

3daysofdesign
10-12 June 2026

Frederiksgade 1, 3rd floor

Mediterranean dialogues

curated by Viefe

designed by
Isern Serra

Cumellas

TEIXIDORS

Viefe®

PRESS KIT



Press release

Mediterranean Dialogues at 3daysofdesign

Where conversation, sound, and ritual define a Mediterranean way of inhabiting space

Mediterranean Dialogues, curated by **Viefe** and designed by **Isern Serra**, unfolds at 3daysofdesign as an installation where conversation, sound, and ritual define a Mediterranean way of inhabiting space. The project reinterprets the idea of the listening room through a Mediterranean lens, creating an environment where the presence shape the experience.

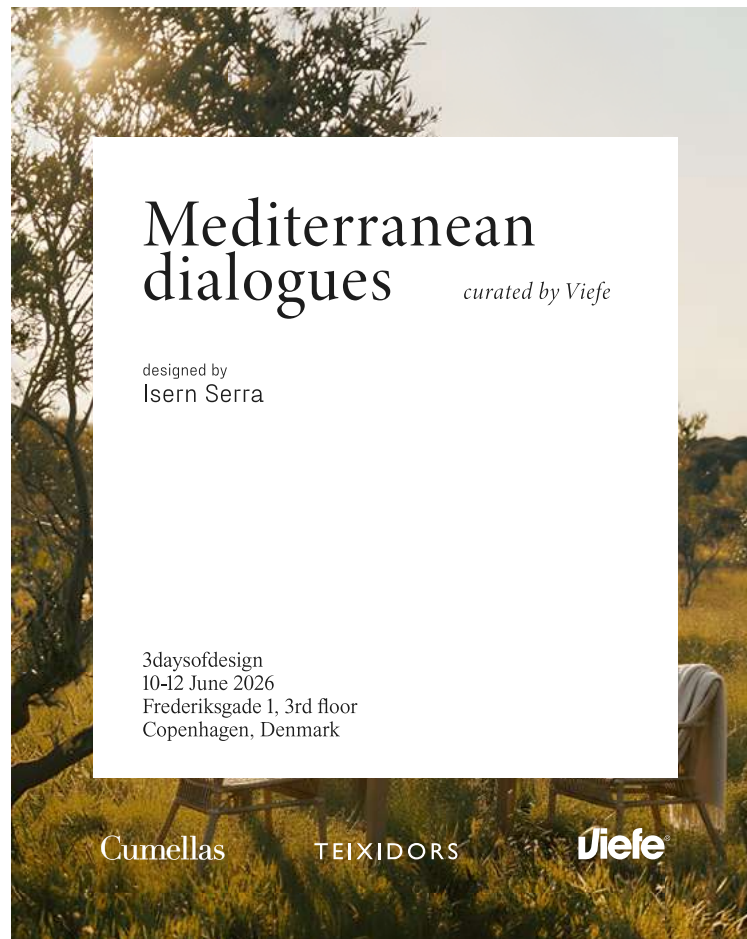
The Isern Serra studio draws inspiration from the Japanese **jazz kissa**, listening spaces that emerged after World War II as places dedicated to deep listening and temporary disconnection from daily life. Translated into a Mediterranean context, the installation becomes an oasis within the city, where sound accompanies conversation and time is shared rather than structured. Sound, and materiality define the rhythm of the space, reflecting a way of living shaped by extended conversations.

The project brings together three Barcelona-based brands, **Viefe**, **Cumellas**, and **Teixidors**, each contributing from its own discipline. Viefe articulates the space through architectural hardware details that enhance interiors with identity. Cumellas introduces character through handcrafted rugs, while Teixidors adds softness through handwoven textiles.

Gastronomy extends the experience into the cultural and sensorial, reflecting a Mediterranean way of sharing time and space. Clos de Basella winery and L'Aubreda artisan cheese become part of the atmosphere, connecting the project with the landscape and culture from which it emerges.

Throughout the exhibition, Mediterranean Dialogues will host a series of events that extend the experience beyond the installation. From June 10th to June 12th, Teixidors and Cumellas lead a participatory workshop exploring craftsmanship through collective making. On June 11th at 11:00 AM, the space will host a gathering with Isern Serra centred around the space and the ideas behind the project. The conversation continues through a Mediterranean appetiser where food, wine, vermouth, and dialogue naturally unfold.

More than an exhibition, Mediterranean Dialogues becomes a space to inhabit, where community come together to offer a moment of pause.



Exhibition

designed by
Isern Serra

To translate the concept of Mediterranean Dialogues into a space, Viefe collaborates with Isern Serra, who reinterprets the idea of the Japanese *jazz kissa* within a Mediterranean context. Emerging in Japan after World War II as spaces dedicated to listening to jazz music and temporarily disconnecting from daily life, the installation becomes an oasis within the city where sound accompanies conversation and time is shared naturally. The result is a space that invites people to settle in, spend time together and experience the project through presence, atmosphere and interaction.



Listening Room concept by Charlotte Taylor



Brands

To create a cohesive environment that transcends individual products, we have developed a collaboration that reinforces a shared vision while strengthening each brand's presence.



Cumellas



TEIXIDORS



Jiefe®

Cumellas

Cumellas designs and produces contemporary handmade rugs. Based in Barcelona since 1992, its work reflects a deep understanding of craftsmanship and a distinctive approach to design.

Natural materials, color and texture are at the core of the brand's DNA, shaping rugs that respect both the origin of the materials and the social context in which they are made, while emphasising craftsmanship.

Alongside its own collections, Cumellas collaborates with artists and designers, bringing new perspectives and expanding the language of rugs into more experimental and expressive territories.



Products

Cumellas



Calma
Designed by Estudi Manel Molina

Calma collection is knotted in New Zealand wool. We wanted to emphasize the link between its irregular perimeter and the center of the rug, the use of tone-on-tone color together with the difference in height of the pile. This rug stands out for the high quality of this material. The result is a neutral piece that transmits a serenity that harmonizes any environment. Calma is handmade by expert weavers in northern India, with a density of 100,000 knots/m². Craftsmanship is present throughout the entire process, giving an intangible value to the piece. It is made with New Zealand wool, a clean white wool, which has been hand dyed in the 8 colours of the collection.



Folia
Designed by Cumellas

Folia collection explores the subtle play of textures, creating rugs that are discreet and timeless. Cut pile and loops form delicate reliefs, highlighted by a uniform color that acts as a neutral backdrop, letting the material itself take center stage. Made from carefully treated nettle, each rug preserves the natural qualities of the fiber, resulting in a durable, resilient, and unmistakably tactile surface. Every piece is hand-knotted in India using artisanal techniques that ensure precision, quality, and uniqueness. The process is thoughtful and responsible, with only the necessary material dyed for each rug to minimize waste. Conceived like a work of tailoring, Folia rugs are made to measure for each space. Their essence lies in the union of carefully crafted natural material, meticulous hand-knotting, and a design where texture becomes the defining element.



Moeen puffs
Designed by Cumellas

The Moeen Pouf is hand knotted with chobi wool. Its confection is completely handmade, its fabric is resistant and durable thanks to the properties of wool. It can be made with the same color palette as the Batura rug collection and the design allows us to use two colors, one on each side, making them reversible or a single-colour fabric. The size is 95x150x100cm, making it perfect to place in any space, Moeen is a relaxed seat as well as providing comfort and calm.



Terra
Designed by Cumellas

Designed by Cumellas, Terra rug is handwoven in jute. Two natural tones structure the surface, subtly dividing the rug while allowing the fiber's irregular texture to remain visible. Wool appears intermittently in contrasting colors, emerging and fading as it integrates into the warp. These vertical lines create a discreet relief, shaped by the material and the weaving process itself. The design does not follow a fixed pattern, but responds to the rhythm of the loom and the weaver's hand, making each piece unique. Inspired by plowed fields and the relationship with the land, Terra reflects a deep respect for craftsmanship, time, and manual labor. Each rug is the result of an honest dialogue between material, technique, and natural imperfection. Available in four carefully selected natural tones, conceived to contrast quietly while retaining an earthy character.



Tatam
Designed by Cumellas

The design of the Tatam rug stands out for the combination of its two materials, wool and jute, which alternate to form a symmetry throughout the rug. The detail that makes it special is the coloured lines of 10cm at the ends, bright colors that give light and originality. Tatam transports us to Japanese Tatami design, thanks to the clean lines and the use of natural materials with neutral tones. The entire Tatam manufacturing process is handmade by artisans in India.

TEIXIDORS

When weaving is also caring.

Teixidors has been designing and handweaving in Terrassa, near Barcelona, since 1983. Using 19th century wooden looms, the brand creates textiles through slow, precise gestures. Cashmere, merino wool, and linen are transformed into pieces defined by texture, balance, and the passage of time.

As a social enterprise, Teixidors brings together exceptional craftsmanship and a deep commitment to people. Each blanket, throw, or shawl begins with a careful selection of natural fibers: sustainable cashmere from Mongolian cooperatives and merino wool from Spain, chosen for their quality, origin, and integrity. Their textiles are entirely handcrafted, carrying the trace of the hands that make them. With a quiet and essential aesthetic, the collection is timeless, respectful of nature, and designed to endure.

Teixidors collaborates with creators like John Pawson and Faye Toogood to transform tradition into purposeful design. Their mission as weavers is to craft a more livable world through textiles that embrace the senses and bring quietude to the soul.



Products



Gobi Throw
Designed by Teixidors

Inspired by the spirit of travel, the Gobi collection is designed as a versatile companion for exploration. This lightweight yet warm piece blends ecological baby yak and merino wool to achieve a balance of exceptional softness and durability.

The hand-combed yak wool, sourced from nomadic cooperatives in Mongolia, meets local merino to celebrate the raw beauty of natural fibers. Gobi is a tribute to movement and material integrity, crafted for those who seek comfort rooted in the purity of the landscape. Available also in dark and light grey, these shades emerge directly from the raw material, capturing the natural essence of the fibers without the need for dyes.



Zeit Maxi Throw
Designed by Teixidors

Zeit, meaning time, is a tribute to the slow and rhythmic pulse of handcrafted creation. Evolving from our iconic Time and Temps heritage, this collection explores the dimension of time through volume and texture.

From the synchronized dance of warp and weft emerges a three-dimensional, fluid structure that blends merino wool with extra-fine cashmere. With a palette of chalky and mineral tones, Zeit invites a sensory journey, bringing a serene presence and the luxury of quiet time to any interior.



Nebel Collection
Designed by Teixidors

Nebel is an exclusive blend of cashmere, merino wool, and baby yak, presented in their undyed, natural tones to reveal the fibers in their purest form. Voluminous yet weightless, it brings a calm, tactile presence to any space.

Defined by its generous scale, each Nebel piece reflects the physical dedication of the weaver. Handwoven on three-meter looms, production is inherently limited due to the intensity of the process.



Strata Plaid by John Pawson
Designed by John Pawson

The Strata collection explores the architectural intersections and junctions that often escape notice. Inspired by materials central to Pawson's work—travertine, limestone, and terracotta—this second collaboration translates volume and planes into noble fibers. The design features multiple woven lines of different weights that layer and intersect, creating a rhythmic pattern. Evoking the landscapes of Oxfordshire, Strata brings a clean, architectural language to the natural warmth of merino wool and cashmere.

Tile Collection
Designed by John Pawson

Tile, this collaboration translates architectural patterns into a collection of throws and cushions defined by the search for the essential. By playing with a repeating set of horizontal and vertical units, the design generates a mosaic effect expressed in three intensities: Marble, Stone, and Slate. In its discipline, but also the sensuousness of its restraint, the series reflects the importance of rhythm and repetition as attributes of simplicity. Woven on 19th-century looms, Tile brings a contemporary architectural soul to the space.

Viefe®

Viefe goes beyond the design and manufacture of architectural hardware, transforming interior spaces through expressive detail. Rooted in the wood-turning tradition of Vall del Ges, near Barcelona, the brand enhances interiors worldwide with architectural hardware.

Inspired by its origins in wood craftsmanship and the beech forests surrounding its hometown, the brand continues to explore materials, textures and finishes that bring warmth and authenticity to contemporary interiors.

Designed in Europe in collaboration with international designers, Viefe collections balance functionality, style and ease of installation, offering multiple sizes, finishes and materials that help define the identity of every space.



Products



Kumo Wood / Designed by Ilja Huber

Kumo, meaning cloud in Japanese, is conceived as a light and elevated gesture within the space. Designed to enhance cabinets and doors through pure material expression, it places wood at the center, balanced by the precision of metal.

A versatile range of handles and pull handles for both interior and outdoor applications, *Kumo* translates Viefe's wood heritage into a contemporary language. Available in three diameters and a curated combination of wood and metal finishes, it offers a refined interplay of warmth, texture, and durability.



Boto Series / Designed by KASCHKASCH

The precise and clean detail of *Boto* is rooted in our origins as manufacturers of wooden buttons. *Boto*, meaning "button" in our mother tongue, translates this heritage into a refined and contemporary design language.

This subtle yet distinctive detail is expressed across the entire series, from door handles, knobs, and cabinet handles to wall hooks, pull handles, and door stoppers, bringing coherence and identity to every touchpoint within a space.



Fase Series / Designed by BUDDE

A simple yet powerful detail can define the character of a space. *Fase* distills this idea into a timeless, industrial-inspired solution for thoughtful, designed projects.

Conceived as a complete architectural hardware series, including door handles, knobs and cabinet handles, wall hooks, door stoppers, and pull handles, *Fase* brings coherence and strength to every element. Available in a curated selection of exclusive finishes and multiple dimensions, it adapts seamlessly across applications while maintaining a clear and enduring identity.



Brooklyn Series / Designed by Steffensen&Würtz

Brooklyn embodies a Scandinavian minimalism driven by intention, where every line is considered, and every detail has purpose. Elegant and sophisticated, its restrained proportions bring a distinctive yet subtle presence to any interior.

Designed as a complete series, *Brooklyn* introduces lightness and continuity across a project, creating a cohesive narrative through refined, understated design.

Gastronomy

Gastronomy is not an addition to our landscape, it is one of its purest expressions. In our region, the Mediterranean is not only seen; it is tasted, shared, and lived through the rhythm of the seasons, the proximity of the land, and the knowledge passed from hand to hand.

Each ingredient carries a territory. Each recipe reflects a way of understanding time, community, and material. From raw milk cheeses to olive oil, from slow-cooked dishes to the ritual of the table, gastronomy becomes a language, one that speaks of care, identity, and continuity.

Within Mediterranean Dialogues, this dimension completes the narrative. It grounds design in reality, connecting objects with the culture that surrounds them. Because to truly understand the Mediterranean, you don't just observe it, **you sit at the table and become part of the conversation.**



Clos de Basella Winery / L'Empordà (Girona)

Clos de Basella is a small winery in the heart of Empordà, born from a deep respect for the land and natural rhythms.

They craft organic wines that tell the truth of a unique landscape, shaped by the wind, the light and the tramontana. Each bottle reflects the passion of a team that loves its craft and works in harmony with nature.



L'Aubreda Artisan Cheese - La Vall de Llèmena (Girona).

L'Aubreda, located in the heart of the Vall de Llèmena (Girona), was born from a commitment to restoring the value of craftsmanship and respect for the land.

It produces its cheeses using raw cow's and goat's milk sourced from small, local herds. Working with raw milk allows it to preserve the full richness and character of the high-quality milk it receives every day.

It follows a fully artisanal process, crafting each piece by hand, one by one. By respecting natural timing and manual work, every L'Aubreda cheese becomes unique and unrepeatabe.

Events



Meet & Share *with Isern Serra*

Date: June 11th - 11:00 am

Location: Frederiksgade 1, 3rd floor

The space will host a gathering with Isern Serra centred around the space and the ideas behind the project. The conversation continues through a Mediterranean appetiser where food, wine, vermouth and dialogue naturally unfold.



Threads & Tastes *of the Mediterranean*

Date: June 10th - 12th

Location: Frederiksgade 1, 3rd floor

A participatory workshop exploring Mediterranean craftsmanship with Teixidors and Cumellas. Visitors contribute to an evolving collective tapestry, creating a living dialogue of color, texture and rhythm. Each thread is a voice. Part of Mediterranean Dialogues, a collaboration between three Barcelona-based companies.

Location

Address: Frederiksgade 1, 3rd floor

10, 11, 12 June Copenhagen, Denmark

Open event



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viefe.presscloud.com

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Thank you