

PRESS RELEASE

ESTUDI{H}AC redefines the eMeDe universe through a new vision of emotionally driven design.

Built around the concept Emotional Spaces, eMeDe moves beyond the idea of furniture as a purely functional object. Instead, it embraces a way of designing that places atmosphere, wellbeing and human experience at the centre of every decision. Through honest materials, refined proportions and an understated architectural language, each collection seeks to create interiors that convey calm, balance and a genuine sense of refuge.

"We design for the life that unfolds between objects."

This simple statement encapsulates eMeDe's new philosophy. The transformation is the result of a shared process of reflection, dialogue and careful listening, shaped by the ambition to create a brand that feels more coherent, more human and more closely aligned with the way we aspire to live today.

Rather than simply introducing new products, the project establishes an entirely new conceptual territory for the brand. It begins with a fundamental question: what role should design play in people's wellbeing?

"People today are no longer looking solely for functional objects or visually attractive interiors. They seek places that offer calm, identity and balance. At ESTUDI{H}AC we believed eMeDe needed to evolve from designing products to designing experiences; from creating furniture to creating emotion." - José Manuel Ferrero Creative Director, ESTUDI{H}AC

These concepts are not intended as abstract narratives, but as tangible design principles capable of informing every decision, every material and every detail.

To design a collection is, ultimately, to design an emotion.

From this vision emerge CHALK, BUTT and DAMIER — three signature collections shaped around different ways of inhabiting contemporary spaces. Each offers a distinct interpretation of the same philosophy, where design becomes a vehicle for wellbeing and every piece contributes to a richer experience of living.

CHALK is inspired by one of the simplest yet most significant gestures in any creative process: the first mark.

Drawing on the tailor's chalk traditionally used to trace the first lines on fabric, the collection translates this moment of precision, construction and possibility into a family of tables defined by versatility and refined craftsmanship.

Its distinctive leg system allows materials, finishes and colours to be combined with remarkable freedom. Natural timber, lacquered surfaces and a wide range of configurations come together to create pieces that adapt effortlessly to different interiors and architectural settings.

More than a functional solution, CHALK celebrates the beginning of every creative journey — that instant when an idea first takes shape and the outcome begins to reveal itself.

A versatile collection where personalization becomes an integral part of its identity.

BUTT

Inspired by traditional timber joinery, BUTT pays tribute to cabinet-making as a discipline where technical expertise and craftsmanship become expressions of beauty.

Rather than concealing construction, the collection places it centre stage. Joints that would normally remain hidden are deliberately revealed, allowing the structural logic of each piece to become part of its visual language and celebrating the quiet elegance of skilled making.

The family includes a dining table alongside a selection of occasional tables. Some pieces adopt a clear four-leg configuration, while others reinterpret the geometry of the joint through oversized central elements that lend the collection a quietly sculptural presence.

The result is a timeless collection that bridges tradition and contemporary design, reaffirming the enduring value of construction as an essential part of the design process.

DAMIER

DAMIER is a modular shelving system inspired by lattice architecture and structural frameworks capable of transforming our perception of space through geometry.

Its design is built around rotated volumes that create a dynamic composition of solids and voids. Depending on the viewing angle, the structure alternately reveals or conceals its contents, producing an ever-changing visual rhythm that brings both depth and lightness to the interior.

Designed as an open modular system, DAMIER offers exceptional flexibility, allowing countless configurations across residential interiors, workplaces and contract environments.

More than a shelving system, DAMIER explores the relationship between architecture, order and perception. It organises, defines and divides space while maintaining a remarkable sense of openness and visual balance.

A collection where function and architectural expression coexist naturally, creating new ways of experiencing space.

For ESTUDI{H}AC, each collection needed to move beyond function and become a means of shaping experience.

“We did not want to design simply another family of products. We wanted to build a complete language capable of creating an emotional connection with the people who inhabit these spaces. True innovation lies not only in form, but in design’s ability to enrich everyday life.” José Manuel Ferrero - Creative Director, ESTUDI{H}AC

The project reflects a way of working founded on dialogue, attentive listening and a shared creative process between brand and studio.

With this new chapter, eMeDe consolidates a vision in which furniture is no longer understood as an isolated object, but as an active part of a wider experience: the creation of spaces that accompany, inspire and support wellbeing.

It is an approach closely aligned with the philosophy of ESTUDI{H}AC, where design has always been understood as a tool for transforming the way we live, feel and relate to our surroundings.