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## LUXURY WITH MEXICAN HERITAGE

AD HOC enhances the experience of beauty by inspiring through iconic objects and atmospheres capable of exceeding all trends.

We exist to inspire through design.

[www.adhoc.mx](http://www.adhoc.mx)

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Portfolio 2022

**AD HOC**  
MEXICO



LUXURY WITH MEXICAN HERITAGE





Founders Mauricio Álvarez and Juan José Nemer.





## Discover the unexpected

Experience beauty through uniquely handcrafted design with a distinctive Mexican heritage instantly recognised around the world.





## Awe through design

Get inspired by iconic objects and atmospheres synonymous with style, luxury and exclusivity produced through balance of the latest technology, time honoured craftsmanship and graceful styling.

The pieces have been visually connected through the use of applications in gold and from the exposure of the naked raw materials, which tries to reveal all the the energy of the materials and the beauty of their finishes.



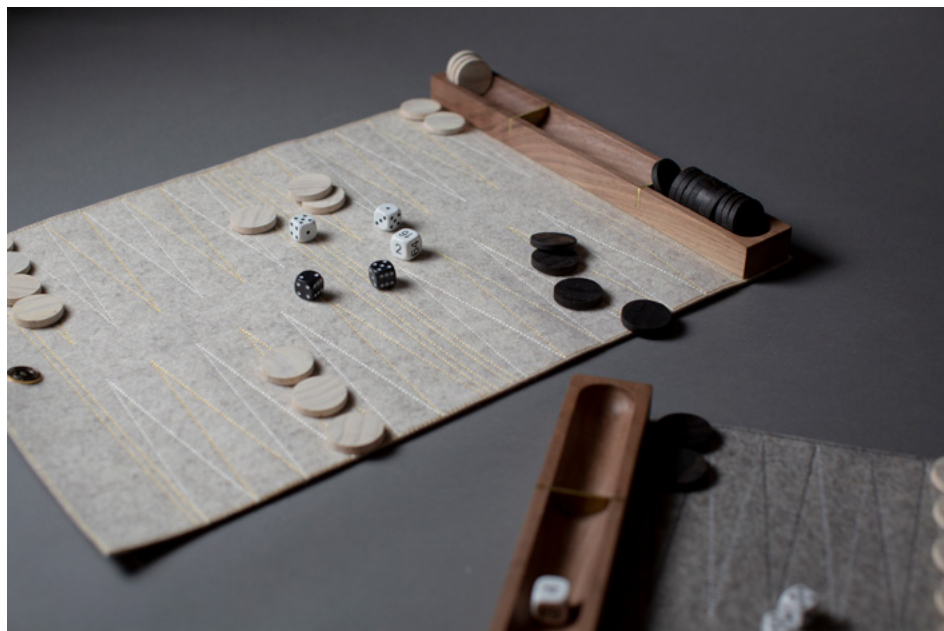






## Timeless collection

Be part of the creation with a distinctive and individual character, handcrafted to the highest of standards and capable of exceeding all trends.



## FURNITURE

As a Rising American Talent, AD HOC presented the extended collection of “Antelmo” in the World renowned fair MAISON & OBJET that opened its doors for the second time in the Americas, at the Miami Beach Convention center, in May 2016. We presented “Cantina Special Edition”, “Alquisiras Special Edition”, and “Antelmo Coffee Tables”, a collection worked hand-by-hand with Mexican artisan Antelmo.



## FURNITURE

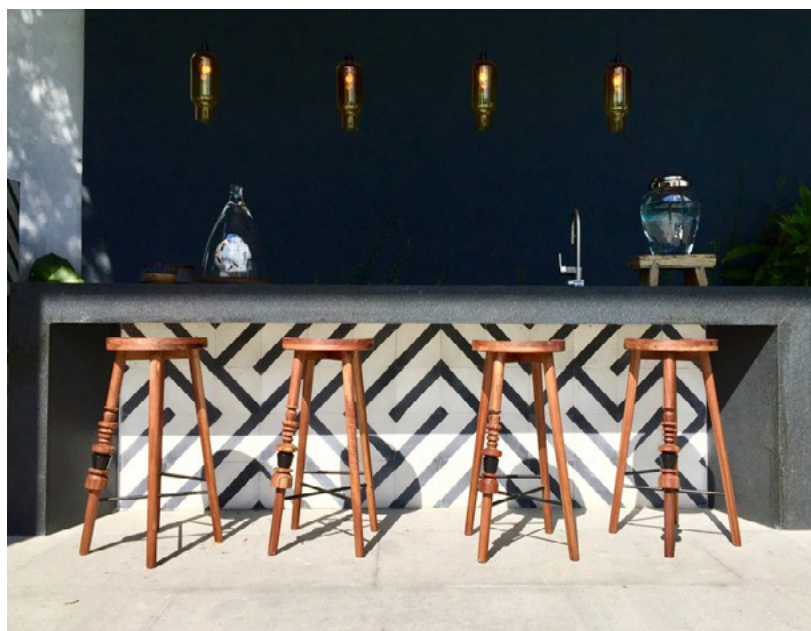
AD HOC creates products made in collaboration with several artisans in the State of Mexico. Our collections are born as a proposal of using and mixing artisan handcraft and fabrication of contemporary furniture.

The result is a product line which aims to nude materials in order to appreciate their naturality and essence, mixing them with artisan's hands. We believe in material's natural beauty, that's why we dedicate to design spaces and create pieces, which reflect Mexico's artisan legacy highlighting materials and manual processes in every product.





The result is both a creative exploration as an analysis of the impulses that drive us to create. We also intend to establish a direct dialogue, full of nostalgia, with the geometric patterns and bright colors that characterize toys from our childhood in Mexico.



They are object design for domestic spaces —chairs, tables, stools, lamps, night tables, ottomans— seeking to convey such infant emotion and surprise present while playing mischief.







There is an enormous tradition of handmade products in Mexico, which their manufacture is connected to the natural environment and a great number of communities that, with the arrival of plastic and industrial production loose their traditional economic activities.



In the town of Santa Ana Jilotzingo, State of Mexico, where for generations and for most part of the 20th Century, people used endemic fibers such as zacatón, lechugilla and ixtle to produce everyday objects.





Fishing nets, brushes, strings for musical instruments, sandals, bows, mats, and textiles which were all simple, functional and durable items connected to a centennial history deeply rooted in the Mexican culture, pre-Columbian aesthetics and idiosyncrasy.





The collection ROOTS emerges as a collaboration with Marco García Torres, local artisan from Santa Ana Jilotzingo, State of Mexico, to play with the forms of objects made of these materials and with the colors and with their tactile characteristics resulting in pieces that establish a dialogue between the past with the present.

In addition, these elements are combined with other materials, such as steel, raw iron sheets, brass and wood, to highlighting the strong, imposing and, at the same time, aesthetic character of the pre-Hispanic cultures.





## ANTELMO

Reinterpreting the traditional “molinillo”, or mexican chocolate whisker, Antelmo collection adopts this technique and transforms the art of traditional woodturning into a contemporary pieces in a strong collaboration between the studio and the master crafts of Antelmo Gonzalez Garduño.







## EXPRESSING OUR LEGACY

It is the beauty found in our daily basis that helps us inspire with iconic pieces that talk about our legacy, our childhood, our history.

Using new materials and in combination with a contemporary color palette, we attempt to renovate, revitalize and honor traditional manual activities in our country.





## VAGO CHAIRS

This piece combines the exquisite work of Mexican artisan hands in the woven rattan back and low-tech processes in woodwork and upholstery.

The hand-knit rattan back in our walnut Vago Armchair by master craftsman Luis González from the town of Acambay, State of Mexico. He carefully knits the rattan back to give life to this unique chair. We designed this piece for Artelinea as part of A2 Collection.









## CANDELARIA

DIFANE by AD HOC

Inspired by Dolores del Rìo, AD HOC gives life to a pair of armchairs that abstracts the iconic sensuality of the actress into organic lines in white American Oak and a timeless color palette in boucle upholstery and nubuck leather.



The studio's essence is represented in each piece maintaining a common thread in the use of honest materials, organic shapes and geometric elements, a game of textures and volumes resulting in exquisite works of art with a subtle visual effect intended to create a classic yet fresh piece.







Awarded *Design Icons* winner by *Architectural Digest* for **Best Furniture Design 2019**.







## LEVIN BAR

A clean aesthetic combined with a delicious mix of materials and finishes gives this piece a unique look. Levin Bar combines the roughness of steel, with the warmth of wood highlighted by a beautiful brass structure.







## NAIME TABLE

A gaming table inspired in the traditional roulette

A harmonious combination of materials, a brass and walnut base combined with the unique orinocco granite top.





# MALACATE

ORIGINARIO by AD HOC

ORIGINARIO closes year 2022 with an interior design proposal that brings together pieces of artists, artisans and designers, curated with the intention of reinterpreting the Pre-Hispanic Mexico and its magical elements from the modern perspective", Andrés Gutiérrez.

The curatorship, in charge of Andrés Gutiérrez, keeps in mind the characteristic countercultural origin and takes as its main reference the Mesoamerican cosmogony, trying to address the concept of multidimensionality in a much more futuristic interior design exercise with nods to the digital age.





Inspired by the shape of the “Malacate”, a prehispanic utensil used to spin textile threads.

AD HOC’s interpretation of the prehispanic piece translates into a sofa and an armchair that combine different fun upholstery textures; bouclés, chenilles and velvets with radiating with protagonizing colors harmonizing with beautiful woods.











## NAFIH

Inspired in the anafre, an element of popular use in México which arrived in America during the Spanish conquest and has a Sephardic origin means “blow” .

The anafre is a clay or metal stove used daily in our country for gastronomic and home purposes, an element full of tradition mostly associated with home warmth and family closeness, it is also a functional and long lasting element.



Each piece of the Nafih Collection is an aesthetic reinterpretation of the source of inspiration. We reuse unique characteristics of this element, the steel that originally is used to structure the anafre, wood symbolizing the ocote, a Mexican pine used to light the fire.

The combination of these two materials aim to create a harmonious balance between coldness and warmth.

Visually each piece is a representation of our daily lives and modernity translated into fine straight lines, curves and contrast between the materials that highlight the beauty of abstraction a stool and a bench.





# INTERIORS

Design not only improves the lives of users, but also improves the way they perceive life, because every good project can improve the sensory experience of every human being, making them more receptive. Working with artisans and gallerists, we realize that our objective is not so much to make furniture as to create design pieces that can coexist in a contemporary and timeless context.

## INTERIORS

Our work conveys a sincere love for our country, while at the same time redeeming the artisan legacy that exists in many communities in Mexico.

We are trying to create a collaborative tribe, realizing that in Mexico what is lacking is unity among designers. We are aware that only by being united can a socially important change take place.















## WELLNESS ROOM

A space designed as a holistic pampering room, a space where you can stop from the daily crazyness, and pamper yourself fisically, intelectually and spiritually,

This space was designed as part of Design House 2019, a collaborative intervention of a house bu professionals in architecture, interior design and landscaping.











## PAUSA

IN COLLABORATION WITH RAUL DE LA CERDA

In the middle of the pandemic, this space was designed to Pause. A space made to contemplate, to stop, reflect and meditate. This space is born out of the time lockdown gave us to think and appreciate the beauty in things we take for granted and stopped appreciating.

This space was designed as part of Design House 2020, a collaborative intervention of a house by professionals in architecture, interior design and landscaping.









## VICTORIE DOUTRELEAU'S TEA SALON

IN COLLABORATION WITH BALMACEDA STUDIO AND ANGULO CERO GALLERY

Between flashes, lights, cigarettes and eccentric cocktails, Victorie celebrates her best friend Saint Laurent new collection launching. It's 1970, men and women wear tailored suits in colorful tweeds with pointed lapels, wide pants and silk gauze ties.





Guests celebrate surrounded by chopped-leather cushions, sofas and carpets; collection of objects which Victorie would collect on trips around the world with Yves, especially from Mexico and Morocco. The tea is now served at it begins to cause effect on the guests. Strange things are about to happen. The room is transformed; a metallic curtain lowers from the ceiling and surrounding the whole space, shooting stars stop and bring life to the chandelier. The rugs begin to move as they become alive and rise above the ground. The lamps turn into robots. Victorie approaches the window and realizes that they have traveled through time and are now somehow in the future.

A space that preserves the original house's architecture. Enrique Castañeda Tamborrel's futuristic vision printed on the house was our starting point. The space is generated from the special collaboration piece between AD HOC + Ángulo Cero + Balmaceda, a rug that floats and turns into a table. This piece brings the tea room into life, inspired by Christian Dior's and Yves Saint Laurent muse; Victorie Doutreleau. This space intervention begins with metallic architectural elements, a braided aluminum wallpaper, a chain that falls from the ceiling, delimiting and enhancing the space. Lighting plays an important role in the space since thanks to it the architectural elements stand out giving it a futuristic vibe. It is then that the color of the carpets and furniture make the space come to life, creating a harmonic mix between the seventies architecture of the house with the three studios current vision.

This space was designed as part of Design House 2022, a collaborative intervention of a house by professionals in architecture, interior design and landscaping.



# ACCESORIES

We have posed an aesthetic discourse that plays with and conjugates elements emerged from the lines of inspiration, with the intention that the visitor intervenes and discovers the multiple elements, resources and techniques used in each of our pieces.





## ACCESORIES

The pieces have been visually connected through the use of applications in gold and from the exposure of the naked raw materials, which tries to reveal all the energy of the materials and the beauty of their finishes.





## SIN TÍTULO MIRRORS

**In collaboration with Gilherme Wentz**

Terrazzo and peltre, two materials that are so preeminent in the popular Latin-American aesthetics, they translate us to the emotional and domestic plane, inevitably.

Two elements that, in spite of originally having a distant historical origin, found a meeting point in time from its broad popular use. This techniques became extensively popular though mid XXth century due to both; its high durability and low cost.





In collaboration with Brazilian designer Guilherme Wentz, AD HOC has developed this project with the purpose of exploring and exploiting the huge aesthetic potential of this materials, regaining its positive characteristics, trying to highlight its capacity to resonate in our collective memory and seeking to cancel the negative charge that has been projected on to them.







## ALQUISIRAS

Lamps in tzalam, red cedar and walnut, lacquer and aluminium.

This woodturned instrument starts as a single solid wood piece which is transformed into a beautiful piece with multiple moving detached parts, geometric shapes and color contrasts generated thanks to the artisans' great mastership and deep knowledge in the use of lathing tools.

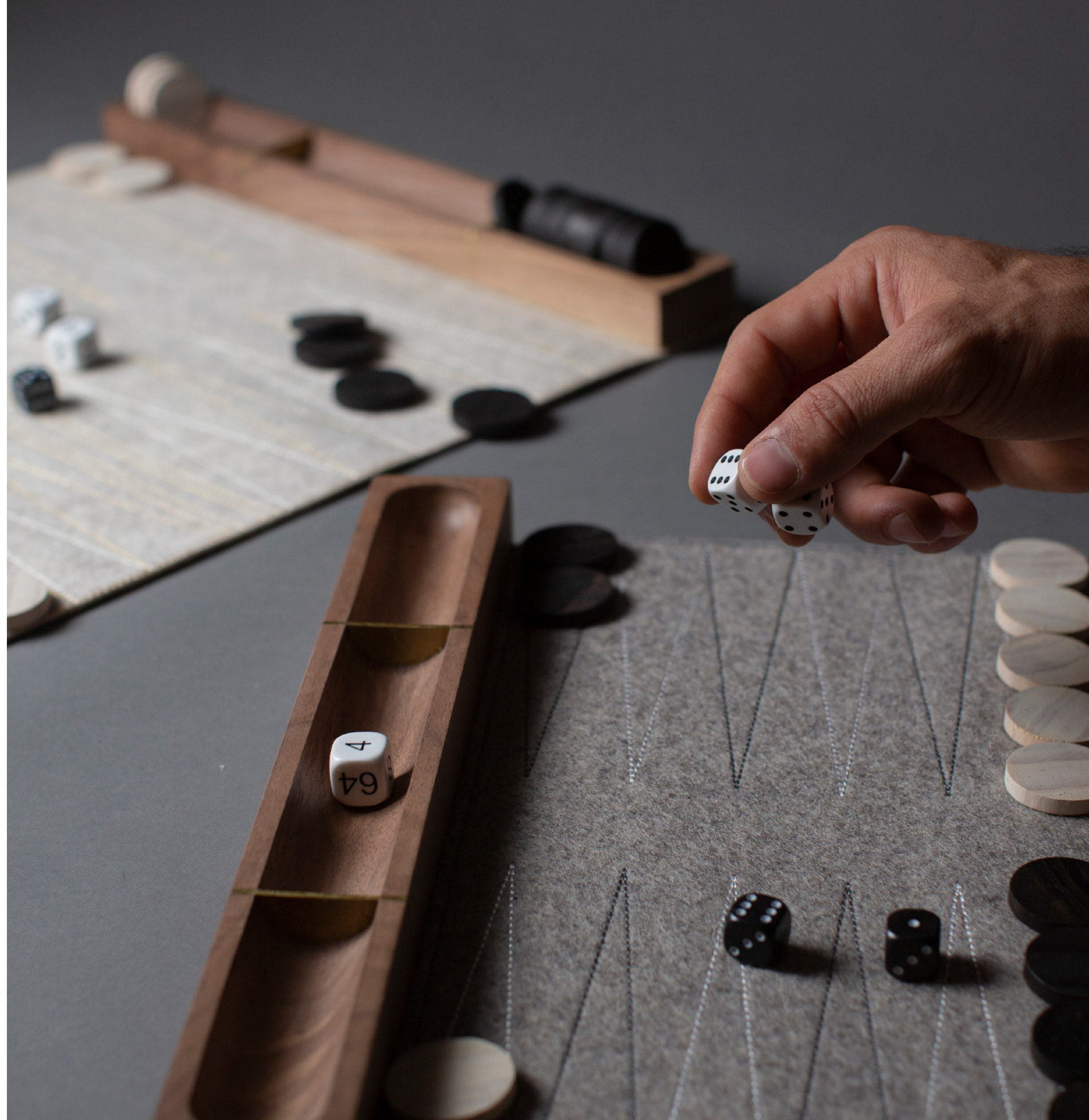








In collaboration with Déjate Querer, we decided to reinterpret the traditional backgammon boardgame and took it to the hands of DQ's craftswoman which handmade this piece in unique felt combinations with wood and leather.





## ROOTS MIRRORS

Wall mirrors made in steel, walnut wood and ixtle fiber.

Using the combination of the ixtle fibers, we created this wall mirrors which bring a very present personality, It is a series of 6 mirrors which play with the position of the fiber and the metal plate.









