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CAPTURE

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DESIGN

MIRA

INSIDE AND OUT

A CONVERSATION WITH MEXICO CITY-BASED ESRAWE STUDIO AND THEIR APPROACH TO CUSTOM INTERIOR DESIGN FOR THE SPIRALING TOWER OF MIRA.

It's hard to miss the shimmering, asymmetrical architecture of MIRA on the corner of Folsom and Spear streets. This new luxury condominium community from Tishman Speyer is defined by its forward-thinking façade, comprised of large twisting bay windows and designed by world-renowned architect Jeanne Gang of Studio Gang.

The Mexico City-based Esrawe Studio, in collaboration with EWE Studio, was commissioned for the custom-made pieces of furniture that would fill MIRA's lobby, resident lounge, and private dining/kitchen area. CAPTURE asked the Esrawe and EWE design team of Hector Esrawe, Age Salajõe and Manuel Baño to reflect on their design.

CAPTURE: Where did you look for inspiration when beginning this unique commissioned project?

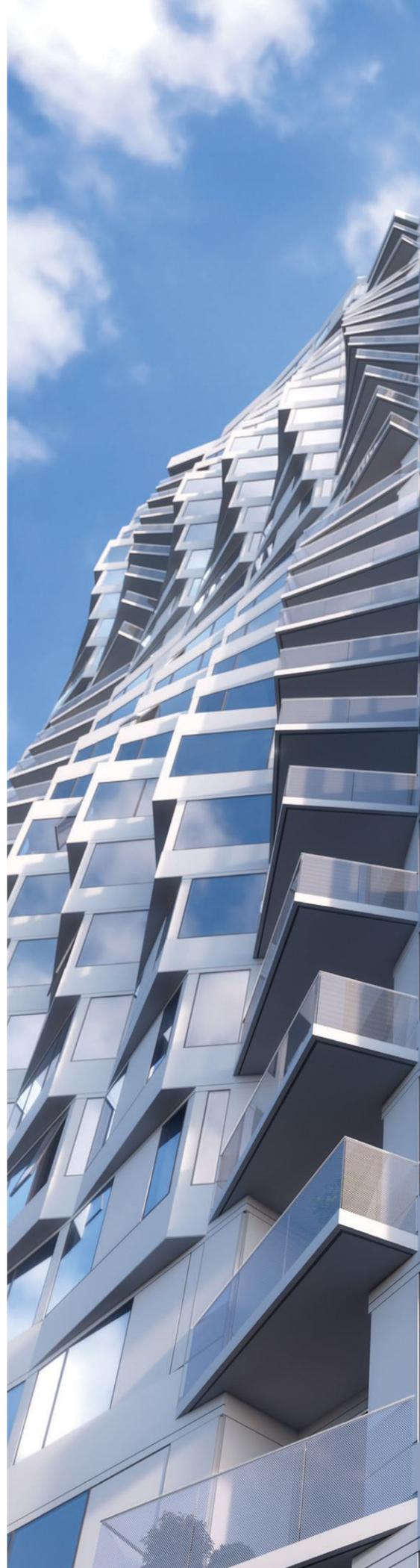
Age Salajõe: We first looked to the building itself, which is of course a great collaboration between Tishman Speyer and Studio Gang. We studied the architecture of the building and saw that Studio Gang was inspired by San Francisco's bay windows.

Our inspiration for the narrative of the pieces we designed includes the sophisticated mood of Scandinavian minimalism mixed with modern Mexican design and sculptural accents that meld a subtle color palette with clean lines.

Our goal was to create areas that are practical and make residents and their guests feel comfortable and at home. After all, MIRA's common spaces are an extension of every resident's home.

Hector Esrawe: We believe in being as contextual as possible when we approach a project. We aim not to create an environment that is an extension of our everyday work—we don't believe in the condition of a style. Instead, we believe that the context defines the expression of the space and we integrate the elements accordingly.

We like the pure expression of Scandinavian design, but there are also many elements in our work that are inspired by the skills of Mexican craftsmen and their approach to design. And we definitely wanted to give a touch that enhances the space's relationship with the Studio Gang-designed building.





C: What was your selection process for the materials you used?

AS: Our palette is based on natural, honest materials—big marble pieces, solid woods, brass, textiles, and leather. Our goal is to create warm, high-end spaces.

HE: We wanted to create a palette that feels integrated to the larger context of MIRA itself. Looking at the finishes used throughout the building, our goal was to make furniture that stands out in its environment while also having continuity with each area.

The end result is a collection of pieces that have a lot of character and expression in their geometry. Their palette of color either makes this geometry stand out or makes it more subtle. For example, we wanted the coffee table in the lobby sitting area to be a simple, sculptural piece that interacts with the softness of the sofas and other pieces.

We also wanted these pieces to have a soft palette—there's no color that is conspicuous anywhere, as they have a lot of subtle character on their own. This soft color palette creates an ideal environment where residents can work and chill, but still have a distinctive personality.

C: How did the architecture of the building in the Bay Area play into your design choices for MIRA?

Manuel Bañó: MIRA's façade and the building's internal geometry were the inspiration for us when creating the lobby's custom-made pieces, especially the rug and the banquette, which follow the geometry of MIRA's bay windows. We are also creating three sculptures for the lobby that are inspired by MIRA's shape.

AS: For this project, the building itself is a luxury component, and we wanted to use the finest high-end materials to complement it—the genuine marble stone and naturally durable textiles, everything to the highest quality so that they will remain timeless.

HE: We don't believe in trends—we like timeless, long-lasting furniture. There needs to be a balance where you're not being too modern or contemporary, but then you need to understand that many of these pieces will be around a long time. For that reason, we want them to stay fresh and age beautifully.



About EWE Studio:

Esrave Studio is a cross-disciplinary design atelier located in Mexico City with a team of experts that makes sure that each one of the studio's products is optimally crafted - from conceptualization to the finishing details.

The studio creations are based in the constant exploration of new processes, and the expression of materials such as glass, wood, stone and metal. Devoted to the preservation and advancement of Mexico's rich artisan heritage, while embracing new mediums and languages for the execution of limited-edition sculptural and functional objects, is EWE's motivating force for forging new ideas that have substance and meaning.