



2018 Edition of Maison & Objet

What else can we do with a product produced over 45 years?

This was the question that the direction of Sofalca placed internally in 2011, when finally Sofalca decided to bet on the Design. After some partnerships with Designers and Architects like Ana Mestre, Pedro Campos Costa and Miguel Arruda, Sofalca launched Blackcork in 2014, a contemporary furniture and lighting design pieces brand with the creative direction of Toni Grilo, present at the 2014, 2015 and 2016 Maison & Objet editions in Paris. In 2016, Gencork was born, a brand focused on covering solutions of interior walls using generative design algorithms patterns, with the creative direction of the Atelier Digitalab, present on the editions of 2016 and 2017 Maison & Objet.

Through the generative patterns of Gencork and the furniture pieces of Blackcork, Sofalca unites the already known excellent thermal and acoustic characteristics of cork with the work of two big names in the Portuguese design market, obtaining original pieces and unique interior design walls with expanded cork agglomerate.

The interest shown by visitors and the feedback received by clients, takes Sofalca to bet again on the World's biggest furniture design fair, taking place this year from 7th to 11st of September in Paris, joining for the first time Gencork and Blackcork officially on the same space.

On the 2018 edition of Maison & Objet fair beside the habitual presence of Gencork with a 100 m² of different patterns and Blackcork furniture pieces, it was proposed to Designer Toni Grilo (Blackcork) and Architect Brimet Silva (Gencork) of Digitalab a change of seats. Toni Grilo will create two patterns for Gencork Collection and Digitalab will create a furniture piece to be part of the Blackcork collection. The challenge was made and accepted.

We hope to repeat the success of previous editions like 2017 where all the Gencork walls presented on the fair were sold in loco, to visitors, proving how passionate cork can be.

