

BD BARCELONA BY DAVID LURASCHI

In celebration of a new era for BD Barcelona, we have selected a group of works representing the best of the brand, both past and present. The campaign was developed in collaboration with the renowned French American photographer David Luraschi, known for his colourful and dynamic fashion campaigns with the likes of Jacquemus.

To frame this quirky campaign, we have chosen the top of Montjuic mountain in Barcelona as a backdrop. Specifically, the Olympic Ring designed by architects Correa and Milà for the 1992 Olympic Games. In the photos, a combination of historical and contemporary pieces take on a life of their own as if they were characters in a story, lining up in a multitude of configurations in an environment intimately connected to Barcelona. Representing the energy and groundbreaking vision of the city has always been BD's driving force.

This vision and brand energy is shared by all of us, BD's new owners, architects and designers, long-time partners and friends of Barcelona, who through all this brand energy, seek to highlight the splendour of Barcelona, the symbolic value of BD's catalogue, its cultural, international, provocative, diverse, and festive character.



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PRESS NOTE



Photos by David Luraschi

Download high resolution images: <https://cutt.ly/j7MM6rN>



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BD BARCELONA DESIGN

In 1972, a group of young architects and designers from Barcelona started BD. Our aim was to produce and market furniture and objects for our own projects, with complete creative freedom and design criteria—both in shape and in function—that was different from the sector norm. We began coming up with designs, inspired by our contemporaries, from Ettore Sottsass in Italy to Álvaro Siza Viera in Portugal. Here in Spain, we were supported by those seeking something other than what was available in the market at the time. These early pieces helped bring international recognition to the country’s design scene, and many of them still exist today. For a long time, our commercial name was BD Ediciones de Diseño. The company was unlike other furniture manufacturers, difficult to categorise because of the diversity of our catalogue. This eclecticism and the freedom to tap into all corners of our imagination—plus quality manufacturing—continues to be the hallmark of the company. As we celebrate our 50th year, we’re going forward with the same nonconformist spirit we had at the outset. We work with some of the greatest designers on the planet, alongside others who are well on their way, to continue learning and surprising ourselves every year.



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