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WE THINK
ABOUT HOW
WE INHABIT
SPACES,
WE DEVELOP
NEW WAYS
OF LIVING

LA AGENCIA

WE ARE AN INTERNATIONAL
AWARD-WINNING DESIGN
AGENCY THAT SPECIALIZES
IN FURNITURE SYSTEMS.

AS A TEAM OF CREATIVE
DESIGNERS WITH A DEEP
UNDERSTANDING OF
CONTEMPORARY LIVING,
WE SHAPE THE WAY IN
WHICH WE LIVE SPACES,
DELIVERING RELEVANT
SOLUTIONS FOR THE
BRAND'S CHALLENGES.

WE BUILD A CRITICAL
AND GLOBAL VISION
OF THE PRIMARY ROLE
THAT FURNITURE
PERFORMS AS ELEMENTS
THAT ARTICULATE
AND STRUCTURE SPACES.

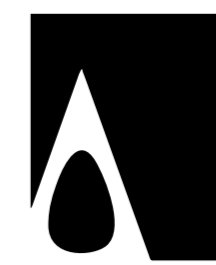


WE DESIGN FURNITURE
SYSTEMS THAT AIM FOR
NEW WAYS OF LIVING,
THAT CREATE PLACES FOR
PEOPLE TO MEET, INTERACT
AND COMMUNICATE.
WE MAKE ARCHITECTURE
THROUGH FURNITURE.

CREATING MEANINGFUL
IDEAS, IN THIS
UNPREDICTABLE WORLD,
IS A FASCINATING
CHALLENGE.



F53_THE SPACE DEFINED BY THREE PIECES OF FURNITURE







TBK_TWO BLOCKS OF NOBLE MATERIALS







KIT_THE CUPBOARD REINTERPRETED







RIPA_ AN ARCHITECTURAL PIECE





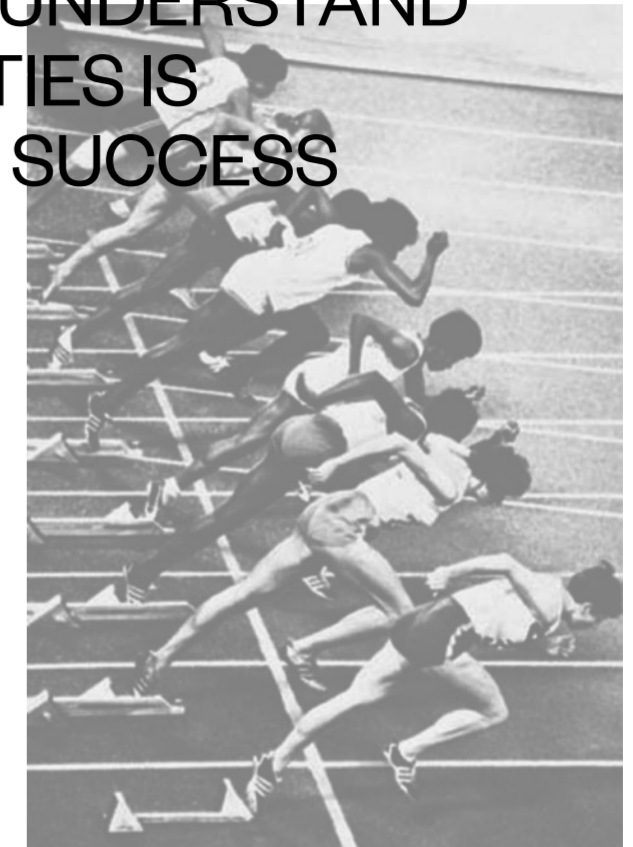
BASED ON AN AGENCY
MODEL, WE OPERATE AS
A TEAM OF MULTI-TALENTED
AND VERSATILE
PROFESSIONALS, ADAPTING
TO VARIED PROJECTS ON
DIFFERENT SCALES.

WE HAVE THE SKILLS
AND HAVE BUILT OUR OWN
METHODOLOGY THAT
ENABLES US TO BE
EFFICIENT FROM THE VERY
BEGINNING OF AN IDEA
UNTIL ITS REALIZATION.

WE DEVELOP SERIOUS,
RELEVANT AND
COMMERCIALY
ATTRACTIVE PROJECTS
FOR OUR TARGET MARKETS,
WORKING WITH BRANDS
THAT CREATE
CONTEMPORARY LIVING.

DESIGN CONSULTANCY

THE ABILITY TO IDENTIFY AND UNDERSTAND THE UNDERLYING OPPORTUNITIES IS THE STARTING POINT FOR THE SUCCESS OF ANY BUSINESS.



THROUGH OBSERVATION, RESEARCH AND ANALYSIS WE GATHER THE NECESSARY INPUTS THAT ALLOW US TO IDENTIFY DESIGN OPPORTUNITIES TO DEFINE A PATH FOR SMART DECISION MAKING.



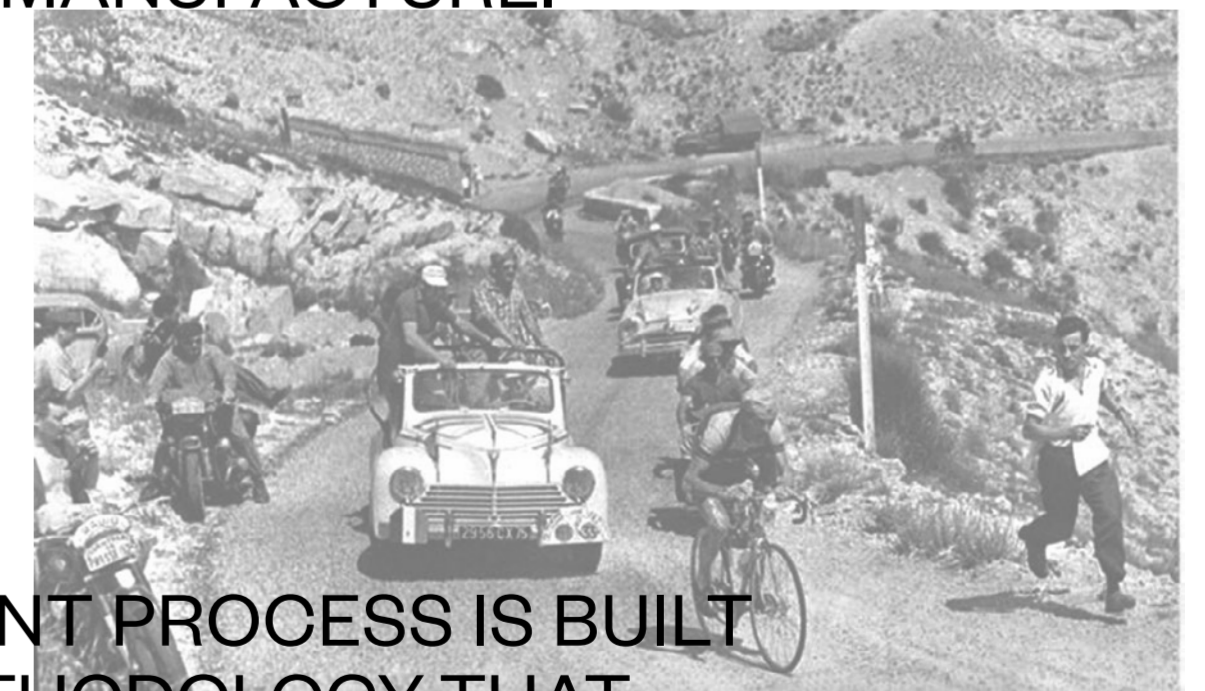
THIS DESIGN CONSULTANCY SERVICE PROVIDES AN EXTERNAL PERSPECTIVE AND AN UPDATED DIAGNOSIS OF THE BUSINESS, ESSENTIAL FOR ANY COMPANY, WHETHER OR NOT IT HAS AN IN-HOUSE DESIGN TEAM.

PRODUCT DESIGN

WE DESIGN FURNITURE SYSTEMS CAPABLE OF TRANSFORMING THE MARKET AND BUILDING A STRONG IDENTITY FOR OUR CLIENTS. OUR ADDED VALUE LIES IN THE DEVELOPMENT OF HIGHLY RECOGNIZABLE PRODUCTS THAT ADAPT TO THE DIFFERENT NEEDS OF THE USERS.



WE APPROACH EACH PROJECT IN A COMPREHENSIVE WAY; WE CONCEIVE THE FIRST IDEAS, WORK ON THE DESIGN PROCESS AND FINALLY, WE MAKE IT POSSIBLE FOR THE FACTORY TO MANUFACTURE.



OUR DEVELOPMENT PROCESS IS BUILT ON OUR OWN METHODOLOGY THAT STRUCTURES THE WORK IN STAGES. THIS ALLOWS US TO BE IN CONSTANT CONTACT WITH THE CLIENT, COLLABORATING IN AN ORGANIZED AND CONSISTENT MANNER THROUGHOUT ALL PHASES OF THE DEVELOPMENT PROCESS.

DESIGN MANAGEMENT

IDENTIFYING AND CREATING AN IDEAL ENVIRONMENT FOR PROJECTS TO DEVELOP AND THRIVE, IS THE KEY FOR ITS SUCCESS AND CONTRIBUTION TO THE BUSINESS AS A WHOLE.



OUR JOB IS TO IDENTIFY AND WORK ON THE DETERMINING VARIABLES THAT AFFECT THE SUCCESS OF A PRODUCT. THIS IMPLIES DEVELOPING DECISIVE AND INNOVATIVE STRATEGIES AND ACTIONS THAT EMPOWER AND DIFFERENTIATE A PRODUCT FROM THE COMPETITION, WHICH IS ESPECIALLY IMPORTANT FOR NEW RELEASES.

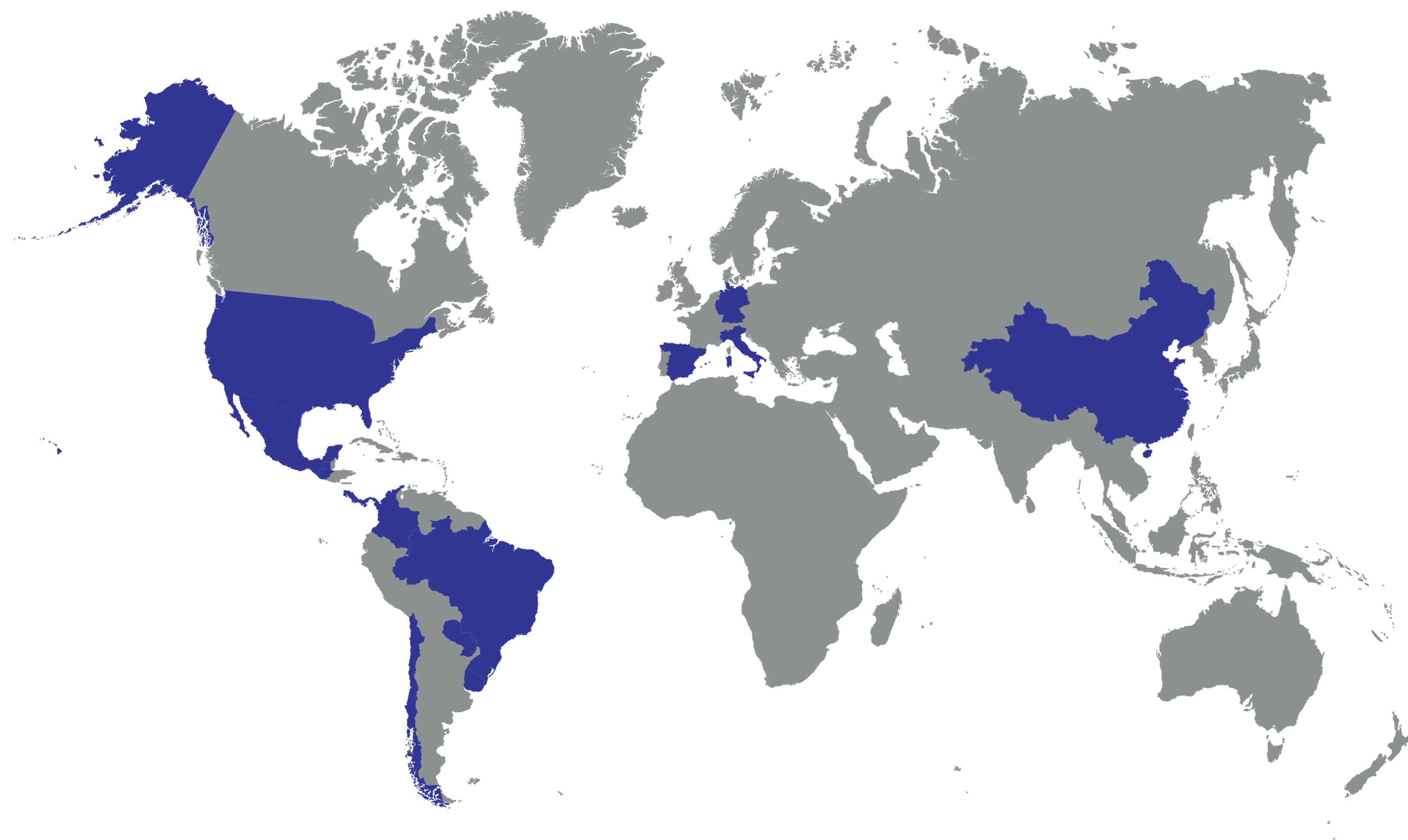


THUS, DIFFERENT ACTION POINTS ARE COMPREHENSIVELY ADDRESSED TO IMPLEMENT THE LAUNCHING, POSITIONING AND STRATEGIC COMMUNICATION OF THE PRODUCT IN THE MARKET.

COUNTRIES WHERE WE HAVE DEVELOPED PROJECTS AND THE LOCATIONS WHERE OUR PRODUCTS ARE CURRENTLY BEING MARKETED.

PROJECT LOCATIONS

GERMANY
ITALY
MEXICO
SPAIN
URUGUAY
USA

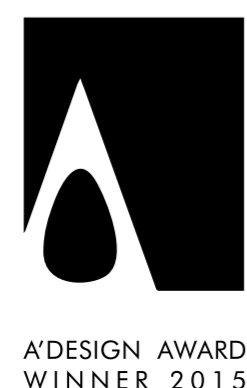


PRODUCTS MARKETED

BRAZIL
CHILE
CHINA
COLOMBIA
COSTA RICA
GUATEMALA
MEXICO
PANAMA
PARAGUAY
URUGUAY
USA

AWARDS

OUR CLIENTS AND PROJECTS HAVE BEEN AWARDED IN PRESTIGIOUS INTERNATIONAL COMPETITIONS, TWO OF THE MOST NOTEWORTHY BEING THE PLATINUM A' DESIGN AWARD IN MILAN AND THE GOOD DESIGN AWARD IN CHICAGO.



WE HAVE ALSO PARTICIPATED IN RENOWNED EXHIBITIONS AND INTERNATIONAL EVENTS INCLUDING THE "IBERO AMERICAN DESIGN BIENNIAL" IN MADRID.

WE MAKE ARCHITECTURE
THROUGH FURNITURE.
WE ARE LA AGENCIA,
DESIGN AS AN IDEA.

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RESPONSIBILITY

AS PART OF THE CONTRIBUTION
TO STRENGTHENING AND DEVELOPMENT
OF DESIGN, LA AGENCIA IS A MEMBER
OF THE URUGUAY DESIGN CHAMBER.

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