-hip with our clients and also with the products we design. An approach where the process is as important as the result.
This process is crucial, and it is where the true skill of a designer lies: achieving aesthetic and functional coherence between the initial sketch and the finished product.

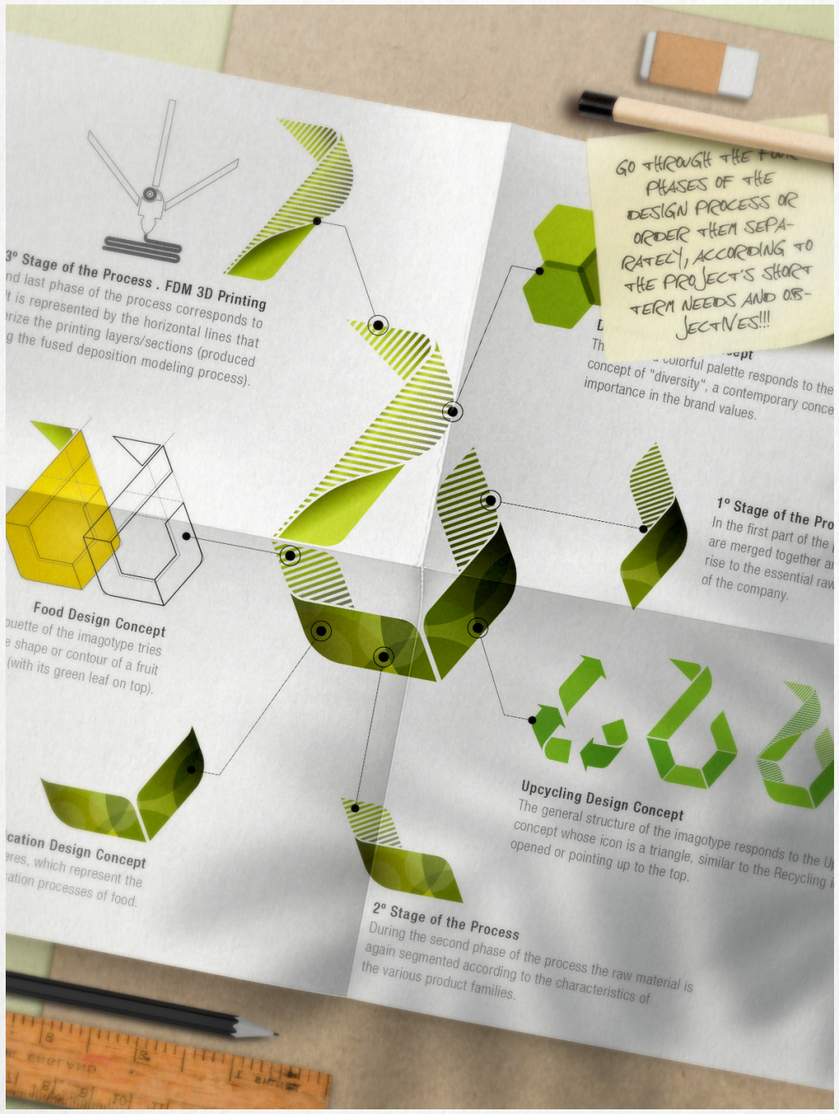




07
Until the End

Product Band Design

We accompany product development through nearly all its stages, with a comprehensive and cross-functional approach, a 360º vision that allows us to ensure overall coherence throughout the entire design process, where the whole is greater than the sum of its parts.
Thanks to the multidisciplinary nature of our design team, we extend our involvement to every aspect of the project, including product branding, packaging, operational manuals, and the design of its strategic presence across various communication channels. This includes, for example, web design, social media, product catalogs, and even the design of stands for participation in design fairs and events.





press &awards

Throughout our career, we have had the honor and pleasure of seeing our projects recognized and awarded by prestigious institutions, including the Salone del Design at Domus Academy in Milan, the Biennial of Architecture, and the College of Environmental Scientists of Catalonia.

At the same time, our designs have been featured and published by numerous media outlets around the world, including A&D España, A&D Italia, HOLA, El Mueble, DNI, 90+10, and Sala Baño, among others.

We have also taken part in renowned international design events such as the Salone del Mobile in Milan, ISH Frankfurt, Cersaie Bologna, Cevisama Valencia, the Biennial of Architecture of Argentina, Salón del Diseño Buenos Aires / Milán, Casa FOA, and many other global exhibitions.

We love sharing our work! We firmly believe that promoting design helps raise awareness of its importance and influence on social, cultural, economic, and environmental aspects, among other factors that are highly relevant in our era.



where

Our studio is located in the heart of the legendary Born district in Barcelona, the cradle of modernist magic. We are situated in Placeta Montcada, a small square where Gaudí lived during his early years as a young architecture student. Just a few steps from the Picasso Museum and neighboring Santa María del Mar, among other iconic landmarks of the city.

A place where history merges with the stone of its buildings, the air is imbued with a vibrant palette of emotions, and the creative echoes of those figures who, through their legacy, made Barcelona a legend can still be felt.



From our facilities, a recycled architectural space located in a 15th-century medieval building that was once a monastery, we develop a global strategy, generating synergies and connections that transcend the limits of our borders.



This is how we have had the opportunity and pleasure of collaborating with clients and suppliers across Spain, as well as in Italy, Portugal, Germany, Argentina, China, India, the United States, and other countries around the world.

Don't be a witness to the progress; be part of it.
Together, we can make a better world.
Let's Do It!

Work together
info@luciotraficante.com

Work with us
hello@luciotraficante.com

Talk about us
press@luciotraficante.com

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www.luciotraficante.com

Destiny belongs to the
underdogs like us!

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