

Medio Design Collaborates to Illuminate El Corte Inglés

[Medio Design](#), a dynamic architectural studio founded by Juan Pablo Quintero and María Teresa León in Barcelona in 2002, has left its mark on the design landscape for over two decades. With a diverse portfolio spanning 3D installations, bespoke furniture, product editions, and artwork, Medio Design defies classification within a single discipline.

One of their standout projects, the 3D curved cladding for the restaurant at Hotel Torres Fira in L'Hospitalet, commissioned by Pritzker Prize-winning architect Toyo Ito, marked a pivotal moment in their journey. This demanding project, completed in 2010, showcased their ability to tackle technical challenges while achieving a poetic outcome.

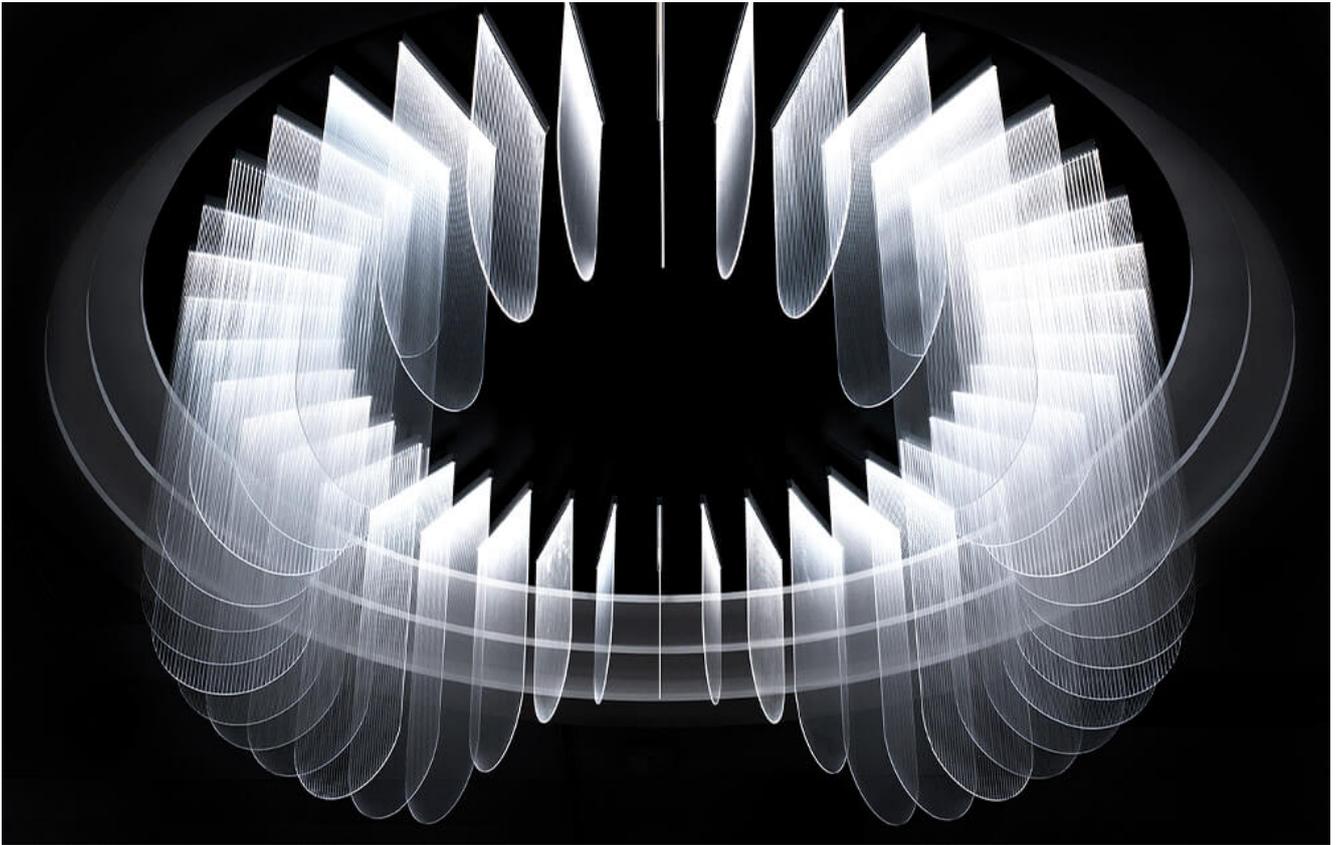
Since 2007, Medio Design has embraced CAD-CAM technology, becoming a pioneer in Spain's digital manufacturing realms of architecture and design. Their latest venture takes us to the heart of Madrid's exclusive Serrano Street, where they collaborated closely with Contemporain Studio, led by the renowned Lázaro Rosa Violán, to craft a unique suspended luminaire for El Corte Inglés.



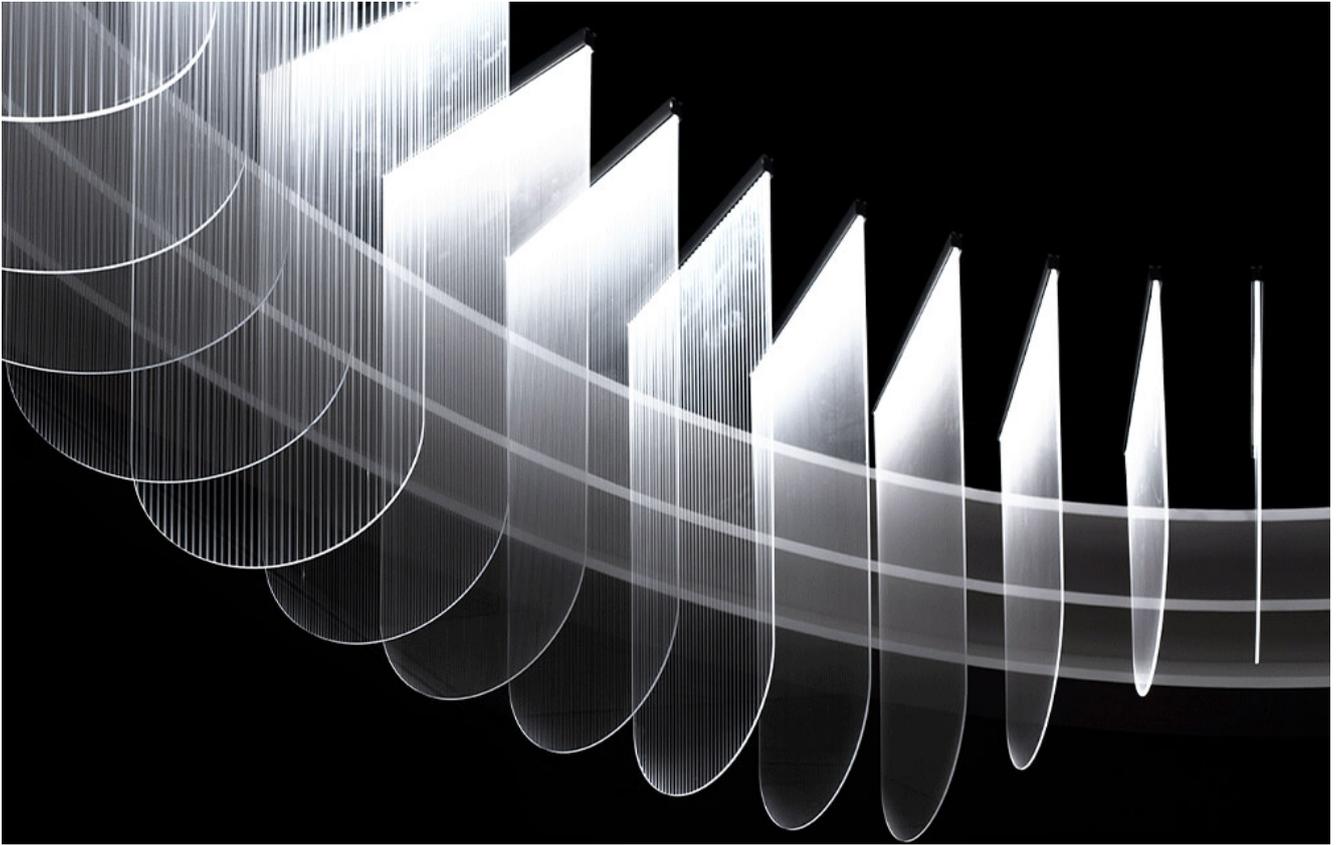
The starting point for this creative endeavor was Contemporain Studio's conceptual vision. Known for entrusting Medio Design with the development of complex and distinctive concepts, the project team reached out to them for the technical execution of the proposed lighting solution for the second floor of El Corte Inglés Serrano.

[Rhino](#), [RhinoCAM](#), and RhinoNEST played integral roles in bringing this vision to life. Medio Design's familiarity with these tools, honed over 15 years, facilitated high productivity in their creative

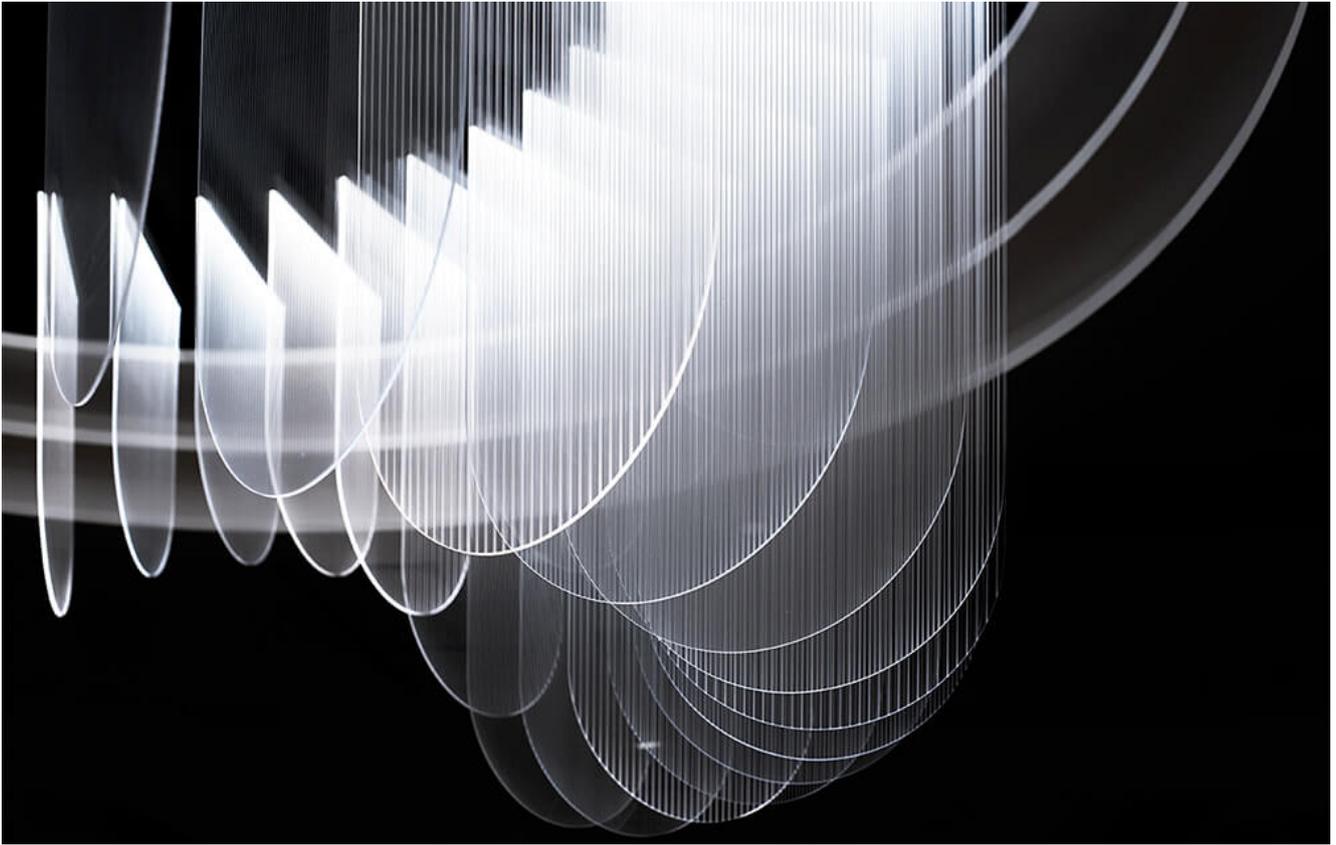
processes. RhinoCAM enabled precise CNC milling programming, while RhinoNEST optimized material usage—a perfect synergy for their intricate designs.



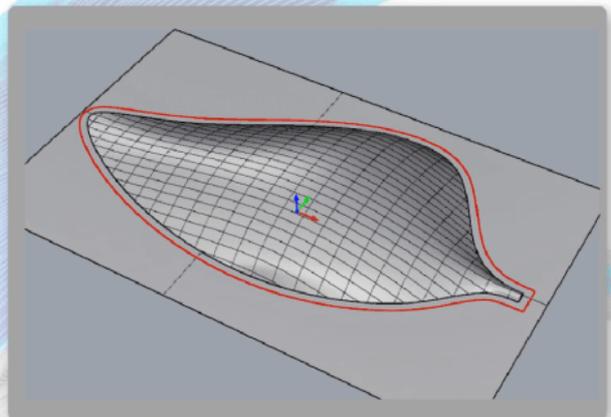
The luminaire's design involved an extensive material selection process. Initially envisioned as lightweight and translucent, inspired by Japanese aesthetics, the team had to balance this with durability for a high-traffic location like a department store. The final material, a bespoke solution, met all design criteria.



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The experimentation, prototyping, and engineering phases were crucial in refining the luminaire. Using textiles and papers reinforced with materials like acrylic, they created screens with varying textures and transparencies. The play of light through these screens, combined with meticulous analysis, led to the captivating final formulation.



RhinoCAM

Rhino**Fab**Studio

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RHINOCAM 2 1/2 AND 3 AXES

Installed strategically at the landing of the second-floor escalators, the Serrano luminaire makes a striking impact. Its impressive scale (2.50m in diameter) and dynamic visual effects, produced by the overlapping transparent screens, create an optical-kinetic play as viewers move around it.



María Teresa León, Medio Design's Creative Director, emphasized the collaborative nature of their work and the importance of Rhino and Grasshopper in their design processes. These tools, coupled with their multidisciplinary approach, enable Medio Design to weave together traditional craftsmanship and advanced digital fabrication

seamlessly.

In conclusion, Medio Design's luminaire for El Corte Inglés Serrano not only illuminates the space but also stands as a testament to their innovative design approach and technical prowess. This collaboration exemplifies their commitment to pushing creative boundaries and finding bespoke solutions that merge artistry with functionality.