

Colombia Majestuosa

This year, [Noj Estudio](#) embraced the challenge of redefining the Christmas experience in a Colombian municipality with its unique concept, "Colombia Majestuosa." Conceived to encapsulate the richness of cultural and natural symbols from various regions, including festive characters, the concept received approval from the Mayor of Envigado and [Enviaseo](#) executives.



The meticulous process began with the design of processional floats and volumetric decorations for 17 distinct zones involving streets, passages, and parks. Over 100 hand-designed motifs were digitally illustrated, scaled, modeled, and quantified using Rhino. This enabled a 3D preview of the decorations, quantifying 3200 figures, and creating plans for artisanal fabrication involving over 40 weavers and blacksmiths from Envigado.



The challenge lies in transitioning these digital creations into reality through non-industrialized processes with locally available tools. To craft the approximately 8-meter decorations, a blend of artisanal work, including blacksmithing, sewing, and electrical installations, was employed.



On November 10, 2023, the lights illuminated the fruition of this 14-month collaborative effort between digital design and artisanal craftsmanship. The project showcases the fusion of technology and traditional craftsmanship and brings the season's joy to life in Envigado.