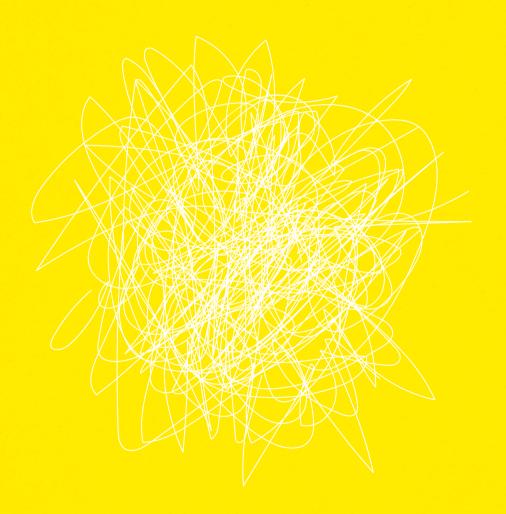
# **The Art of Play**







Index	4
The Art of Play	7
Experience is The New True Luxury	11
Luca Nichetto	12
Iconic	15
Juli Capella	16
The Science of Play	<b>19</b> If
This is Not Just a Game	20
Barcelona	22
Do you Shuffle ?	26
Fair Play	28
Ella	29
A.P.O.	30
Colors & Goals	33 T
RS Barcelona Products	<b>34</b> o
Credits and Contact Information	<b>44</b> b

### Editorial

You have before you the first issue of a magazine whose goal is to champion the concept of play. Play is about so much more than mere entertainment; it's a universe of sensations and experiences, some of which feature in these forty pages. We're eager to share our passion for play with you, because something that makes us feel so great can only be good.

# If you want to read the Spanish version of this magazine, scan this QR code.



This magazine is an interactive PDF.
You can navigate directly to any page by clicking on the title in this index.
Furthermore, from any page, you can return to

the table of contents by clicking on the 'Index' button located at the bottom of each page.

The Art of Play

# The Art of Play

Photos by Meritxell Arjalaguer

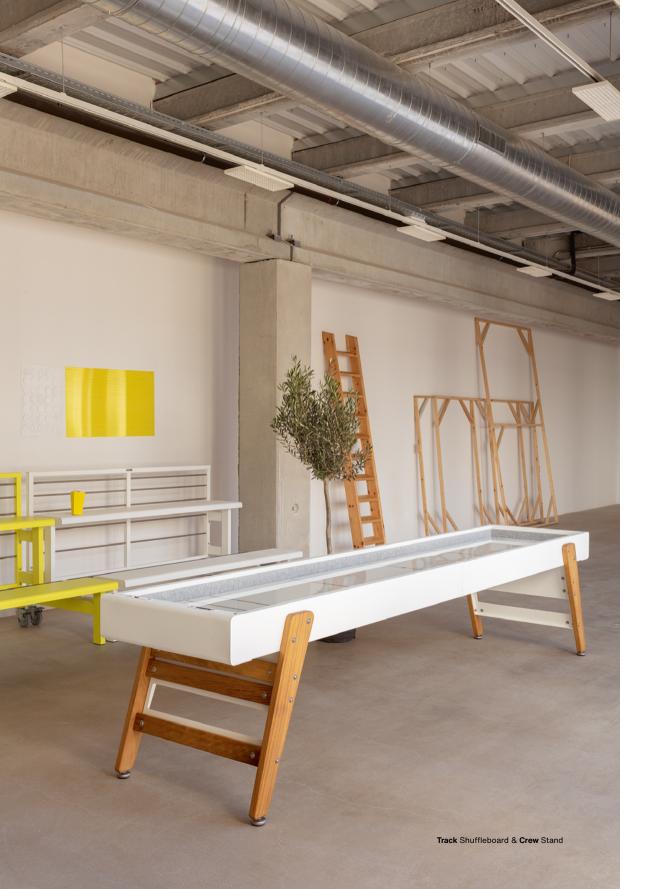
Play isn't just for kids; it's an attitude, an expression of optimism, a way of living and dealing with life. That's what we've been doing for over fifteen years at RS Barcelona. Playing unabashedly. Making every day a new game. Daring to play in settings where it wasn't thought appropriate to do so. Breaking the rules and reinterpreting convention.

We're artists of play, experts in elevating it and creating memorable experiences, those captivating occasions that stick with us, that we long to repeat. The art of play lies in striking a balance between design, aesthetics, and fun; in fusing sophistication with enthusiasm and the joy of living.

Every single detail is designed to be eyecatching, to stir sensations and encourage interaction. Each design is a provocative invitation to connect with our emotions and share them with our fellow players. So, with each play, we take another step towards boosting our physical, emotional, and social well-being. Because feeling good is the most precious luxury.

We invite you to celebrate the art of play. Come and immerse yourself in a world that engages your emotions, transcending the limits of design and entertainment. We're on a mission to champion the power of play and its great ability to turn everyday life into magic; into unique, authentic experiences. Because each game opens a door to the unexpected. Are you ready to play?







"Art is the imagination at play in the field of time. Let yourself play."

Julia Cameron







The Art of Play

One of the essential values in the world of contemporary luxury is wellness, transcending the mere possession and display of expensive objects. It's about embracing a life philosophy that nourishes us in every aspect – physical, mental, emotional, and spiritual –, taking on new challenges, playing, experimenting, breaking out of our routines, and having experiences that make us feel good.

In this new paradigm, playful experiences, conceived as rituals, emerge as catalysts for pleasure, happiness, and personal growth. It's no longer just about purchasing expensive products and accumulating material goods to obtain satisfaction. Today, luxury means seeking out experiences that enrich us on a much deeper level. In this context, experiences become the new true luxury.

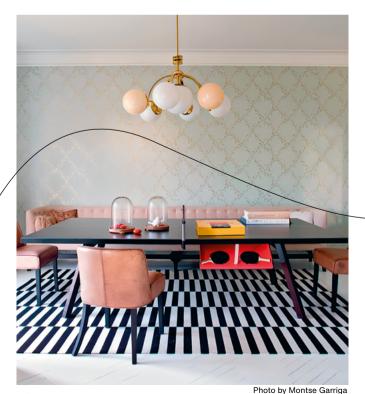
The role performed by the concept of play in this luxury and wellness experience is crucial. Taking inspiration from the ideas

# Experience

The New True Luxury



Photo courtesy of Emir (emiryatch.com)



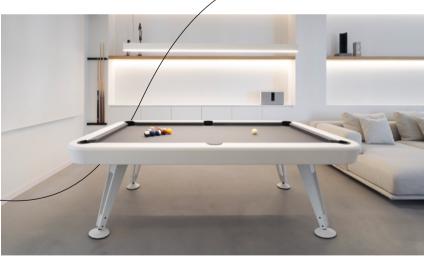


Photo by Adrián Mora Maroto

of the Swiss psychiatrist and psychoanalyst Carl Jung on the imagination and instincts, we can see that play not only allows us to explore our creativity, but also it taps into our most authentic and adventurous essence. In the realm of luxury, play gives us the chance to experiment and explore. Freed from the limitations of the material world, we can fully immerse ourselves in a universe of infinite possibilities.

Jung believed that imagination was the bridge between our conscious and unconscious worlds. When it comes to luxury, this notion takes on even greater significance. The ability to imagine and visualize our deepest dreams and aspirations is vital to shaping the reality we desire. In an environment where luxury is defined by personalized and meaningful experiences, where emotionality wins the day over rationality, imagination becomes our most powerful tool to create the life we long for.

Saturation is perhaps the concept that best defines the world around us. Our brains receive up to 3,000 brand impacts every single day. Today, however, the ones that succeed in connecting with us are the ones that go beyond the superficiality of appearances, appealing to our emotions and our well-being; the ones capable of turning a product, space, setting, environment, trip, project, or period of our time into an experiential encounter that inspires us, relaxes us, and helps us connect with ourselves and others; the ones that call on us to be authentic and creative, to collaborate, and to simply enjoy the luxury of being alive. The hallmark of Luca Nichetto's designs is the combination of his meticulous attention to detail and the space he always leaves for intuition, emotion and brilliance. Each of the designer's projects is a deep dive into a new universe in which he explores and feeds his passion for fusing industrial processes with artisanal techniques. We chatted to him about his particular way of understanding luxury and gaming.

# How do you integrate luxury into your creative process to design timeless pieces?

I think luxury is a term used in many different ways, but my idea of luxury involves creating products that are aesthetically pleasing, functional, and durable; items that you want to keep for a long time. These values are at the root of everything I do; it's not just about the cost or complexity of crafting the product. So, as I see it, even a product that costs five euros can be considered luxurious.

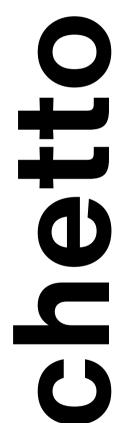
### During the process of creating a piece, what questions do you ask yourself?

Most of the time, I'm thinking about the target audience I want to reach, how I can improve what already exists, how my design can innovate a certain typology, what the company needs, environmental considerations, craftsmanship, and what aspects I want to highlight and evaluate throughout the process. So, there aren't just a few questions; there are multiple questions that depend on the project. Sometimes, there may be a hundred questions, other times three hundred, and sometimes just ten. It all depends on who my partner in crime is.

#### What factors influence the creation of your designs?

Another factor is definitely what I want to communicate through the product. It's about the angle I want the product to present to both the client and the market. It also involves what might be missing from the customer's viewpoint and providing a solution. These factors are always connected to social, economic, and ethical views, along with a focus on innovation.

Your work has left a significant mark on the design scene. What values do you feel your approach brings to the design community today? My values now, at this particular time, are very focused on emphasizing the need – the absolute need – to bring together craftsmanship and industry. I've recently noticed a split between the two: craftsmanship is often associated with limited editions, while industry focuses on mass production. I think it's important to reconnect these approaches because combining them can lead to innovation and new opportunities. My values in design center around recognizing the value of traditional methods, while adapting them to today's needs. It's about helping consumers understand that there's value in merging old and new techniques.







## With a focus on sustainability, how do you emphasize luxury and creativity in your creations? The answer is longevity.

# Reflecting on your journey as a designer, how would you define your career so far?

Looking back on my journey as a designer, it's been quite natural. There weren't any plans or strategies written down; I built my career through relationships and chance meetings. What I've achieved is thanks to the community I've found, where people with similar values support and appreciate each other's work. My career has grown from these connections rather than by following a set plan.

#### What do you think are the biggest challenges you face in your work?

The biggest challenge I face is the shift from relying on personal connections to dealing with organizations. While organizations are made up of people, their decision-making processes can be more complex and less flexible. Also, from a financial point of view, there's pressure to produce immediate results, which can weaken projects that need more time to digest. This focus on short-term success means cool but short-lived products flooding the market. To overcome this challenge, I think it's important to remain true to my own vision; otherwise, this turbulence can disturb the trajectory that you've built over many years.

## How do you incorporate the concept of play into your creative process?

When you engage in play, it's essential to have someone who values it. In my view, a good design is about having fun; it's about capturing that joyful moment in the physical object being created, like preserving a fossil of that exact moment. If the designer's passion and joy aren't seen in the process, it can prevent the connection between the object and its user. Infusing playfulness into my design process is crucial to me. Without it, I may still produce results, but they might lack the same strength and impact.





Photo courtesy of Ginori 1735



Photo by Morgan Norman

#### The RS Barcelona's icons

#### RS2

The RS2 is the football table: a spectacular reinterpretation of one of the all-time classics of Spanish game culture, with a design that smashed the stereotypes defining what the game was and where it was played. The purpose of the RS2 was to take the football table out of the garage and move it into the spaces where life happens. Its sophisticated forms, exquisite details, and superb playability, with the satisfyingly powerful sound of the ball striking metal, have made it an iconic design that's stood the test of time, both for its aesthetic value and what it represents.



#### You and Me

You and Me is a ping pong table like of which you've never seen before, drawing you in with its purity and simplicity: sleek lines, natural poise, playability and extraordinary functionality... It's an invitation to fun, excitement, and optimism. And then there's its best kept secret: its hidden drawer, giving it as many functions as there are moments in the day. Nothing needs taking away and nothing needs adding to earn this table icon status and to elevate ping pong games to the realm of art.

# Iconic

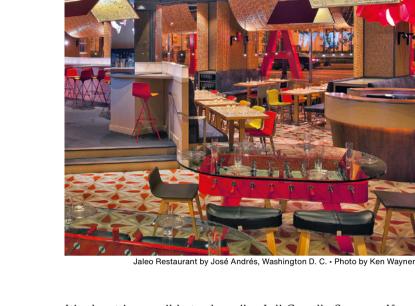
Paris: the Eiffel Tower. The Renaissance: the Mona Lisa. Elegance: Chanel. Rock and roll: Elvis. The years go by, fashions come and go, but the cultural beacons, the bold proposals that broke the rules of their day, establishing new codes and becoming emblems of their era, remain as relevant now as when they first appeared. These are the legendary personalities, designs, or works of art that are elevated to the status of icon.



#### Plec

The beauty of the Plec collection of tables lies in the perfection of their folds, in the sculptural attitude that gives them their monumental character. Their design, which at first glance might seem classic in style, is precisely what makes them capable of transcending ephemeral trends and imbuing spaces with their unique appeal, always ready to deploy their savoir-faire, their unostentatious, harmonious protagonism; the sort which, without having to raise its voice, reveals an iconic personality that you never tire of contemplating.

#### Interview



It's about impossible to describe Juli Capella Samper. If we were to stick to his resume, we'd be left with an overly simplified version of a scattered mind with an overflowing imagination, overwhelming originality, and sharp irony. We chatted about design and play in a conversation in which the two concepts mix, merge, and mutate. This is a man who has no qualms about confessing that he's never done a day's work, that he's still playing.

#### Architect, designer, teacher, disseminator, inventor, creator, artist... Which definition do you stick with? Or is there another word to define you more precisely?

A specialist in generalities, an expert in ramblings, well versed in scattered thoughts... I admit to my lack of discipline. My father once told me, "Son, do only one thing in life, but do it really well and be the best." I've gone the other way, doing all sorts of things, but all by halves. A biography of me would be titled 'Jack of all Trades, Master of None'. But I've got no regrets. For an inquisitive, playful sort, it's not bad.

#### Do you err more on the side of *seny* [Catalan expression for cool-headedness] or *rauxa* [hotheadedness]?

On the side of the heart. I mean hotheadedness, but in a big-hearted, non-confrontational way. I think we've already got more than enough cool-headedness in a society that's so prudish and faint-hearted. Passion trumps dullness. Let's leave cool-headedness to machines and conservative Catalans.

#### Do you work or play?

As a child, when Sunday evening came round and it was time to put away my toys, it made me so sad that I swore my whole life would be a weekend. And I'm almost there, I'm on it. If I ever have to do a proper day's work, it'll kill me.

# How do you incorporate play into your creative process?

Plato said you can discover more about a person in an hour's play than in a year of conversation. We always add at least a pinch of irony and wit to our projects in the studio, whenever we're allowed to. The client is key in this sense. If it's someone who doesn't like eating, laughing, drinking and f... there's nothing doing. With José Andrés it's easier.

#### And into your life?

Into my personal life by taking the opportunity to interact with my daughters. And once they got older, by having another child, my son Leo, who's five years old. He's making me play again, and without having to feel guilty about it. I can throw myself on the floor and crash into his train without raising suspicions.

#### Do you miss the boy you were or is he still lurking somewhere in today's Juli?

I was so happy as a child that everything has gotten worse. But I haven't lost all hope of going back, starting from now. I've hardly got any hair nowadays, just like when I was a baby. We're making progress.

You're one of the greatest advocates of everyday design, of commonplace objects that, without you realizing it, put design at the service of people. Where does the value of design lie for you?

In its spiritual side. I know I should say 'In its functionality and beauty, blah, blah, blah...' But that's the least it should offer, it's a given. We should always demand more from everything. More than what it is expected for the purpose



Five Senses ceramic dice x Minibar

it's made for. A clothespin isn't for hanging the clothes out, but rather for creating a pistol, a masochistic ring and earring, to seal a bag of chips, to hook your receipts on... And it reminds us of when we were kids, when we'd go up to the roof with our mom to hang the clothes out and gawk at the girl from next door. Emotional value always trumps practical value.

#### You've often said that design makes life better. Do you think that's what play does too? If so, how?

Well now, design – the bad sort – can also make our lives worse; in fact, that's what tends to happen. But play makes life better, no doubt about it. Play is the closest thing to drugs or meditation. It gives you moments where time disappears. I remember when I used to go into a trance playing toy soldiers or EXIN Castillo, I'd forget to go to the bathroom, often pooping



"When I was young, I had the amazing opportunity to work at TENTE, a Spanish company that produced its own version – a particularly good one, by the way – of Lego. My job was to spend the afternoons in a warehouse where there were millions of pieces, sorted in boxes, and start playing. I'd make my creations, put them all on a huge table and leave when I was done. I'd return the following week and the table would be bare again, awaiting new creations. And on top of that they paid me, generously. I never understood it; I would have paid to do it."

#### Interview





The Crisis Ham

my pants without even realizing. I couldn't break that playful spell even to go to the bathroom. The highest state of happiness is having fun without thinking about it, and that's what play gives you. Let's not confuse play with sport, where all that counts is winning and where there tends to be plenty of suffering.

### Turning to sustainability, what role does design play?

Anyone who doesn't implement it is a criminal who should be arrested and fined. It's curious how we use the verb 'to play' in the phrase, or 'jouer' [in French] in the case of musical instruments. The verb's meanings cover everything from the most pernicious vice to the most innocent pleasure. It's ambivalent. But, to get back to sustainability, that's not something to be played with.

### Are there any lines that you'd never cross in design?

A commission to design a weapon. But they're still being designed. We're a deplorable industry at the service of a sick society.

# You've worked on about every aspect of design. Do you have any left to explore?

Yes, the design of our second skin, clothes, which goes by the misnomer of 'fashion design', because the only interesting thing about what's in fashion is avoiding it.

# What challenge or game do you want to take on in your work now?

Dodging bureaucracy, tricking project managers, breaking the rules, reducing the budget, surprising the client, delivering a project early...

# Is there anything you'd still like to design but haven't taken the plunge?

Plenty of stuff. I'd love to design an easy-to-open device that really works. Or a flexible house that's actually flexible. Or a crash-proof car.

#### What's your favorite game?

Pinball, followed by football, ping pong, and marbles when I was a kid. Games that involve little balls and not much movement; I'm super clumsy and avoid games with real balls.

# Who'd you want to be on your team for a game of football?

Leo Messi, obviously. And who'd you like to play against? That lovely pair Ronaldo and Vinícius. Who'd you like to thrash? Those nice guys Trump and Putin.

# The Science of Play

The ability to play began to evolve millions of years ago. As evolution created increasingly complex animals, the ability to play also evolved, culminating in humans: the most complex and playful species.



A cry of victory, a smile, a squeal of excitement, a tickle, a song, a goal... No matter how small, these impulses and spontaneous gestures activate mechanisms in our brain that make us feel good. That's the joy of play, putting us in a state of mind that's contagious and capable of transforming our day and our lives.

Play has no defined purpose beyond entertaining or amusing us. But this only scratches the surface of the concept. From a scientific perspective, human beings, like all mammals and other animal species, are born with a playful instinct, so it's anything but trivial.

Scientists from multiple disciplines, ranging from neuroscience to psychology and psychiatry, have discovered that play is part of our biology, rooted in the deepest, most primitive part of our brains, just as much as eating or sleeping are. And just as food is essential for our physical health, play is essential for our mental health.

During childhood, play provides the raw material for learning. By playing – through experimentation, imitation, and the stimulation of our senses – we discover the world around us and the rules that govern it. The fact is that practice has always been better and more fun than theory. Play is the maximum expression of happiness because the pleasure it gives us is as pure as it is irresistible. So why do we forget to play when we become adults? Why do we conceal our most playful side between layers of seriousness and self-imposed routines?

Age doesn't come into it. Playing feels good – physically, emotionally, mentally – because when we play, our brains release endorphins, dopamine and other chemicals that generate a feeling of well-being. Play takes us to a safe space where we can improve our selfknowledge and boost our self-esteem. It makes us feel free and encourages us to let ourselves go, opening the door to our emotions without shields or filters. It provides us with ties in order to connect, bond, and share. Above all, it brings us together, sweeping aside generational and cultural barriers, and overcoming social stereotypes.

Let's learn to play again. It might be the most important job of our lives because it's a fundamental, instinctive need that we can't give up; it's the vital fuel to improve our well-being, a luxury that we can't afford to stop feeding and caring for.

#### Simply Science

Affective neuroscientists, who study how emotions work in the brain, have shown that humans are born with seven primary emotional systems, one of which is play. When play circuits in the midbrain are activated, neurons create a cascade of activity in higher brain functions. The more this happens – that is, the more we play – the greater the number of neural connections produced and the stronger they become. Play connects the brain to the skills we'll use throughout our lives: our movements, thoughts, confidence, communication, creativity, and resilience.

 $(\times)$ 

# This is Not Just a Game



"RS Barcelona's commitment is to recover and transmit the value of the game and all that it brings to us as both individuals and society."

Rafael Rodríguez

The **RS Barcelona** story began in a small sheet metal workshop in 1975. Rafael Rodríguez, a seasoned mold maker, decided to set up his own business. Over time, and with many hours under his belt, his little workshop became an industrial building just outside Barcelona and his two sons, Rafa and Sergio, joined the business. The machines cut and bent metal at a relentless pace, which soon became monotonous. Working for others put food on the table but it didn't satisfy their creative hunger. The father and sons team decided to put all the expertise they'd built up over the years into designing a unique product of their own. And that's how the RS2 football table came into being, breaking the mold with a surprisingly innovative and attractive design.

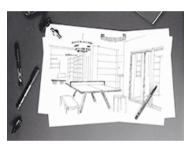
Chance played its part in 2006 when RS Barcelona came into contact with Fernando Amat, owner of the legendary Vinçon store. All of a sudden, the RS2 occupied a prime spot in the window of Barcelona's leading design store. This chance encounter gave the company the visibility and platform it needed to set foot in the design world and launch itself into the market without a safety net, to take the plunge with more products, to dare to dream, to go further.

This is how it all started, with a football table. But the RS2 was much more than a mere product, much more than a game; it was a statement of intent, a way of understanding design and the very essence of intense living, a way of celebrating life's beauty, encouraging us to make the most of every moment, savoring it to the fullest and sharing it with the people in whose company we choose to live it.

The spirit of that small sheet metal workshop in Viladecans is still alive in the new facilities of RS Barcelona in Olesa de Montserrat. The best of the past and present go hand in hand, bringing together the exquisiteness of traditional craftsmanship, the precision of industrial production and the endless possibilities to explore what new technologies can offer us; to continue discovering, testing, and evolving in the art of play.











The three elements that would define Barcelona for a Japanese tourist are Gaudí, Catalan modernism and the Sagrada Família, whereas for an Italian student they'd be pa amb tomàquet (tomatorubbed bread), vermouth and the Sónar festival, and for a Russian holidaymaker they'd be sun, sand, and shopping.

In this short piece, there's no room for stereotypes about the city. This is the Barcelona that inspires us, the one that accompanies us in our daily lives, the one that continues to surprise and enchant us, trapping us in the spider's web woven by its streets, people, and good life.

Barcelona is a city made for walking and gallivanting. It's a city where you can feel life in the street, from the grid-patterned Eixample neighborhood to the intricate, capricious alleys of the Gòtic and Raval districts. The first steps of the morning, from panot to panot (the characteristic gray hydraulic cement tiles that pave the city), lead us to the chaotic awakening of the markets that supply the kitchens of the city's most exquisite, award-winning restaurants, as well as the homes of ordinary citizens.

A discovery of infinite colors, penetrating aromas and endless flavors that become lodged in our senses and get our stomachs ready to start the day with a delicious esmorzar de forquilla (cooked breakfast). Although this tradition has fallen by the wayside due to the hectic pace of urban life, places harking back to yesteryear still exist where you can start the day by giving the most important meal of the day – breakfast – the attention it deserves. With dishes that require a knife and fork, along with a hunk of bread to sop up all the goodness.

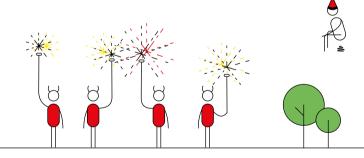
The morning surreptitiously slips by as we weave our way through streets, squares, and gardens where the symbols of a Catalan modernist and industrial past are intertwined with the restless creativity of artists and creators from here and there, pulled in by the magnetism of this city. Everything merges and overlaps, creating the language and iconography of an open, cosmopolitan city that welcomes and gathers us in.

The audacity of Rosalia, the amazing skills of Johan Cruyff, the surrealism of Miró, the prose of Mercè Rodoreda, the daring flavors of Ferran Adrià, the intimacy of Isabel Coixet, the sculptures of Jaume Plensa or the visual poetry of América Sánchez... They're all part of the cultural universe and memory of Barcelona.

Before the night sets in and traps us, the Muntanya Pelada (Bare Mountain) awaits us above the majestic Parc Güell, offering one of the most impressive views of Barcelona, with the Mediterranean Sea on one side, the peaks of the Pyrenees on the other side and, down below, a city that's getting ready to embrace the night and its inexhaustible nightlife.

As dusk falls, traditional festivals move from neighborhood to neighborhood to the beat of the timbals, featuring diables and dracs that dance under the fire and rocket sparks of the correfocs ('fire run' processions). It's a visceral expression of tradition, a ritual in which Barcelona's locals put aside their habitual reserve and let loose their more primitive and festive spirit.

This is the essence of Barcelona: a unique cocktail of heritage and tradition, modernity and creativity, innovation and daring, generosity and integration, in variable proportions according to the taste of whoever wishes to savor it.



#### Sant Jordi: Books, Dragons and Roses

On April 23, the feast day of Sant Jordi (Saint George), Barcelona is a city transformed. Its citizens take to the streets to celebrate a unique festivity. Tradition says that men give roses to women and women give books to men. But the nonconformist locals decided long ago to break with stereotypes; nowadays, the city is inundated with flowers, stories, poems, and kisses.

# REACH THE LIMITS.

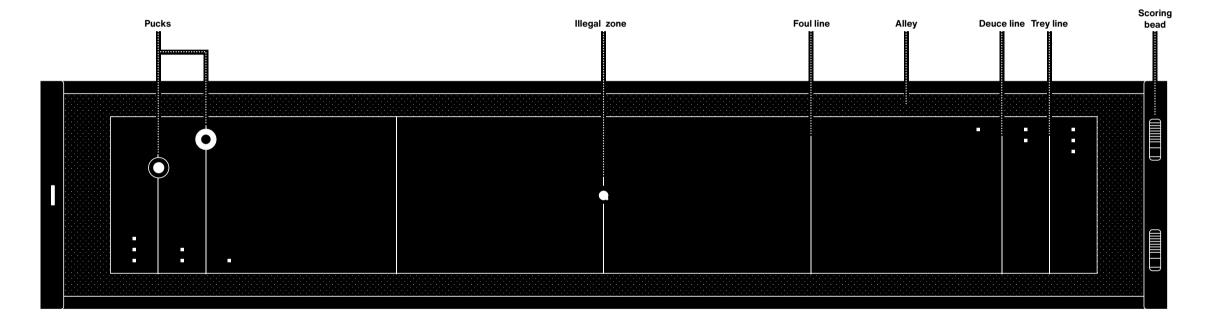


**Playing Brain** 

# Do you Shuffle?

Some people define shuffleboard as a cross between curling and pétanque. The game has you hooked from the first shuffle. Strength is not the key; it's all about precision, control and aim.

Shoot the puck, let it glide, discover the shuffleboard experience and break the distance between victory and defeat.



- 1 Choose to play in singles or doubles.
- Flip a coin to decide who goes first. The winner can choose to shoot last (the hammer) because in shuffleboard it is an advantage.
- **3** Choose to play matches to 15 or 21 points.
- **4-** Both teams stand at the same end of the table and alternate shots.
- Take turns shooting your pucks towards the opposite end trying to get them the farther end of the table without falling off, until all 8 pucks have been shot.
- 6 Try to knock your opponent's pucks off the table (into the alley) with your own.
- Just one team can score per round. The team with the puck closest to the edge without falling off counts scores the round.
- 8- Only pucks that are farther than your opponent's highest scoring puck are eligible for points.

- Score your pucks:

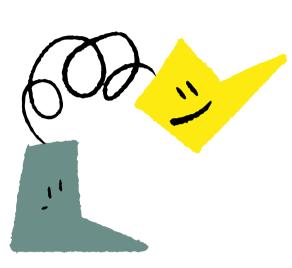
  4 points: if your puck hangs over
  the edge of the table. This is called a
  "hanger".
  3 points: if the puck crosses the far line
  - (trey line) without falling or hanging. • 2 points: if the puck crosses the nearer (deuce line) scoring line.
  - 1 point: if it crosses the foul line. • Any pucks that does not pass the foul line is immediately removed from the playing surface for the round.
- Agree on the points before touching any puck. Scoring player shoots first in the next round.
- 11 First team to reach 15 or 21 wins.

# Fair Play

We all have the right to engage in play under the same conditions. It's a fundamental human right included in the UN Convention on the Rights of the Child, along with the right to life, health, education, or protection.

We've always believed in the power of play as an instrument of cohesion and union between people, as a tool for transformation, and as a catalyst for change.

Our intention, as a brand and as a company, is to highlight its benefits and take it to the most unsuspecting places, however unlikely they might seem. Playing can bring out a smile in the most adverse situations, of brightening up the toughest days, of alleviating stress and bringing out our most optimistic side.





That's why we're committed to giving back part of what society gives us through various collaborative projects with associations and institutions in different areas, such as health, education, and childhood. By donating game tables to the Pediatric Cancer Center Barcelona of the Hospital Sant Joan de Déu, or to the Casa del Xuclis, a residential center run by the Association of Family and Friends of Children with Cancer in Catalonia (AFANOC), we're striving to make the hospital stays of children with cancer and their families friendlier. This year we've also launched a major project with the Rafa Nadal Foundation to help ensure that the vulnerable children cared for in its centers are integrated into society through goals, sport, and education.

Regardless of our identity, age, gender, culture, or origin, enjoying play is essential and fundamental for each and every one of us.







#### Women play too

ELLA (which is also Catalan and Spanish for "she") is much more than the first woman football player; she's a statement of intent. Crafted with expertise and dedication. With the same skills and powerful shot. With the same toughness and passion for scoring goals. There's no discrimination on the pitch of an RS Barcelona football table; she, he and everyone play on equal terms. Full equality.

# A.P.O.

The A.P.O. (Antoni Pallejà Office) design studio, founded by Toni Pallejà, moves easily between different creative disciplines, which allows it to harness the knowledge acquired in each project, transferring it and feeding it back into future challenges. Its most recent project was the RS Barcelona stand for the Salone del Mobile in Milan.

# You've collaborated extensively with RS Barcelona. How did the relationship come about?

We've been collaborating with RS Barcelona for many years and we feel very close to their philosophy. We started out by designing products and over time we've also worked on the creation of their spaces. It's been a process in which we've reflected together on the brand and how it's evolved. Right from the get-go, we could see that this was not your typical brand, that its value proposition was innovative and transgressive. We've always seen their products as iconic pieces that create a unique imaginative world that's all about the power of play and its meaning; about awakening emotions in people, captivating them, and not leaving anyone indifferent. They've managed to raise their value through design and art, and we feel totally aligned and comfortable with these concepts and in this field.

# Can you tell us about the experience of designing the RS Barcelona stand for the Salone del Mobile in Milan?

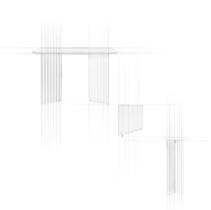
For the previous two editions of the Salone del Mobile, we focused on producing a stand that reflected key values of the brand, such as its origin – emphasizing the importance of metal –, and on creating a sleek, sophisticated setting in which the products could express their quality and elegance. The products were the undisputed protagonists. The premise for this year's edition has been to highlight the concept of play within the space. Play is inherent to the brand and we wanted to strengthen this aspect by creating an environment that would induce visitors into a dreamlike state, rediscovering the sensations and emotions of happiness we experienced as kids.

#### And how have you brought this sensation to life?

Our solution has been to present the stand as a large bounce house, which takes us straight back to the world of our childhood. A magical space, a blank canvas where you can unleash your imagination with absolute freedom. On entering, you suddenly find yourself in a really special universe of play: a world which fuses the concepts of play and art in a super authentic way, with the unmistakable seal of RS Barcelona. It's the Art of Play.







# The end result – the space, the product – is what we see, but what lies behind it?

Without a doubt, the A.P.O. approach is to add value to all the products and projects we get involved with. Achieving this entails many hours and a work methodology, but also a large dose of passion. That's the engine that makes the process itself part of the result. It's never a straight, monotonous path, but rather it feeds back into itself and is different in every project. Another key factor is the alignment of all the stakeholders in the process; that is, having a good rapport with the client, fully understanding their particularities, needs and goals, not to mention their manufacturing processes. But at the same time, it's really important to us to be able to challenge pre-established ideas, to smash stereotypes, in order to come up with surprising and brilliant results.

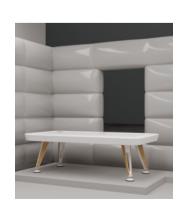
# Who do you look up to? Who are the icons that form part of your world?

There's a super long, incredibly diverse list of creators we admire, both historical and contemporary. Depending on the moment, a particular figure might be more influential; that's what's happened over the last year with Donald Judd. His work has been on my mind ever since I visited his home studio on Spring Street in New York. Being in that space had a huge impact on me, both in terms of his concept of the home and the construction of its furniture and other pieces.

# You've got your own signature style, no question. What are the A.P.O. codes?

There are certain aspects that I try to bring to fruition in all of our projects. There's always an idea, a concept that we want to convey - sometimes more obvious, sometimes more subtle -, that permeates the final result, giving it greater solidity and coherence. You might say that a particularly noteworthy characteristic, which is strongly related to my background in industrial design, is detail. Oftentimes, I tend to build projects by focusing on a small detail that gradually imposes itself, escalating, growing and eventually characterizing the entire project. The small detail is maximized to create a meaningful whole. An example of this is RS Barcelona's You and Me ping pong table. A barely noticeable detail, a secret drawer, becomes the distinctive element of the design and piece. Last but not least, we're obsessed by materials. We find it thrilling to explore their possibilities and work out how to combine them in such a way that they acquire new meanings. Creating contrasts and tensions between them in order to establish a dialogue is a constant feature in the work of A.P.O.





RS Barcelona stand at Salone del Mobile Milano 2024





31

# **Colors & Goals**

#### **MoMA Exclusive**

The Museum of Modern Art is one of the most important institutions for the promotion and democratization of contemporary art and design. The colorfulness and energy embodied by the RS4 Home x Hey has led the MoMA Design Store to award it the MoMA Exclusive design seal.

15385	
	H
2	-



"With this Special Edition RS4 Home x Hey the football table is revealing itself with a bold artistic accent. It becomes a piece of modern art, expressing the energy and essence of a classic game that stands the test of time, transcending trends. From the museum to home."

Verònica Fuerte, Hey founder.

Photos by Meritxell Argalaguer



When the creative energy of two brands like RS Barcelona and Hey comes together, the outcome can be nothing but amazing! Both brands were born in Barcelona. Both brands exude design. Both brands embrace color. Both brands inspire optimism. Both brands love to play. From the fusion of all these elements, the RS4 Home x Hey is born: a piece that reveals the power of color and how the game becomes art.

Hey has captured its creative universe in this football table. The vitality of its colorful, fresh imagery is shaped in a piece that stands out for its magnetic appeal. The choice of the colors was no coincidence: powerful, eye-catching, pop, vibrant, unconventional, and with no holds barred. Chromatic freedom in a special edition that invites play and spreads Hey's passion for color. The RS4 Home is the football table chosen for this collaboration because it's been designed to be like another member of the family in the home. It's an invitation to revive the good habit of playing with family. To cut down on screen time. To switch off the TV, game console and mobile device to connect with family and friends. To give 'likes' to the moments we spend together. To play active games that make us leap and shout with joy, and sweat with excitement. To celebrate that we're all together, needing no excuses. To share, letting time go by without rushing.

#### **RS Barcelona Products**





Like a line that crosses a space from end to end, the **Diagonal** pool table imbues any environment with design and a playful attitude.

Three sizes (6,7 and 8 ft), five colors and infinite customization options.







**Diagonal** Top By Yonoh



Mou Floor Cue Rack By Yonoh



The soulmate of the pool table. Gliding on discreet, silent wheels, it's always within reach.

The problem of lack of space is solved in a simple but practical way. Diagonal

is both a pool table and a standard

table.



#### **Covered Outdoor**



The Diagonal and Mou are also available for covered outdoor spaces. New materials to enjoy the game without giving up your passion for the al fresco lifestyle.

**RS Barcelona Products** 

You and Me Ping Pong Table By Antoni Pallejà Office

ŵ.

This ping pong table contains all the moments of the day: from the most playful to the most everyday ones. Three sizes, two finishes and millions of uses to fit your needs.

Wooden top only for indoor use.



You and Me Monochrome Edition



ŴŚ

ŵŚ

By Antoni Pallejà Office

Black and white show all their power,



clearness, purity and sophistication in this new edition of the iconic ping pong table.

## You and Me Bench By Antoni Pallejà Office

The perfect companion to make the most of You and Me's functionality as a dining table. A complete set of benches, ranging in length to make the match Oak wood only for indoor use.



RS Barcelona Products

ŵċ

ŵŚ

RS Barcelona Products

#### **RS2** Football Table By Rafael Rodríguez



A classic that transcends hypes and trends. Its captivating forms turn a game of football into an experience to share.

Customize to make it unique.













With the RS Folding, "I haven't got space for a ping pong table" is no longer an excuse. It remains discreetly tucked away until it's called into action, reveling its charm.

A tough, all-terrain ping pong table that

invites you to play with no holds barred.

Designed to give it all in intense play

indoors and outdoors.





RS2 Gold Football Table By Rafael Rodríguez



The iconic RS2 dressed to the nines. Gold-chrome plated design and sophistication showing that you can play in a dinner suit or stiletto heels.



**RS2 Dining** Table By Rafael Rodríguez





Gastronomy and playtime go hand in hand. A football table at which to eat, or a dining table at which to play. You choose how to define this unique table.

Two glass top shapes (oval or rectangular).



RS Folding Ping Pong Table

By Rafael Rodríguez

**RS Stationary** Ping Pong Table

By Rafael Rodríguez









ŵ.ŵ

ŴČ

ŵ.ôć

# **RS3 Wood** Football Table

### By Rafael Rodríguez











This piece features subtle, elegant golden touches creating a harmonious and glamorous whole. Elegance and

gameplay in a luxury piece.

Adding a touch of wood to the game.

A warmer design for those who know that the combination of two good

ingredients always produces superb

results.

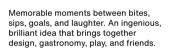
**RS3 Wood Gold** Football Table By Rafael Rodríguez



**RS3 Wood Dining** Table By Rafael Rodríguez







Two glass top shapes (oval or rectangular).

RS Barcelona Products

#### **RS3** Football Table By Rafael Rodríguez



Pop colors and good vibes with a lightweight look. Thanks to its robust structure, you can play with the enthusiasm of a child but with the strength of an adult.





**RS4 Home** Football Table By Rafael Rodríguez



ŴÖ







A new member of the family. A football table for home use and for DIY guys who like to set their own game rules.

#### It comes disassembled.







RS4 Home x Hey Football Table By Hey & Rafael Rodríguez



ŵ.ŵ An explosion of colors and goals that reveals the power of color, turning the game into art.

Limited edition.

It comes disassembled.

RS Max Football Table By Rafael Rodríguez







ŵŚ

20202

ŵċ

 $\widehat{\mathbf{W}}$ 

2

🗍 🛔 🛔

-Å

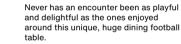
RS Max Dining Table By Rafael Rodríguez

the store and a start and a

#### Wall Champions Coat Rack

By Rafael Rodríguez





The more the merrier. This is a foosball table for eight players, doubling the

fun. More players. More laughter. More

excitement.

The players of our foosball tables jump from the pitch to your wall to welcome you home or see you out of the door with a smile.

RS Barcelona Products

#### Track Shuffleboard By Rafael Rodríguez

NEW SIZE

Daring to break the conventions of the classic shuffleboard game, with its design of sleek lines and imposing beauty.

Available in three sizes: 9. 12 and 14 ft.









Track Dining Shuffleboard By Rafael Rodríguez



With its glass top, it's both a game table and a tall bar table. In fact, the game, with some snacks and drinks, has a different flavor.

Available in three sizes: 9, 12 and 14 ft.



RS Barcelona Products

Plec Rectangular Occasional Table

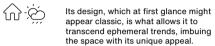
By Antoni Pallejà Office



Steel and marble finish.



**Plec Round** Occasional Table By Antoni Pallejà Office



Steel and marble finish.









Plec grows in height to fit new uses

pleasure to work at.

without losing any of its architectural character. It's a home desk that's a

Plec Desk By Antoni Pallejà Office





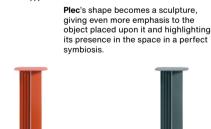
ŴÖ

ŵ



Plec Pedestal By Antoni Pallejà Office





Crew Stand

By Rafael Rodríguez



RS Barcelona Products

A two-tiered multipurpose seat around which to gather and share. Its simple structure gives it a visual lightness, while the strength of its metal frame provides the stability to seat eight people.

















ŵ.

 $\widehat{\mathbf{W}}$ 



Ombra Stool By Emiliana Design Studio



On The Road Bench

By Stone Designs

Versatility and toughness. **Ombra** is designed for intense use. Ready to withstand lots of sit-downs and plenty of movement and to go outside when the sun shines.

This bench is a nomadic spirit that likes to be moved around rather than be treated as a static piece of furniture.







The Art of Play Copyright © 2024 RS Barcelona

Edition Number #1

Editors Aimée Duchamp & Maria Carrasco

**Writer** Maria Carrasco

Art direction Aimée Duchamp

#### Photography

Meritxell Arjalaguer Carlos Igliki Montse Garriga Adrián Mora Maroto Morgan Norman Sanda Vuckovic Ken Wayner

Creative production consultant I am Nuria iamnuria.com

Printed by Impressus impressus.es

This magazine was printed on paper certified by: FSC® FSC-C101533



**Printed in** Barcelona

All rights reserved.

#### **RS Barcelona**

Head Office & Showroom C. Còrsega, 365 08037, Barcelona Spain Phone: +34 936589503

E-mail: info@rsbarcelona.com

#### Factory & Warehouse

C. de la Barca, 7-9 Polígono Industrial La Flora-Fou 08640 Olesa de Montserrat Barcelona, Spain

#### RS Barcelona LLC (USA)

E-mail: andrea@rsbarcelona.com Phone: +1 424 249 9646 Los Angeles, CA rsbarcelona.com



Scan this code and find out our intense living products.