

SERIP®
presents

CALATHEA

- New Beginnings -



SERIP®





SERIP®

Serip is a Portuguese company that was founded in 1961 and that specializes in conceptualizing, designing, and crafting nature-inspired illumination sculptures that translate the uniqueness of the organic elements into works of art.

The company's legacy is composed of three generations of Portuguese craftsmanship that materialize a creative bridge between artisans and designers, providing a unique point of view of the artisanal creation, contrasting with the production processes of modern times.

Today, Serip is present all over the world, with a set of clients from the most varied countries.



- New Beginnings -

Nature is the seed from which blossom new beginnings, branch out new paths and grow new choices. Born out of the dense and untamable tropical forests, the Calathea plant serves as the inspiration for Serip's new collection, to which it also lends its name, its elegance, and its graciousness.

Calathea represents the gentil and delicate movement but imbued with the vital energy that runs through every element of Nature, making them unique. And it is this uniqueness that sets apart Serip's new collection, that links together all its artifacts in a web that evokes the natural and the sophisticated, the elemental and the luxurious, the light and the terrain, the sky, and the earth.

The earthen element transports the observer to the primeval times of Earth's existence, to the vigor and beauty of the natural world, to its resilience and strong adaptability, that make every life form unique.

Serip's Calathea pieces are symbols of connection to Earth, to the origin of all Life touches, and, at the same time, embody the luminosity that we need so we can discover the trail that will lead us to the equilibrium, to harmony, to what is beyond ourselves, to a new beginning.





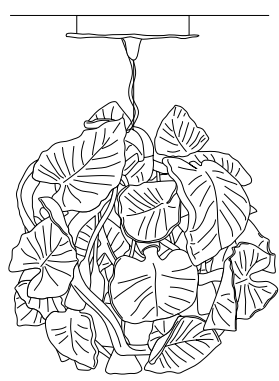
CALATHEA
- Orbifolia -

CT3427/10 FO 10

CT3427/16 TA 10

CT3427/10 FO 10

CT3427/7 CO 10



CALATHEA ORBIFOLIA
EXTRA SMALL
CT3427/4 Ø 29cm

CALATHEA ORBIFOLIA
SMALL
CT3427/7 Ø 36cm

CALATHEA ORBIFOLIA
MEDIUM
CT3427/10 Ø 45cm

CALATHEA ORBIFOLIA
LARGE
CT3427/16 Ø 59cm



CT3427/16 TA 10

CT3427/7 CO 10

CT3427/10 FO 10

CT3427/4 RO 10





AP1519/2 FO 10



AP1519/3 FO 10



AP1519/4 RO 10



CALATHEA MAKOYANA
SMALL
AP1519/2 27X37cm



CALATHEA MAKOYANA
MEDIUM
AP1519/3 38X62cm



CALATHEA MAKOYANA
LARGE
AP1519/4 40X97cm

CALATHEA

- Makoyana -

CALATHEA

- Ornata -



CT3428/18 FP 10



CT3428/10 CH 10



CT3428/18 FP 10



CT3428/13 FP/PB 10



CALATHEA ORNATA
LARGE
CT3428/18 Ø45X250cm



CALATHEA ORNATA
MEDIUM
CT3428/13 Ø40X198cm



CALATHEA ORNATA
SMALL
CT3428/10 Ø40X158cm



CALATHEA ORNATA
EXTRA SMALL
CT3428/6 Ø40X100cm

CALATHEA

- Aurea -



CALATHEA AUREA
LARGE
CT3429/40 Ø155X35cm



CALATHEA AUREA
MEDIUM
CT3429/32 Ø130X35cm



CALATHEA AUREA
SMALL
CT3429/24 Ø100X35cm

CT3429/40 FO 10



CT3429/24 RO+FO+CO 10

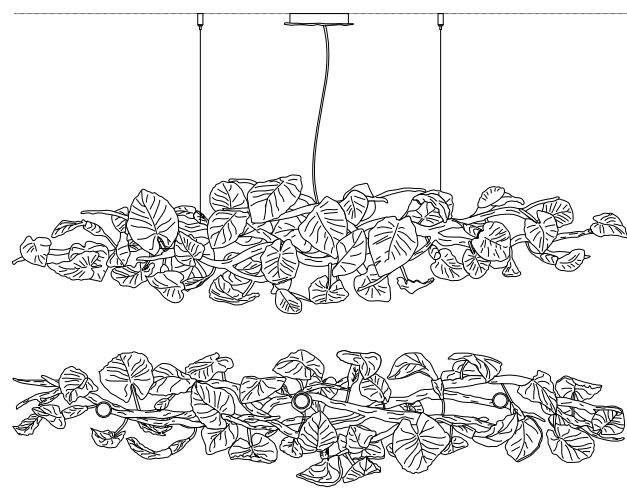
CT3429/32 CO 10



CT3429/40 FO 10



CT3430/19 FO/PB 10



CALATHEA MEDALLION
LARGE
CT3430/19 191X45cm

CALATHEA

- Medallion -

API520/10 PL 10



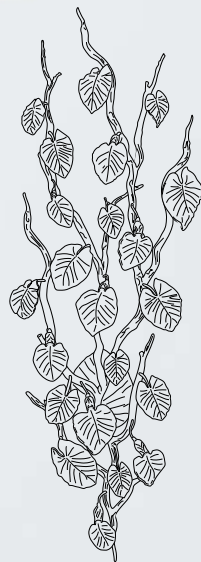
CALATHEA MAJESTICA
SMALL
API520/10 60X144cm



API520/14 CH 10



CALATHEA MAJESTICA
MEDIUM
API520/14 62X198cm



CALATHEA MAJESTICA
LARGE
API520/27 165X264cm



API520/27 FO 10

CALATHEA
- Majestica -



PA640/25 CO+FO+RO+TA.10

CALATHEA
- Tree of Life -



CALATHEA TREE OF LIFE
PA640/25 275x278cm



- Metal Finish -



Black (PR)



Palladium (PL)



Lead (CH)



Silver (FP)



Silver/White Patina (FP/PB)



Gold/White Patina (FO/PB)



Pink Gold (RO)



Gold (FO)



Copper (CO)



Talha (TA)

INTERVIEW WITH
- MIGUEL PALMA -
DESIGNER

The Calathea collection - An ode to Nature and New Beginnings

The leaves of each of the Calathea species have different shapes, distinct curvatures, that best suit their needs of sunlight.

Many subspecies in the Calathea family are known as "prayer plants" because their leaves open and close throughout the day, in a movement reminiscent of the joining of human palms in a prayer or meditation posture.

The pieces of the new collection intend to transmit this subtle, elegant, and delicate movement, through the different curvatures presented by the leaves of these plants. It is these curved lines that, as in Nature, make each of the pieces of the new collection unique, that give movement to the pieces and bring them to life. In this new collection, each leaf is unique, different from all the others. They are reflections of the uniqueness produced by Nature, in which each leaf carries its own "fingerprint", unrepeatably.

In addition to movement, the shapes and textures of the Calathea's leaves are also particularly distinctive elements of these plants and one of the reasons for choosing this botanical species. Some species, such as the Jungle Velvet, have leaves with a velvety texture, that helps reduce the surface area exposed to the elements, and that gives them a soft and delicate touch. These traits are transversal to the entire new collection,

in an alliance between delicacy and uniqueness.

The path defined for the Calathea collection goes beyond the art and design created for each piece. Our intent was that this collection would serve as a model of awareness and example as to why we should not think of Nature as something infinite and endless, but as a living organism that, if not properly cared for, may end. More than the inspiration for the collection, we want Calathea to be an inspiration to a new beginning and an environmental awareness that should be part of our daily life and existence. And this has been a constant concern, not only for the design team, but for all of Serip, which has always kept in mind this important message.

How it all began

In a time when all the news showed that Nature was recovering in the absence of humans, with the reduction of air and road traffic, Calathea came to my mind, as a symbol of strength and resilience, but also of delicacy and sophistication. And, thus, blossomed the idea of creating a collection that would have Calathea as the protagonist.

The creative process began with a few sketches. We wanted, above all, to capture and replicate the movement of the foliage, instead of having something

flat and static. We decided to complement and support the Calathea leaf with some branches, whose shapes came from samples taken in the same forest where the inspiration for this new collection first came to me.

In all of Serip's creations, the aim is to craft a stylized and often even more realistic representation of Nature and all its organic elements. We often say that we look at the development of pieces as if we were making a sculpture. Only then do we devote our attention to lighting sources.

What are the distinguishing features of the pieces in the new collection? What colors and shapes make up this new collection?

I think the most distinctive features are fluidity and movement. The constant interweaving and segmentation into thinner trunks give the pieces an uninterrupted sense of continuation, as if the form is continually growing or being born anew. It's curious, because the name Calathea conveys the notion of a "fresh start", "turning over the leaf", which is what Calathea does naturally when it's dark. It's customary to give this type of plant to those who are starting a new stage in life. The name of the plant evokes the notion of a new beginning.

Our pieces are more than just lamps or works of art: they are a fusion between the artistic, the beautiful and the utilitarian.







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MADE IN PORTUGAL

Since 1961

Serip would like to give a special thanks to Quorum Ballet for their participation in the idealization of this collection

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