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Anelídeos

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Tricot

Planos

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Balacobaco

Tanajura

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Fronteira

Movie Madeira

TK

Reno

Bê-a-bá

Bate-Papo

Tripé

Banco X

Impressões

Arco-Íris



Brazilian natural design

To create smart environments. To redefine and enhance functions through forms.

To search inspiration for revolutionary design through the balance between handmade materials and new techniques.

To furnish the home with creativity and originality.

These are the goals of Prima|Store.

Offering furniture made in Brazil featuring Brazilian design, we enhance the contemporary lifestyle and highlight the innovation capacity while opening space to develop sustainable design.

PrimaStore adopts measures for low environmental impact when manufacturing the majority of its products, including the use of wood from sustainable forests and natural or recycled fabric, which reduces the consumption of water and power. Moreover, the company values the craftsmanship of communities located in southern Brazil, focusing on preserving the environment and creating real opportunities for development.

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Setting: André Caricio | Photo: Carol Mayer



Anelídeos

Chaise Longue

Design: Eulália de Souza Anselmo

Movelsul Salão Design award winner in the national professional category, the chair consists of EVA slices and a stainless steel structure. Its unusual shape is combined with an innovative feature: the floating chair can be used either on the ground or in pools.

*Garden worm
that floats.*



Setting: Casa & Cia. | Photo: Marcelo Ruschel



- 001 | Black
- 097 | Green
- 107 | Blue
- 116 | White
- 159 | Yellow
- 332 | Orange
- 333 | Eggplant
- 454 | Pink
- 502 | Red
- 507 | Green
- 642 | Yellow
- 717 | Chocolate
- 763 | Royal Blue

E.V.A.

Setting: Casa & Cia. | Photo: Roberto Majola

Setting: Casa & Cia. | Photo: Roberto Majola



Anelídeos

Rocking Chair

Design: Eulália de Souza Anselmo

Based on the same concept of Anelídeos Chaise Longue, it was designed to make use of EVA leftover material from the first one. The idea is to add “playful animals” to the garden, with the same manufacturing principle: slices attached to a stainless steel structure.

Garden worm that rocks.



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Setting: Casa & Cia. | Photo: Roberto Majola



The hand of
the artisan
weaves lowers.

Ref. 910



Puff Flor | Ref. 925

Flor

Flor Armchair, Flor Rocking Armchair
and Flor Ottoman

Design: Eulália de Souza Anselmo

The delicate embroidered patterns with crochet flowers handmade by a community of artisans is combined with the stainless steel technology in the Flor Armchair. 100% natural wool is not only a great insulator but it also has highly resistant yarn that can match different colors. The beauty and comfort of the composition are also found in the ottoman and rocking versions.



Ref. 915



Pólo Design Show | Photo: Vilhora



Puff Lycra | Ref. 928





Abraço de Flor Ref. 930BA



Wool →



Abraço de Lona Ref. 930BA

canvas →



Snuggle your body,
express your soul.

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Abraço

Abraço de Artista , Abraço de Flor,
Abraço de Lona and Abraço de Fibra

Design: Eulália de Souza Anselmo

A hug-shaped armchair with four options of finish.

- Customized and hand-painted by an artist of your choice.
- Crocheted flowers in wool or cotton made by a community of artisans.
- Fiberglass with automotive paint.
- Eco-sustainable canvas made from recycled threads and recycled pet bottles.

One of the benefits of its use is that the yarn does not need to undergo a new dyeing process, which directly involves water saving.



Abraço de Fibra Ref. 930PB

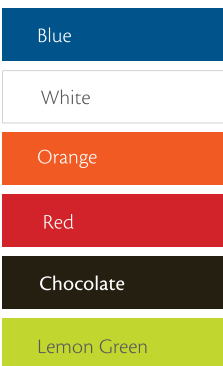


Abraço de Artista | Artista: Victor Hugo Ref. 930BG



Ref. 930BG

fibers →



Italian immigrants
change the landscape
in Serra Gaucha.



Ref. 1001

cotton fabric



Vimeiro

Sofa and coffee table

Design: Eulália de Souza Anselmo

Bundles of natural wicker tied with imbirá tree bark and wire form a unique sofa featuring a striking personality. Cushions covered with natural unbleached cotton complement the style of the piece. The coffee table in the same material is a good match for the sofa.



Ref. 1002



Setting: Da Maya Espaço Cultural | Photo: Diones Alves



Tricot

Chaise longue, Armchair and Cube

Design: Eulália de Souza Anselmo

Chaise longue, made from eucalyptus with many choices of upholstery. To add some natural effect, hand knitted details in sheep wool, hand washed and spun; for a soft touch, hand knitted cotton mesh in several colors; for a modern touch, finish with patterned fabrics.

The Tricot Cube and Armchair are available in the same color options.



Ref. 811



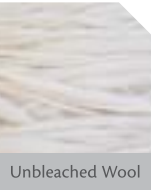
Ref. 815



Ref. 811

Wood and wool.

wool



Unbleached Wool



Crioula Wool

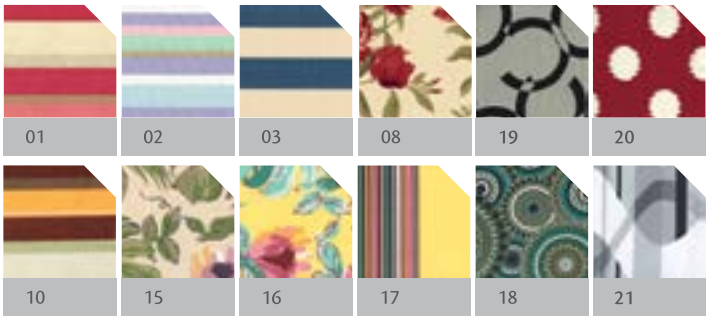


Ref. 811

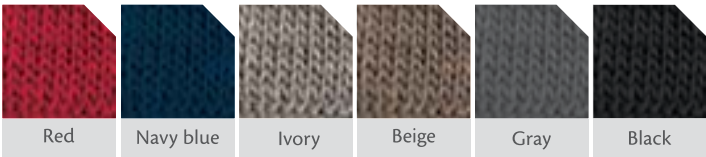


Ref. 812

fabrics



mesh



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Planos

Chaise longue, stool and table

Design: Eulália de Souza Anselmo

The wooden parts are made from eucalyptus, wood from certified forestry prepared with few cuts, thus getting almost zero waste of raw material.

Collapsible dining table

The top fits on the inside, so the visible structure shows the top of the legs. Top options: Silestone, stone, glass or eucalyptus.

Chaise

Available with a right arm and a left arm. When placed side by side, two chaises form a double chaise.

Stool

A versatile stool that can be used as a footrest, side table or coffee table, support for bags, stool for reception areas, footboard stool, among others.



Ref. 840E + Ref. 840D

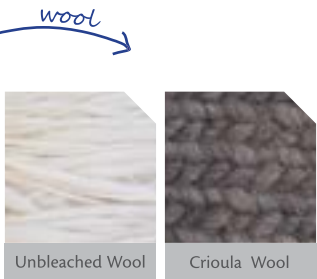
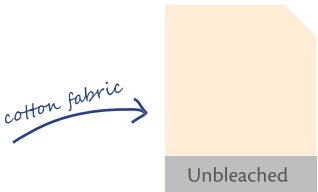


Table Ref. 3140
Chair Ref. 560



Ref. 850L3



Ref. 840E



Stool Ref. 850
Cushion Ref. 852

Sustainable versatility.

Arraiolo

Stool

Design: Eulália de Souza Anselmo

An unusual use of arraiolo hand embroidered on the cover of the eucalyptus stool. The upholstery is also available in organic canvas made of cotton yarn and recycled PET.

A new look for the texture of the traditional embroidery.



Ref. 830



Ref. 830



Velo Belo

Puff

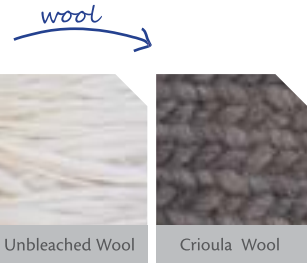
Design: Eulália de Souza Anselmo

A cozy piece of furniture that can be used in several ways, providing comfort to a variety of environments. It is handmade from pure sheep wool, especially from Crioula and Karakul breeds, which are considered naturally colored. These breeds have highly resistant yarn with more than a dozen natural shades, including beige, brownish, gray and black.

Extraordinary comfort.



Ref. 1000





Quebra-cabeça

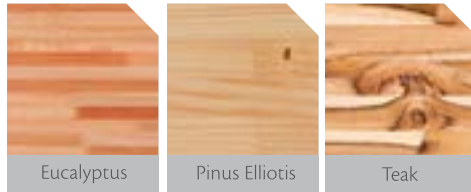
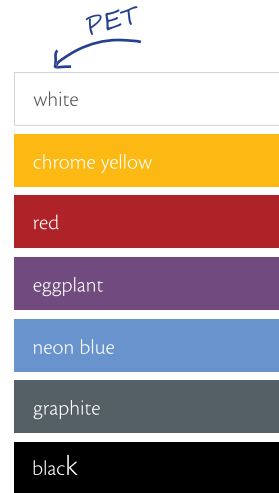
Table and stool.

Design: José Marton

Crossword puzzle, maze, dot-to-dot and word search. Choose a pastime from the line of ideal tables and stools for a chat in a bar. Chalk holder and eraser provided.



Bringing people closer.



* Rods for the base of the tops with games:
1 gray, 1 graphite, 1 optional (yellow, blue, orange or red).
* Base for the other tops:
3 gray rods.

options of tops with games



word search



maze



crossword puzzle



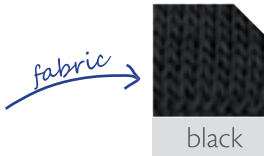
dot-to-dot

Balacobaco

Armchair

Design: Nicole Tomazi

Balacobaco. Adjective of quality and origin. Good Brazilian style. Word that swings when pronounced. The project was conceived in 2007, bringing together design, craftsmanship and manufacturing process. The tubular pieces, which resemble the swing of a hula hoop, are combined with a handmade basket made entirely from reused materials. This fabric, called ReUso, is made by artisans living in impoverished communities in southern Brazil. Balacobaco was created based on the idea of movement, unity and coziness, joining pieces to provide eco-friendly beauty to living spaces.



Ref. 860

Brazilian style and environmental design.



Tanajura

Swivel chair

Design: Eulália de Souza Anselmo

Tanajura is a species of winged ant, known as sauva, easily recognized by its “ample rear end”. Inspired by the insect, Prima Store swivel chair is made from slices of Pinus Elliotis plywood and covered with a pure wool hand woven blanket.



Ref. 820



The beast and the man.

Photos: Roali Majola



Tambor

Chair and Stool

Design: Eulália de Souza Anselmo

Pieces with a metal frame and backrest in teak, eucalyptus or plywood. These combinations show the company's concern for sustainability, using wood from manageable forests and hand labor.



Ref. 188A

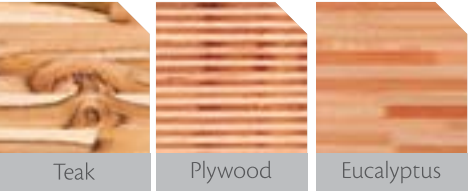


Ref. 188BB

01 black
02 orange
06 pistachio
12 white
14 red
15 chocolate

backrest options

seat colors



Teak

Plywood

Eucalyptus

A practical delicate combination.



Fronteira

Chair

Design: Eulália de Souza Anselmo

Stackable metal chair woven with synthetic material. It can be used outdoors and is available in several color options. Simple design that combines traditional customs with modern style.

Also available in eucalyptus, grown in certified forests.



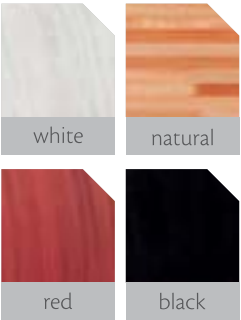
Ref. 560



←
Fronteira
Eucalipto



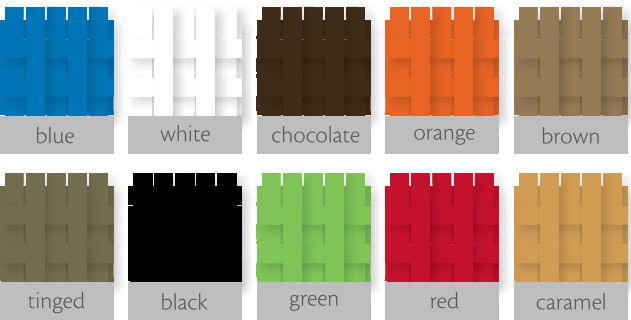
seat colors
→



Rural weaving style
for daily use.



Ref. 559



← weaving



Photos: Roali Majola



Movie Madeira

Chair

Design: Eulália de Souza Anselmo

A new approach to the classic Movie chair by Prima Design. Simple design with a back in natural material provides Movie Madeira with a nice combination of textures. The wood used in the back comes from sustainable forests: teak, eucalyptus or plywood.

Combination of materials in slight motion.

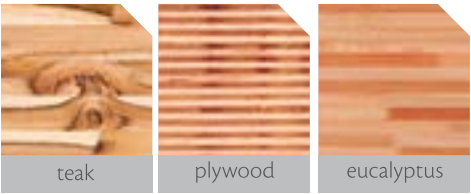


Ref. 558A



seat colors →

backrest options →



01 black
02 orange
06 pistachio
07 gray
09 pink
10 blue
11 graphite
12 white
13 yellow
14 red
15 chocolate
16 eggplant

TK

Chair

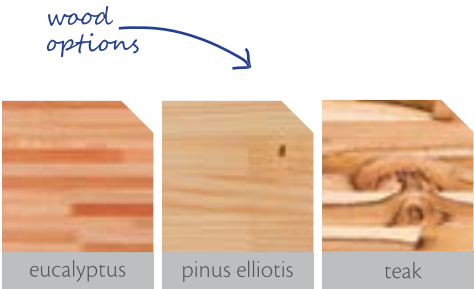
Design: Studio Haz

This chair resulted from Concrete Design, a project developed by Casa Brasil, which aims to bring together manufacturers and designers. Prima Design was appointed to work with designers Saul Szabó and Fernando Oliveira.



"We created a stackable chair that highlights the pure design with straight clean lines, metal structure and wood seat and back."

Ref. 610



structure colors

black	white
orange	red
beige	chocolate
blue	green

Reno

Chair

Design: Bernardo Senna

This project aims to innovate the traditional concept of slatted chairs which are already made in wood, metal or plastic.



"The fine craftsmanship of this product in terms of comfort, functionality and lightness is combined with productive rationality and use of materials. The essential design of the chair renews its typology featuring innovative slats resulting in an unrivaled product".

Ref. 600

Bê-a-bá

Rocking and fixed base chair

Design: Eulália de Souza Anselmo

Chair for kids with fixed base, more functional, and rocking base, to be used also as a toy. The armrest is made from EVA leftovers resulting from the Anelídeos line.



Recommended for children up to 3 years.

Ref. 163B



Recommended for children up to 11 years.

Ref. 163A

structure colors

black
orange
beige
blue
white
red
chocolate
green

orange
white
red
green
yellow

shell color

Bate-Papo

Bench

Design: Flávia Pagotti Silva

Inspired by the traditional rustic stool, Bata-Papo is a piece of furniture to bring friends together to chat, tell stories and make small talk. The low height of the seat makes people feel very close to the ground, reducing the entire formality of the act of sitting down and talking. It is an item that inspires simplicity and warmth.



Ref. 442

Tripé

Cart

Design: Flávia Pagotti Silva

The project was inspired by the Tripé Table designed for the Novos Materiais Materials exhibition of Centro São Paulo Design in 2003. Later, casters and a handlebar grip were added to the table. The Tripé Cart features clean discreet design that combined with a touch of humor by the handlebar grip provide a relaxing atmosphere to the tea cart, which is traditionally a sober product.



Ref. 443

Banco X

Stool

Design: Flávia Pagotti Silva

Simple and yet multipurpose, Banco X is a small, lightweight and sturdy piece that fits anywhere and can be used as a stool, table, vase support, stepladder, nightstand, among others. Made in marine plywood, it has carvings on its surface displaying some layers (contour lines) and creating an extremely rich texture that complements the design of the furniture.



Ref. 444

Impressões

Snack trays

Design: Flávia Pagotti Silva

The Petisqueiras Impressões line was based on the experience with textures resulting from engraving, sanding or carving plywood. It consists of four decorative utilitarian objects that feature low relief carvings on the surface. Made in marine plywood, they have carvings on their surface displaying some layers (contour lines) and creating an extremely rich texture that complements the design of the furniture.



Ref. 330

Ref. 332

Ref. 333



Arco-íris

Chair

Chair Arco-íris

Design: Natália Cantarelli

Infinite colors and textures applied to a wood chair that is considered one of the first Chinese chairs, resulting in a unique piece that can bring us great joy.



Ref. 1003

Hope and joy.

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Check fabric pattern availability.
To improve the project, products can be modified.
Colors may vary depending on the manufacturing batches

Profile of the Designers



Bernardo Senna

Born in Rio de Janeiro, he graduated in product design from UFRJ in 1997. He started working with the team of the National Institute of Technology in 1995, designing products, equipment and vehicles. Between 2004 and 2006, he was the Coordinator of CentroDesignRio, participating in various promotional activities, and having the opportunity to compile the book *Momentum: Contemporary Design in Rio de Janeiro*. In 2005 he was invited to represent the young Brazilian design at the *Salon Maison et Objet* in Paris. The next year he was selected for the publication *Design Brasil* volume 2 which presents the most important contemporary Brazilian designers. Currently, he is developing products and furniture for several companies including the Reno chair for and two versions of the Fantasma chair for Prima Design. His design philosophy is focused on surprising: new products must convey innovative ideas, aiming to instigate people's curiosity. Thus, they open up to new possibilities. His projects focus on the continuing quest for innovative uses of existing technologies.

Eulália de Souza Anselmo

Born in Pelotas/RS, she graduated in Architecture and Urbanism from the Universidade Federal de Pelotas in 1986. In 1990, she got a Masters in Art and Design in the United States, at the Iowa State University. She worked in architecture offices and was a professor at the Iowa State University and the Universidade Federal de Pelotas. From 1994 to 1997 she worked as an architect and designer in Portugal. In the public sector, she was the chief town planner in Pelotas between 2005/2006. From 1999 to 2005, she developed landscaping projects with Agronomist Frederick Karam. In 1996 she began to develop specific architectural products for her customers. The Anelídeos Chaise Longue won the 1st Prize in the professional category of Salão Design Movelsul 2004. In 2007 she began to develop the Prima Store line of furniture for Prima Design, aiming to integrate the manufacturing company with handicrafts, in addition to the development of the company exhibit booths and the curatorship of new products.



José Antonio Marton

Born in Cajobi, interior of São Paulo, he graduated in fine arts (1988) from Faculdade Santa Marcelina, São Paulo. Creative director of Marton + Marton, he is also in charge of design projects, including objects, furniture, shop windows and exhibitions, such as *Mostra do Redescobrimento* and fashion shows at SP Fashion Week. Marton has been awarded several times for his creations, including one of the most representative awards in the design world, the IF Awards, for his *Entrelinhas* series lighting. In 2011, José Marton obtained a patent for the stripped acrylic system, which originated the unique series of acrylic furniture called *Entrelinhas*, featuring stripes that are never repeated – a reference to textile patterns. The series, exhibited at *Maison Objet* (Paris) in 2005, received two awards in 2006. In Brazil, he received the “Innovation in Acrylic” award of INDAC (National Institute for the Development of Acrylic), in addition to the IF AWARDS (Hannover, Germany) in 2006 and 2007. He has also created a line of concept furniture and objects, including the *Quebra-Cabeça* line developed for Prima Store as part of the *Bringing Concepts Closer*, a project organized by Casa Brasil 2009. In 2012, he revisited the Fantasma chair, made by Prima Design, reconstructing it based on the famous shell by Jacobsen.

Natalia Cantarelli

Natalia Cantarelli, a Uruguayan who studied agronomy and worked in the area for seven years before dedicating herself to arts. She graduated with Ana Baxter, who she learned from and worked with. She learned about embroidery and rapping researching and developing a line of textile accessories, with distinct identities. She joined Peter Hamers - Design School for fashion design. She was given a scholarship to travel to China, where she studied embroidery techniques and technology for three months. In 2009, she designed a handcrafted chair for Prima Store, using embroidery techniques and fabric. Currently she attends the Universidad de Bellas Artes in Montevideo.



Profile of the Designers

Nicole Tomazi

Nicole Tomazi is among the new talents on the Brazilian design scene, developing products and projects focused on social production. Developer of Oferenda de Objetos, she has managed the company since 2007. In 2012 she exhibited her latest collection at the Salone Satellite in Milan, space where young designers selected from around the world display their work.



Studio Haz

Saulo Szabó, a graduate from FAAP (Fundação Armando Álvares Penteado), has worked for Fernando Piva Interiores, Abs Benedetti Arquitetos and AMC Arquitetura, owned by Antonio Ferreira Jr. and Mario Celso Bernardes.

Fernando Oliveira graduated in Architecture and Urbanism from Universidade Presbiteriana Mackenzie and worked for the City Hall in São Paulo and construction companies. Both young architects manage Szabó e Oliveira office, which is currently integrated with the Portuguese group called Central Arquitetos Brasil.

Their talent was recognized in 2009 when they were invited by Casa Cor to participate in the event for the first time. The following year the duo designed "Studio do Designer" for Casa Cor and launched their own brand of furniture, STUDIO HAZ.

In 2011 they developed Cadeira TK in partnership with Prima Design to participate in the Concrete Design, a project organized by Casa Brasil. In addition to the furniture business, in early 2012 the architecture firm merged with the Portuguese Central Arquitectos group, opening Central Arquiteos Brasil in the country.



Victor Hugo Porto

Born in the city of Caxias do Sul/RS, he is known as Victor Hugo. Passionate about drawing since his childhood, he began working as a window dresser assistant at the age of 13 and thereafter he never stopped researching and studying arts. He attended as a listener the School of Fine Arts in Caxias do Sul, participated in shop window competitions and won first place several times, he set up an advertising agency called Decorações Victor, and at the age of 20 he devoted himself to artistic painting. Over the years he studied shapes, colors and techniques used on various materials including pastel, acrylic paint, oil, charcoal and mixed techniques. He studied at the Scuola Internazionale di Grafica in Venice where he took a drawing course. His largest collection of sculptures is in Italy where he stayed for six months painting and making sculptures. In 2009, he painted the Abraço de Artista armchair for Prima Store, successfully exhibited at Casa Brasil. Today he works in Serra Gaúcha painting and giving workshops on drawings and other techniques. He spends four months a year in Italy painting and doing exhibitions.

Flávia Pagotti Silva

Architect graduated from FAU, she attended the MA Design Products course at the Royal College of Art in London. She has worked as a designer since 2001 developing furniture and objects in partnership with manufacturing companies and as an independent professional. She has received awards and participated in many exhibitions in Brazil and abroad, including the following prizes Design do Museu da Casa Brasileira, the IF Product Design Award and Salão Design, besides the Saint Etienne Biennale exhibition, A History of Sitting, Brazilian Design Biennial exhibitions in São Paulo and Curitiba, Designai in Berlin, Puras Misturas in the Pavilhão das Culturas Brasileiras and Creative Art Session at Kawasaki City Museum in Japan.



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