



## **The art of contrast**

*In our search for new design ideas, trends, colors, and shapes, we are in constant motion. We have to imagine. We have to travel. We have to play. We have to dream. We have to get inspired.*

*In this new Spring/Summer 2020 collection, we were looking to express different types of contrasts.*

*Black & White. Vintage and Modern. Bold patterns and natural earth colors. Floral and wildlife. Floor and Wall.*

*Our goal was to create harmony and combine those contrasts. It has pushed us to explore new design techniques, combine new colors and shades, absorb the nature around us, and express it in our products.*

*This is for us the “Art of Contrast”.*

*We believe our products are not only practical and functional, but also, above all, they bring balance between modern and traditional. They add color, style, warmth and soul to the place you love.*

*Enjoy our catalog, enjoy our product line.*

*With love,*

*The ADAMÁ team*

## **El arte del contraste**

*La búsqueda de nuevas ideas, tendencias, colores o creatividad nos hace estar en constante movimiento. Tenemos que imaginar. Tenemos que viajar. Tenemos que jugar. Tenemos que soñar. Tenemos que inspirarnos.*

*En esta nueva colección Primavera/Verano 2020 buscábamos expresar diferentes tipos de contrastes.*

*Blanco y negro, antiguo y moderno. Patrones llamativos y colores naturales de la tierra. Floral y salvaje. Suelo y pared.*

*Nuestro objetivo era crear armonía y combinar esos contrastes. Hemos explorado nuevas técnicas de diseño, combinado nuevos colores y sombras, hemos absorbido la naturaleza que nos rodea y la hemos expresado en nuestros productos.*

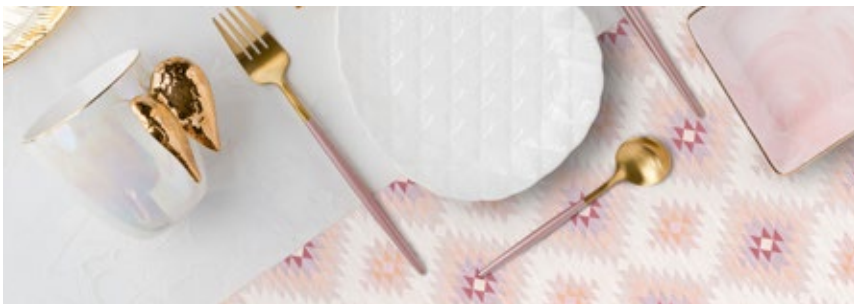
*Esto es para nosotros el “Arte del contraste”.*

*Creemos que nuestros productos además de ser prácticos y funcionales, están en equilibrio entre lo moderno y lo tradicional y agregan color, estilo, calidez y alma a tu lugar favorito.*

*Disfrutad del catálogo, disfrutad de nuestra línea de productos.*

*Con amor,*

*El equipo Adamá*





Primavera\_Y 60x120 cm



ADAMÁ product line











Helado\_B 80x200 cm









 Felicity\_L Ø 35.5x49 cm



 Joy\_W 35x50 cm



Sunrise\_P 60x180 cm















Ocean\_A 60x120 cm







## ***Nordseth gets a stylish new look quickly and easily.***

*ADAMA custom designs help to refresh the interior of an Oslo based retail fashion store.*

Astrid Nordseth, the general manager of Nordseth AS (<http://www.nordseth.as>), a large clothing and fashion retail store in Oslo, Norway, was seeking a quick and easy, yet stylish, remodeling concept for her store. Her goal was to be able to refresh the interior by adding colors and warmth, while avoiding the high cost of a remodeling project.

When Astrid heard about ADAMA, she was immediately inspired by the beautiful tile designs and the idea of a simple way to apply a change to her store. So, she contacted ADAMA and asked for assistance.

In order to perfectly meet Astrid's needs, the project was 100% customized and had 2 parts. Part one involved the design of 19 custom-sized removable stickers to be applied on the staircases. Part two consisted of 2 custom-sized vinyl rugs to be placed at the fitting rooms.

*"I loved the concept of adding trendy and colorful vintage tile designs to my store," said Astrid, "but the challenge was to create custom sizes to fit the staircase and the fitting rooms. The ADAMA design team did great work by resizing their designs to perfectly fit my needs. Within a few days we received the items from Spain and then it took us only couple of hours to remodel the store," continued Astrid. "I had a really good experience working with the ADAMA team and I'm very happy with the results."*











Mullah\_T 80x120 cm











Angel\_F 10x10cm, 30x40 cm



Hilos\_O 40x80 cm











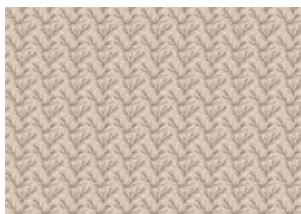
# ADAMÁ Xmas collection

Christmas is a magical time of the year where everything comes together. Family, friends, tradition, colorful lights, laughter and memories for life.

ADAMA's Christmas tableware collection is here for you, to make your next Christmas special and memorable.

La Navidad es ese momento mágico del año donde todo confluye. Familia, amigos, tradiciones, luces de colores, risas y recuerdos para toda la vida.

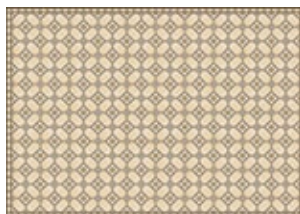
La colección navideña para la mesa que ADAMÁ ofrece, hará que tu próxima Navidad sea especial y memorable.



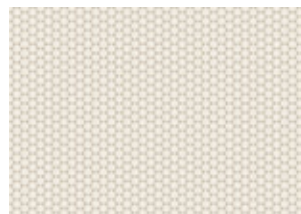
Blomstre\_O



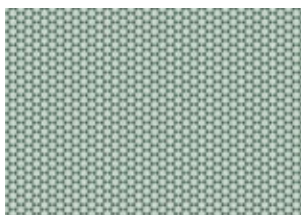
Blomstre\_R



Cesar\_D



Ho\_O



Ho\_V



Hogar\_C



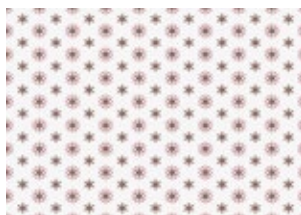
Hogar\_W



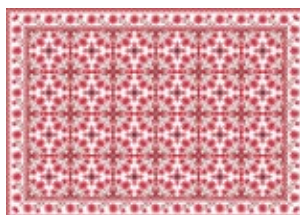
Reyes\_C



Reyes\_D



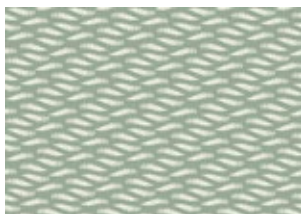
Reyes\_R



Sunrise\_R



Viento\_G



Viento\_V



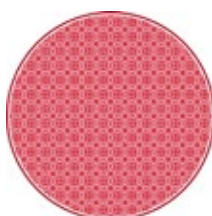
Jardin\_V



Parc\_D



Parc\_G



Parc\_R



Parc\_V





Xmas\_Love



Sevilla\_R



Crusto\_R



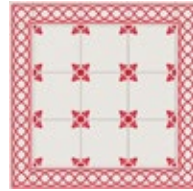
Sparkle\_R



Sparkle\_G



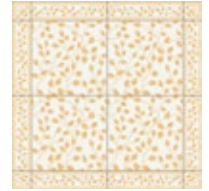
Dream\_D



Belita\_R



Xmas\_Textile\_R



Leaves\_D



Pers\_D



Pers\_V



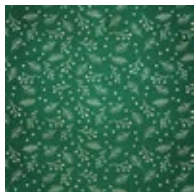
Elisabeth\_R



Elisabeth\_V



Christmas\_Time



Holly\_V



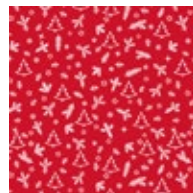
Holly\_A



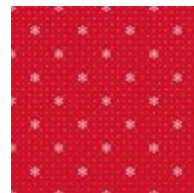
Forest\_A



Pondi\_R



Christmas\_Mix



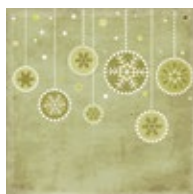
Xmasnow\_R



Xmasnow\_W



Xmasnow\_B



Christmas\_Mood



Christmas\_Flowers



Maya\_D



Casablanca\_R



Boda\_R









Abejas\_G 120x180 cm





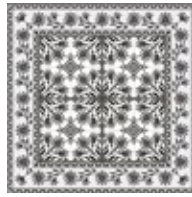
New collection



*Mediterranean\_V*



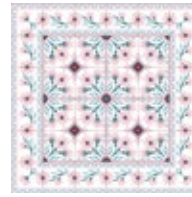
*Sunrise\_A*



*Sunrise\_B*



*Sunrise\_G*



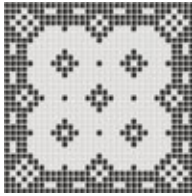
*Sunrise\_P*



*Cesar\_A*



*Pool\_A*



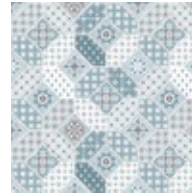
*Pool\_B*



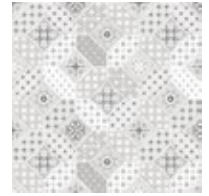
*Sol\_A*



*Sol\_B*



*Abejas\_A*



*Abejas\_G*



*Aztec\_A*



*Aztec\_B*



*Aztec\_C*



*Aztec\_W*



*Ojo\_Mix*



*Ojo\_B*



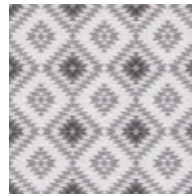
*Mullah\_N*



*Mullah\_T*



*Toy\_N*



*Helado\_B*



*Helado\_P*



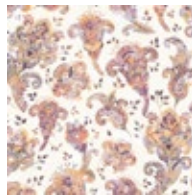
*LaFloresta\_P*



*Ocean\_A*



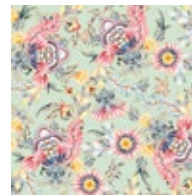
*Ocean\_G*



*Felicity\_L*



*Primavera\_Y*



*Joy\_V*



*Joy\_W*



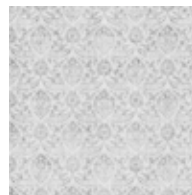
*Bistro\_B*



*Angel\_F*



*Hilos\_O*



*Agra\_G*



*Nube\_P*



*Parc\_A*



*Parc\_O*



*Parc\_W*



*Jardin\_B*



*Jardin\_P*



Best sellers



Granada\_A



Granada\_C



Granada\_N



Cozy\_C



Cozy\_G



Granada\_G



Granada\_O



Cozy\_A



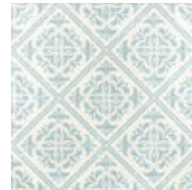
Jacobean\_A



Jacobean\_P



Tuxedo\_B



Menorca\_T



Suave\_G



Mezquita\_N



Mezquita\_V



Jasmine\_C



Costa\_A



Mezquita\_B



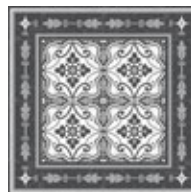
Trib\_O



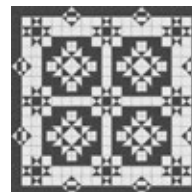
Dreamymood\_C



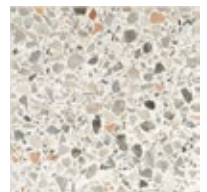
Amnita\_A



Aminta\_B



Geo\_N



Terrazito\_O





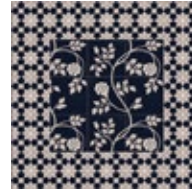
Royal\_A



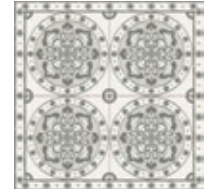
Nido\_C



Sevilla\_A



Creepers\_B



Mundo\_G



NightSky\_B



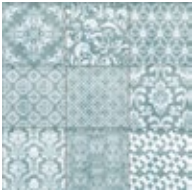
Castelo\_B



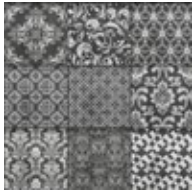
Castelo\_A



Laia\_A



Rural\_A



Rural\_N



Casablanca\_V



Castelo\_D



Subway\_G



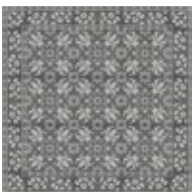
Porto\_Mix



Casablanca\_N



Renaissance\_B



Otoño\_G



Algae\_V



Casablanca\_A



Fragments\_G



Best sellers



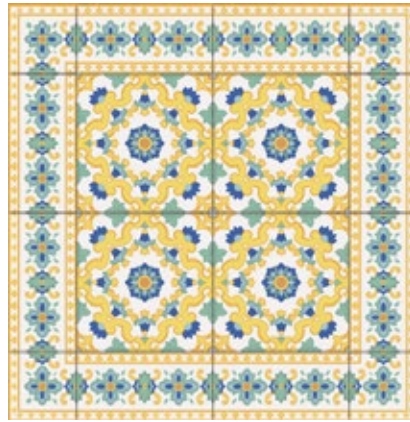
Vintage\_CG



Morning\_A



Belita\_B



Calidoscopi\_Y



Flake\_G



Flake\_A



Cubic\_Mix



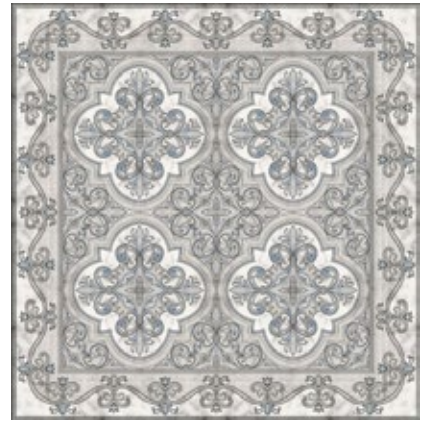
Zigzag\_A



Maya\_G



Golden\_D



Drawit\_G



Spin\_A



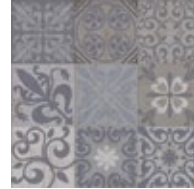
Universe\_B



Universe\_C



Cubic\_A



Patchi\_Gris



Patchi\_BW



Universe\_A



Cubic\_G



Jorge\_A



Vida\_Mix





*Arena\_OG*



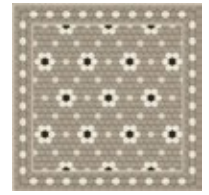
*Fresc\_NA*



*Delicado\_M*



*Delicado\_V*



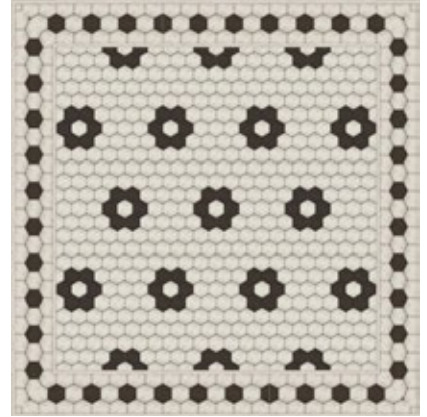
*Petite\_Fleur\_O*



*Metal\_GA*



*Delicado\_A*



*Petite\_Fleur\_N*



*Princess\_A*



*Princess\_R*



*Crusto\_Beij*



*Crusto\_Gris*



*Rumi*



*Mette\_A*



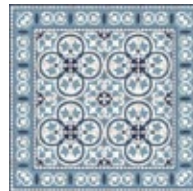
*Mette\_B*



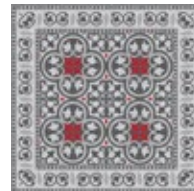
*Dream\_BW*



*Dream\_BR*



*Pinta\_Blu*



*Pinta\_Gris*



*Pinta\_Verd*



*Dream\_GR*



*Pinta\_B*



*Aqua\_OG*



*Tria\_Gris*



*Tria\_LB*



*Tria\_T*



*Amor\_G*







# ADAMÁ Wildlife collection

It's time to go wild!

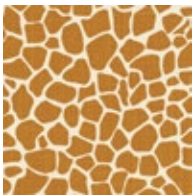
Our planet is full of beautiful nature and wildlife. It reveals the most vivid and bright colors, the most interesting patterns, amazing symmetry and magical camouflage.

This limited wildlife collection is devoted to mama nature. Let's enjoy it and keep it safe and protected.

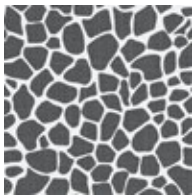
¡Seamos salvajes!

Nuestro planeta es un lugar lleno de bella naturaleza y vida salvaje. Nos muestra los colores más vivos y brillantes, los patrones más interesantes, simetrías perfectas o mágicos camuflajes.

La colección limitada "Wildlife" está dedicada a la Madre Naturaleza. Disfrutémos de ella con cuidado y respeto.



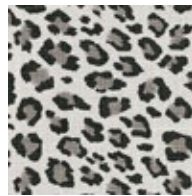
Kenia\_M



Kenia\_B



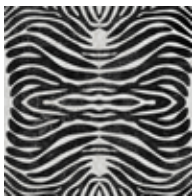
Tanzania\_M



Tanzania\_G



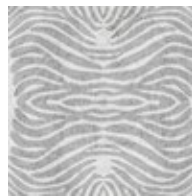
Africa\_M



Nairobi\_B



Nairobi\_G



Nairobi\_W



Nairobi\_M













*Katerina Izotova*



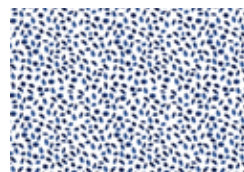
*Pretty blue flowers*



*Bloomig bouquet*



*Magnolia in bloom*



*Blue vibes*



*When indigo loves pink*



*Sweet garden*



*Freshness*

**CHELSEA DAVINE**



*Shimmering Summer Sea*



*Cala II*



*Hunters Moon*



*Spring Moon*



*Copper Study Dia*



*Pale Meridian*

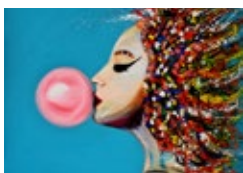


*Sea Study Dia*

**ITAY MAGEN**



*Redhead*



*Woman with bubble gum*



*Peaceful woman*



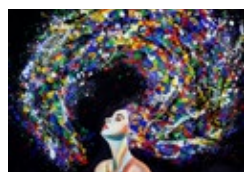
*Beautiful woman*



*Praying woman*

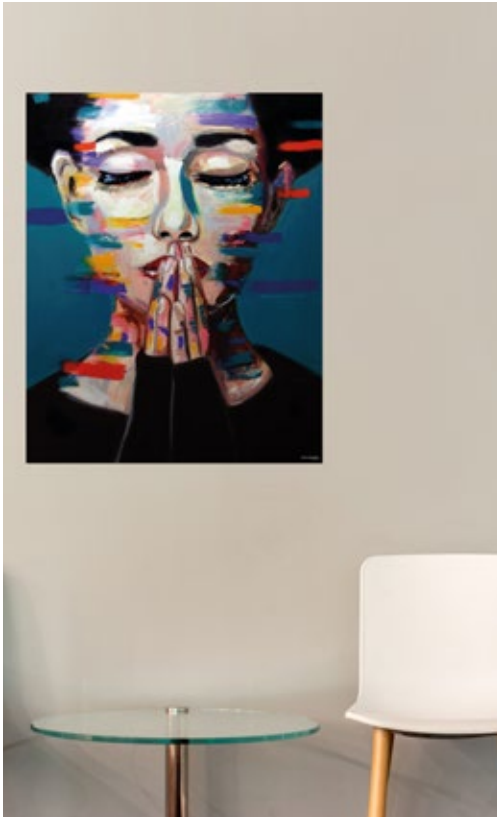


*Colorful face*



*Woman in motion*

























Sunrise\_G 60x240 cm





Sol\_A 170x240 cm





## ***ADAMÁ brings to life the Bok Tower Gardens unique collection***

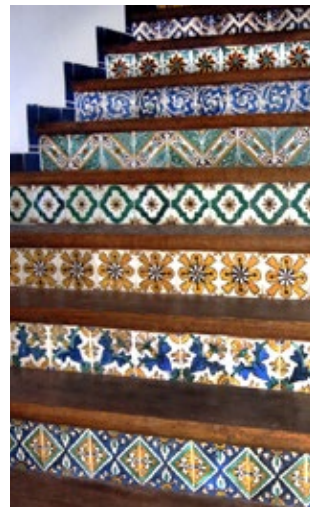
*ADAMÁ has been collaborating with the Bok Tower Gardens shop to create a unique collection that reflects the gardens' style and beauty.*

Bok Tower Gardens is a National Historic Landmark, contemplative garden, and bird sanctuary located in Florida, United States. It consists of 250-acres of gardens, a 205-foot (62 m) tall Singing Tower with its carillon bells and the splendor of the Pinewood Estate.

The collaboration between ADAMÁ and Leslie Thomas, Manager of Retail Services at Bok Tower Gardens, started at the NY Now show in August 2017. Leslie was inspired by the ability of ADAMÁ to quickly create a unique collection of vinyl rugs and table accessories that reflect some of the most typical design themes of the Pinewood Estate.

The PINEWOOD COLLECTION, inspired by the luxurious hand-painted Tunisian tiles, found throughout estate, debuted in conjunction with the estates holiday open house. The collection was met with rave reviews, allowing visitors to take a piece of Pinewood home with them.

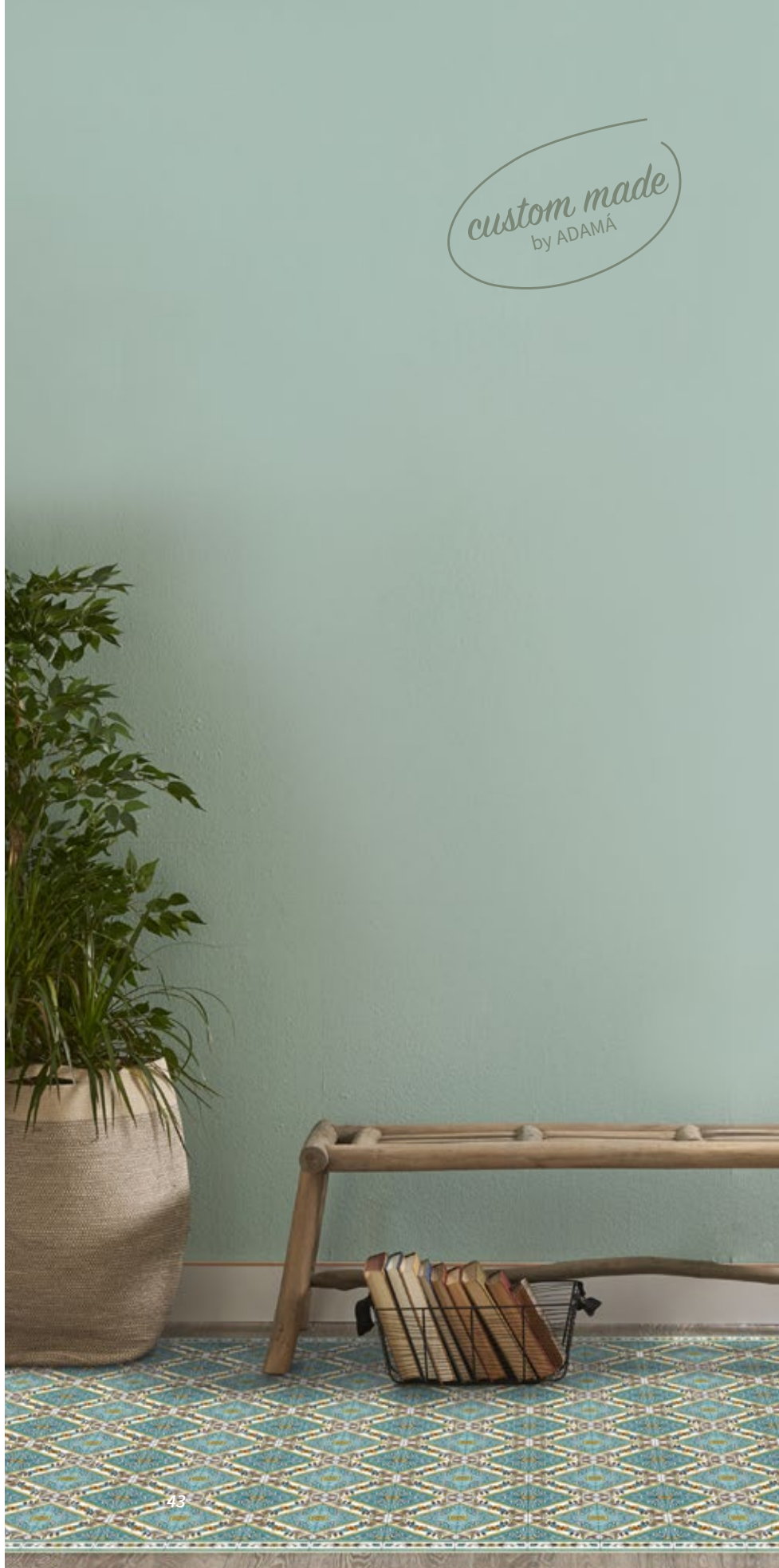
From the moment ADAMÁ's design team received the photography of the desired elements, they created a few designs that were approved by Leslie. Within 3 weeks, Leslie received printed samples that she approved and were quickly moved to production. The entire product development process went seamlessly. *"The ability of offering a unique and localized design to extend the customers visit was exactly what we were looking for when we found the ADAMÁ team at the NY NOW show. We knew they were the right fit to create our own unique product line. The experience of working with ADAMÁ was very positive, they were amazingly creative, pleasant and fast. I'm so happy we had the chance to collaborate."* says Leslie. *"Our sales at the store of this unique product line are extremely successful and we have already placed several orders from ADAMÁ"*, she concludes.







*custom made*  
by ADAMÁ







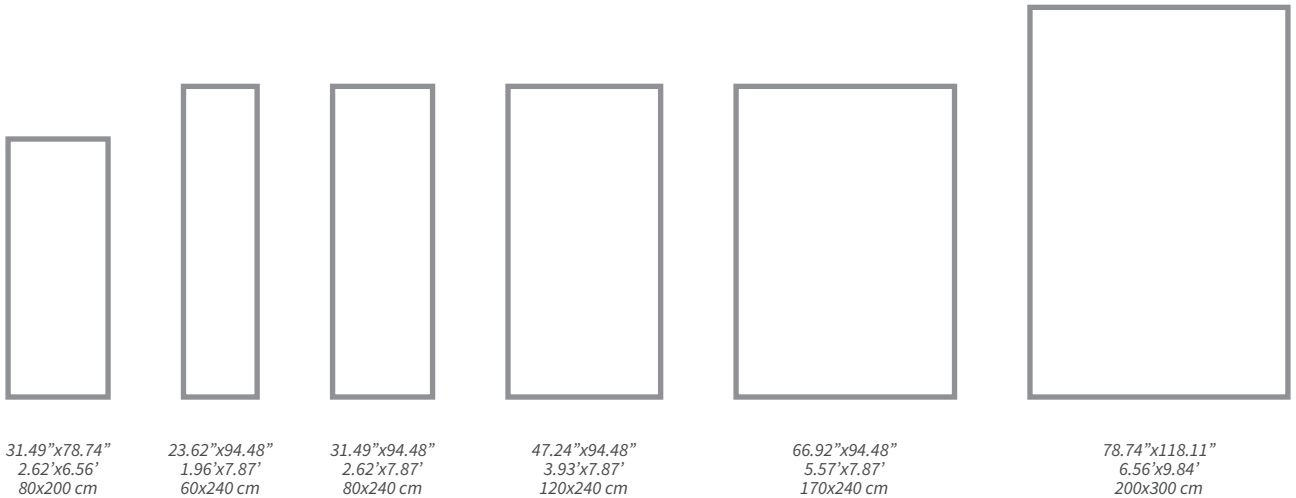
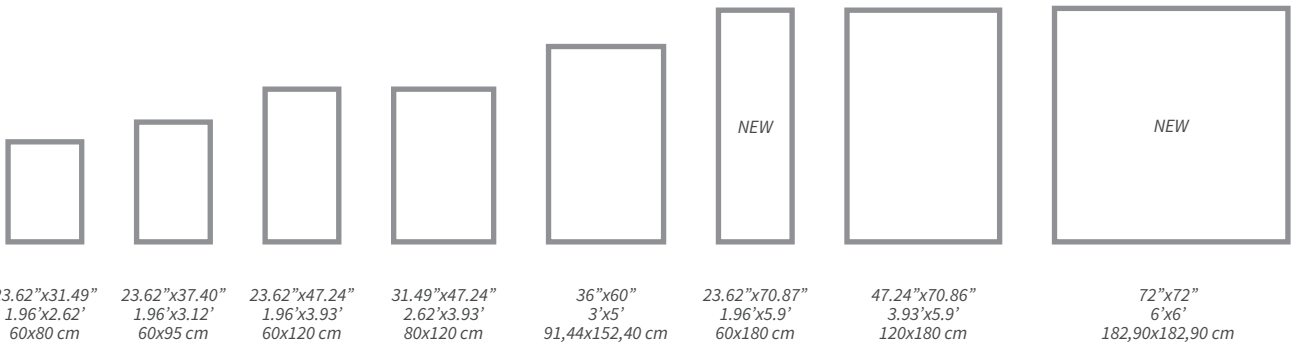
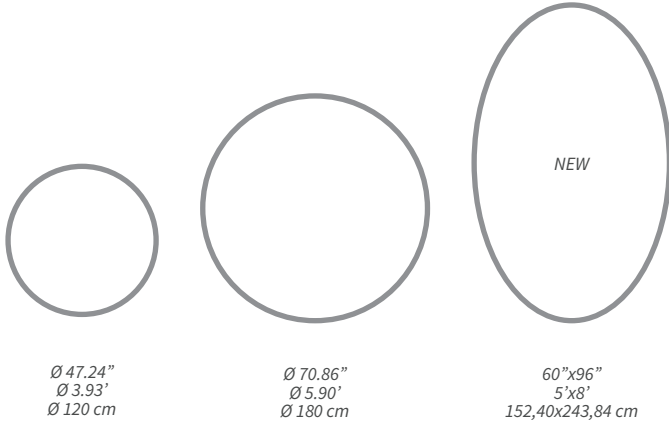
Aztec\_C 60x120 cm





## Rugs

- 85% PVC / 15% Polyester
- Anti-slip
- Water resistant
- Durable
- Antiallergic
- Easy to clean





## Coasters

- 85% PVC / 15% Polyester
- Water resistant
- Durable
- Antiallergic
- Easy to clean



3.93"x3.93"	5.90"x5.90"	7.87"x7.87"	Ø 3.93"	Ø 5.90"	Ø 7.87"
0.32'x0.32'	0.49'x0.49'	0.65'x0.65'	Ø 0.32'	Ø 0.49'	Ø 0.65'
10x10 cm	15x15 cm	20x20 cm	Ø 10 cm	Ø 15 cm	Ø 20 cm



## Placemats / Table runners

- 87% PVC / 13% Polyester ; 85% PVC / 15% Polyester
- Water resistant
- Soft and flexible ; Semi-rigid
- Antiallergic
- Easy to clean



Ø 13.77"	Ø 14"x19.25"				
Ø 1.14'	Ø 1.17'x1.6'				
Ø 35 cm	Ø 35,50x49 cm				
NEW					
Ø 13.77"x13.77"	11.81"x15.75"	13.77"x19.68"	15.74"x31.49"	15.74"x47.24"	15.74"x70.86"
Ø 1.14'x1.14'	0.98'x1.31"	1.14'x1.64'	1.31'x2.62'	1.31'x3.93'	1.31'x5.90"
Ø 35x35 cm	30x40 cm	35x50 cm	40x80 cm	40x120 cm	40x180 cm

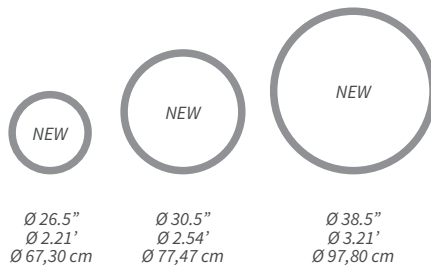




## Table Toppers

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- 85% PVC / 15% Polyester
- Water resistant
- Durable
- Antiallergic
- Easy to clean



## Wall-A (adhesive wall strips)

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- 60% PVC, 40% Cotton / 100% Polyester
- Water resistant
- Durable
- Easy to clean
- Removable



23.62"x94.48"  
1.96'x7.87'  
60x240 cm





