



ПАРАДИЗА

Collection

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Real Marcenaria

In the late '80s, Real Marcenaria was born as a family dream, fueled by effort and dedication. Today, under second-generation management, we have witnessed remarkable growth, becoming a benchmark in the furniture industry.

Over the years, we have distinguished ourselves through unwavering commitment and determination to fulfill our promises. More than just a business, Real Marcenaria is an expression of honor, a legacy that transcends the boundaries of time.

With a strong emphasis on quality and competitive pricing, we strive to surpass expectations and overcome challenges in the dynamic furniture market. At Real Marcenaria, we don't just manufacture furniture; we design solutions that integrate cutting-

edge design and technology, all to ensure your well-being and satisfaction at home.

We believe our greatest strength lies in our core values: commitment and determination. These are not just concepts but the driving force behind every aspect of our operation.

We recognize that trust is a privilege to be earned, and honor is the result of actions aligned with our values.

Our story is shaped by a continuous pursuit of excellence, guided by a vision to create not just furniture but experiences that transcend the ordinary. We invite you to be part of this journey, where each piece of furniture tells a story, and every project is an expression of our enduring dedication.



realmarcenaria.com
@realmarcenariatda

Designer de Produto: **Érico Gondim**
Fotografia: **Germano Felipe**
Diagramação: **David Anderson**
Revisão: **Dimitri Lociks**
Execução: **Real Marcenaria**

MUSE Design Awards 2023

// Marking three decades since its humble inception, Real Marcenaria has achieved distinction with the Parahyba Side Board, paying homage to the natural beauty of the state.

Completing thirty years since its foundation, literally in the backyard, and twenty years since its legal constitution, Real Marcenaria now achieves another significant milestone in its journey: the company has been awarded the "Silver Medal" in the "Home" category at the prestigious MUSE Design Awards 2023, with the Parahyba Side Board, developed in partnership with the designer Érico Gondim.

The creation draws inspiration from the beautiful beaches of Paráíba, the native state of Real Marcenaria, embodying the potential of the furniture industry in the Northeast region of Brazil. This industry has been gaining market recognition for its authentic design and the quality of internationally acclaimed raw materials.

"For us at Real Marcenaria, this

recognition is a cause for celebration. Our company has faced many challenges over these three decades, starting from humble beginnings. This award crowns our hard work and dedication, showing that we are on the right path," says João Paulo Ferreira Rosa da Silva, the company's administrative director.

The award also highlights the fruitful partnership with designer Érico Gondim, who signs the piece. João Paulo emphasizes that this is just the beginning of a promising collaboration: "It is the start of a great partnership that we believe will bear commercial fruit soon!". The designer also expresses enthusiasm: "For a designer, winning an award even before the product hits the market is important as a testament to the originality and potential success in the market. More than international relevance, it is the validation and confidence in the partnership with the company that believed in the project."

It is essential to underscore the motivating initiatives of PDCIMob - Project for the Development, Competitiveness, and Integration of the Furniture Industry - of which Real Marcenaria is a part. The

initiative, conceived by Abimóvel and Sebrae, has been working excellently to elevate competitiveness indices for micro and small businesses.



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complete article.



MUSE
DESIGN
AWARDS

SILVER WINNER

2023

PARAHYBA SIDEBOARD
REAL MARCENARIA
Furniture Design - Home (NEW)

MUSE AWARDS OFFICIAL CERTIFICATE
PRESENTED BY MUSE AWARDS JURORS

MUSE Design Awards seeks to discover and advance existing and developing designers in all the design professions that improve the world we live in, from the buildings we inhabit to the fashion we wear, the rooms we walk through, the vehicles that take us from place to place, the packages we open, and the products we love.

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SCAN TO VIEW WINNER GALLERY





PARAHYBA

In the essence of Paraíba, where the river meets the sea, and the land merges with the tropical jungle, the **PARAHYBA** Collection is born. More than furniture, each piece is a masterpiece inspired by the geographical and cultural richness of this treasure in the Brazilian Northeast.

Foto: Cácio Murilo

An aerial photograph of a coastal city, likely Recife, Brazil, showing a dense urban area with numerous high-rise buildings and colorful structures. The city is situated along a coastline with a wide, sandy beach and clear, turquoise water. In the background, there are green hills and a large body of water under a sky filled with soft, white clouds. The word "Concept" is overlaid in a large, white, sans-serif font across the middle of the image.

Concept

The PARAHYBA Collection is a celebration of the cultural heritage and lush nature of the state of Paraíba. Named in homage to the Tupi roots, the line reflects the harmonious fusion of indigenous influences and the organic forms found in local architecture and craftsmanship.

Each piece of furniture is meticulously designed, with slender metal legs supporting shelves with distinctive organic shapes. The inspiration from nature is present in every curve, in every detail.

By incorporating materials such as straw matting and MDF from production surplus, the PARAHYBA Collection not only captivates but also reinforces Real Marcenaria's commitment to sustainability.

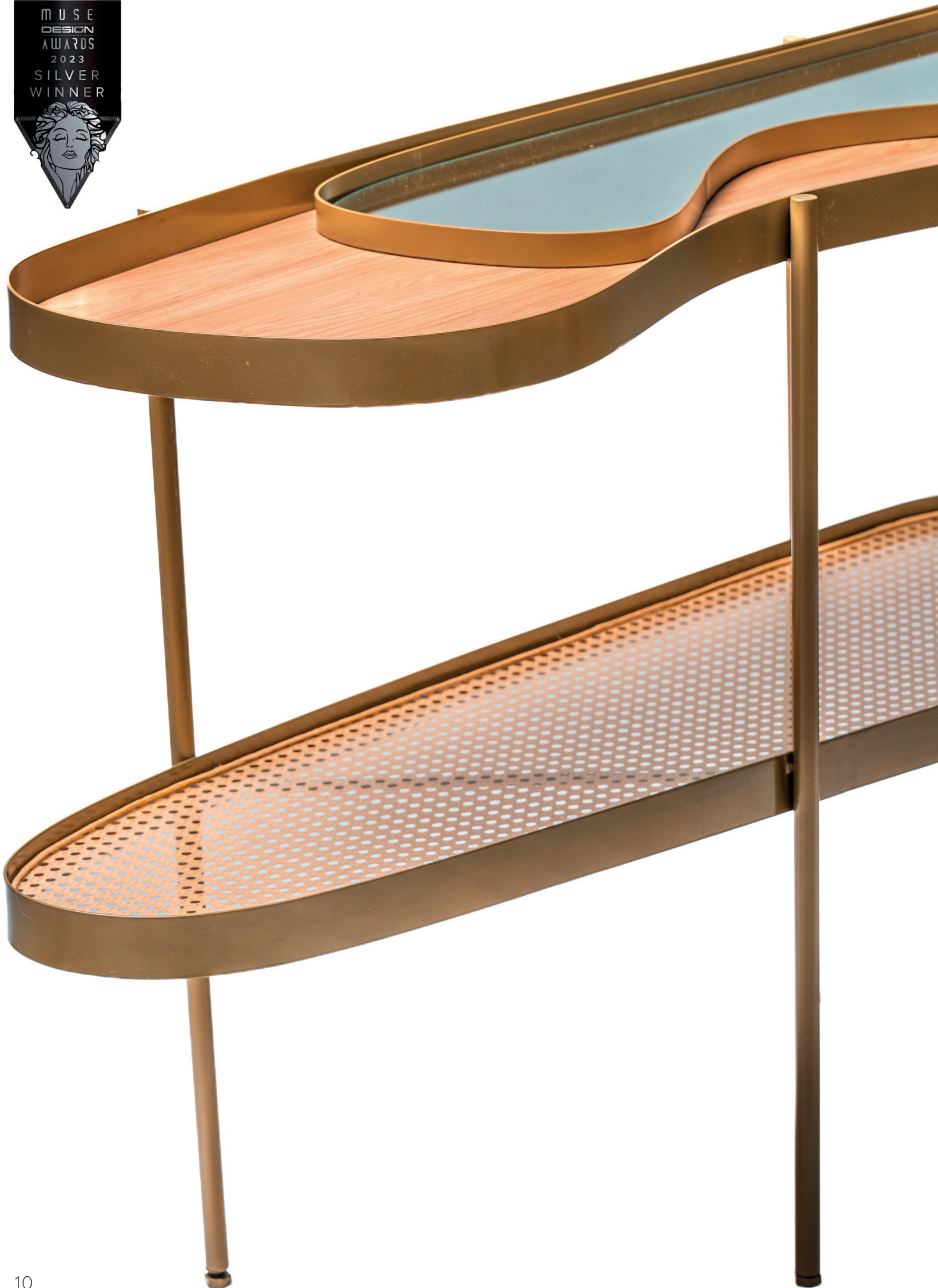
The PARAHYBA Collection stands out for its diversity of materials. From straw matting, an authentic Brazilian mark, to cut-out wooden sheets, glass panels, and stone slabs, each piece is a blank canvas for creative expression and customization.

Parahyba Side Board

An elegant balance between functionality and beauty, the Parahyba Side Board is a key piece that combines slender metal legs with shelves of organic forms. Its presence is striking, adding personality to any environment.









Aparador

Materiais:
Estrutura metálica dourada tipo aparador com acabamento em MDF, vidros e palhinha.

Peso:
30.50kg

Medidas:

Largura: 1990 mm
Profundidade: 450 mm
Altura: 1020 mm

Side Board

Materials:
Golden metal frame console with finishes in MDF, glass, glass mirror, and wicker weaving.

Weight:
30.50 kg

Dimensions:

Width: 1990 mm
Depth: 450 mm
Height: 1020 mm

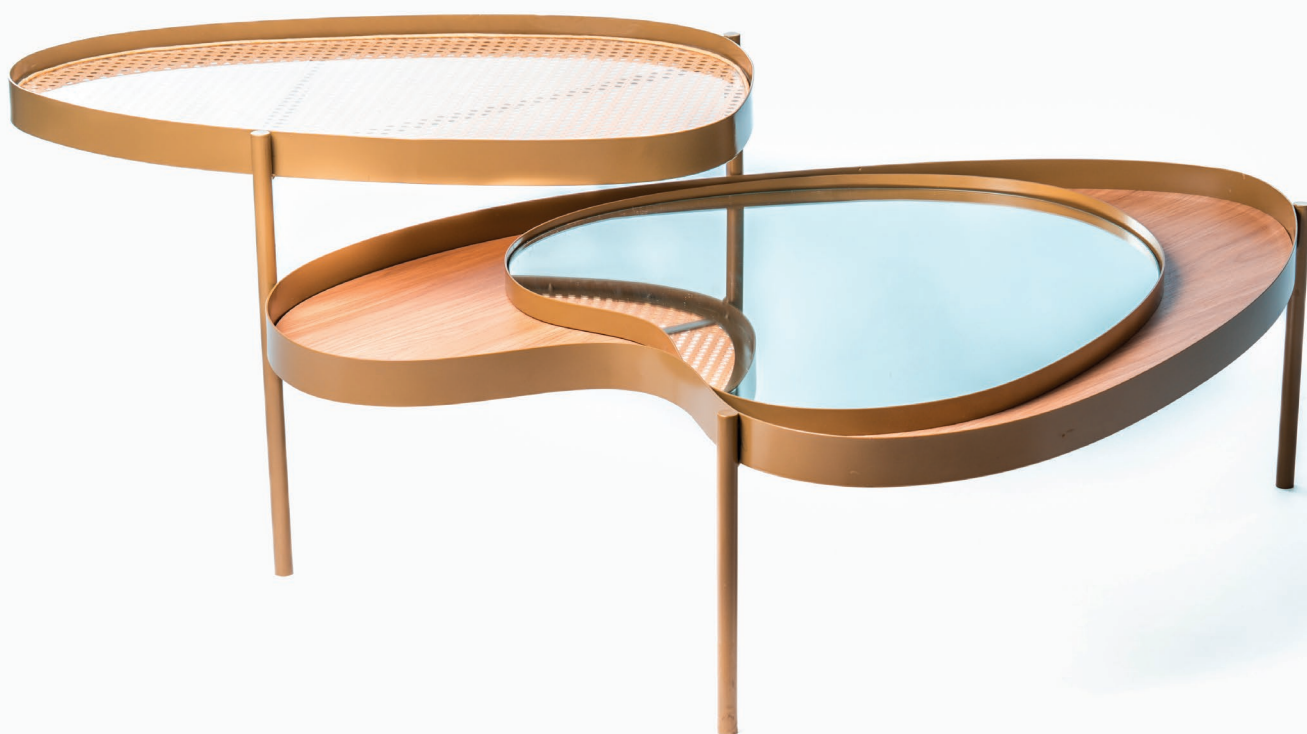
Parahyba Coffee Table

The Parahyba Coffee Table is a refined expression of tropical nature. With a unique surface and organic details, it becomes the centerpiece of conversations, seamlessly blending style and practicality.









Mesa de centro

Materiais:
Estrutura metálica dourada tipo mesa de centro com acabamento em MDF, vidros e palhinha.

Peso:
17.40kg

Medidas:

Largura: 980 mm
Profundidade: 860 mm
Altura: 450 mm

Coffee Table

Materials:
Golden metal frame coffee table with finishes in MDF, glass, glass mirror, and wicker weaving.

Weight:
17.40 kg

Dimensions:

Width: 980 mm
Depth: 860 mm
Height: 450 mm

Parahyba Side Table

Compact and elegant, the Parahyba Side Table is a versatile addition to any space. Its slender legs and nature-inspired design bring a touch of sophistication, while its functionality adapts to various needs.









Mesa lateral

Materiais:
Estrutura metálica dourada tipo mesa de lateral com acabamento em MDF, vidros e palhinha.

Peso:
7.7kg

Medidas:

Largura: 510 mm
Profundidade: 470 mm
Altura: 620 mm

Side Table

Materials:
Golden metal frame side table with finishes in MDF, glass, glass mirror, and wicker weaving.

Weight:
7.7 kg

Dimensions:

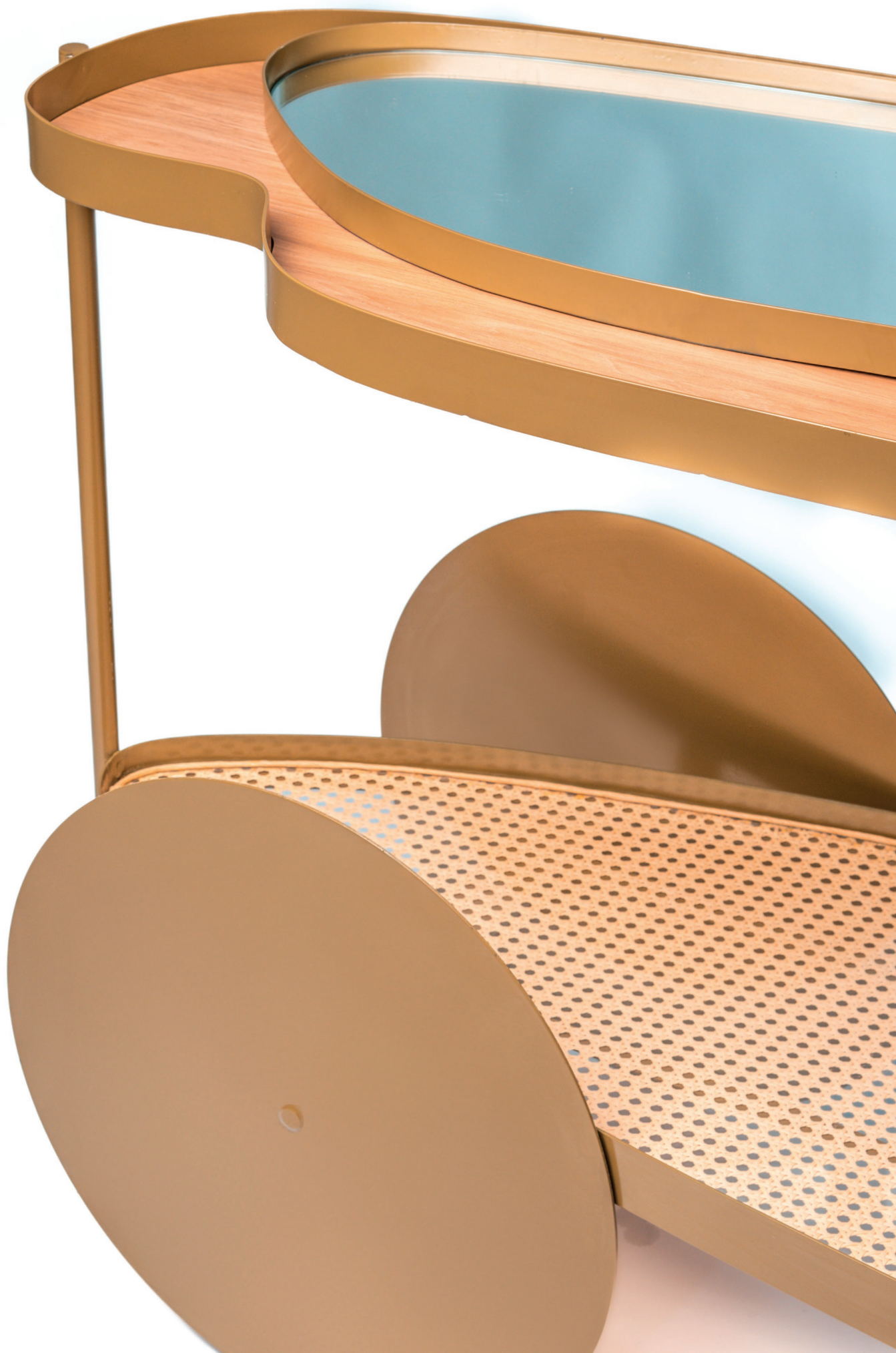
Width: 510 mm
Depth: 470 mm
Height: 620 mm

Parahyba Bar Cart

The Parahyba Bar Cart is a fusion of utility and innovative design. Featuring shelves with organic forms and delicate legs, it's a versatile option for serving with style, whether as a mobile bar or a support for decorative objects.









Carrinho

Materiais:
Estrutura metálica dourada tipo carrinho bar com acabamento em MDF, vidros e palhinha.

Peso:
23.50kg

Medidas:

Largura: 1020 mm
Profundidade: 470 mm
Altura: 1000 mm

Bar Cart

Materials:
Golden metal frame bar cart with finishes in MDF, glass, glass mirror, and wicker weaving.

Weight:
23.50 kg

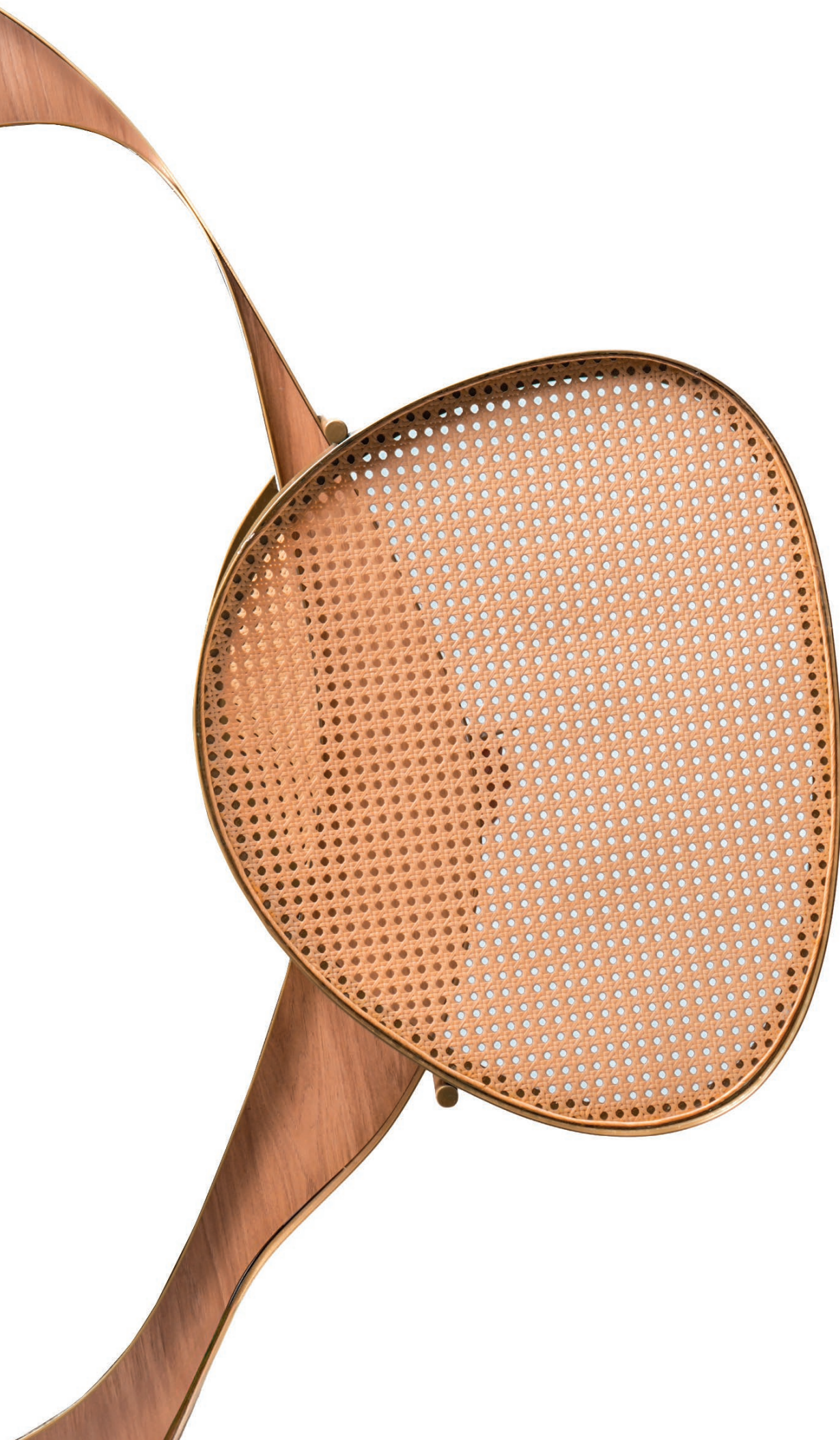
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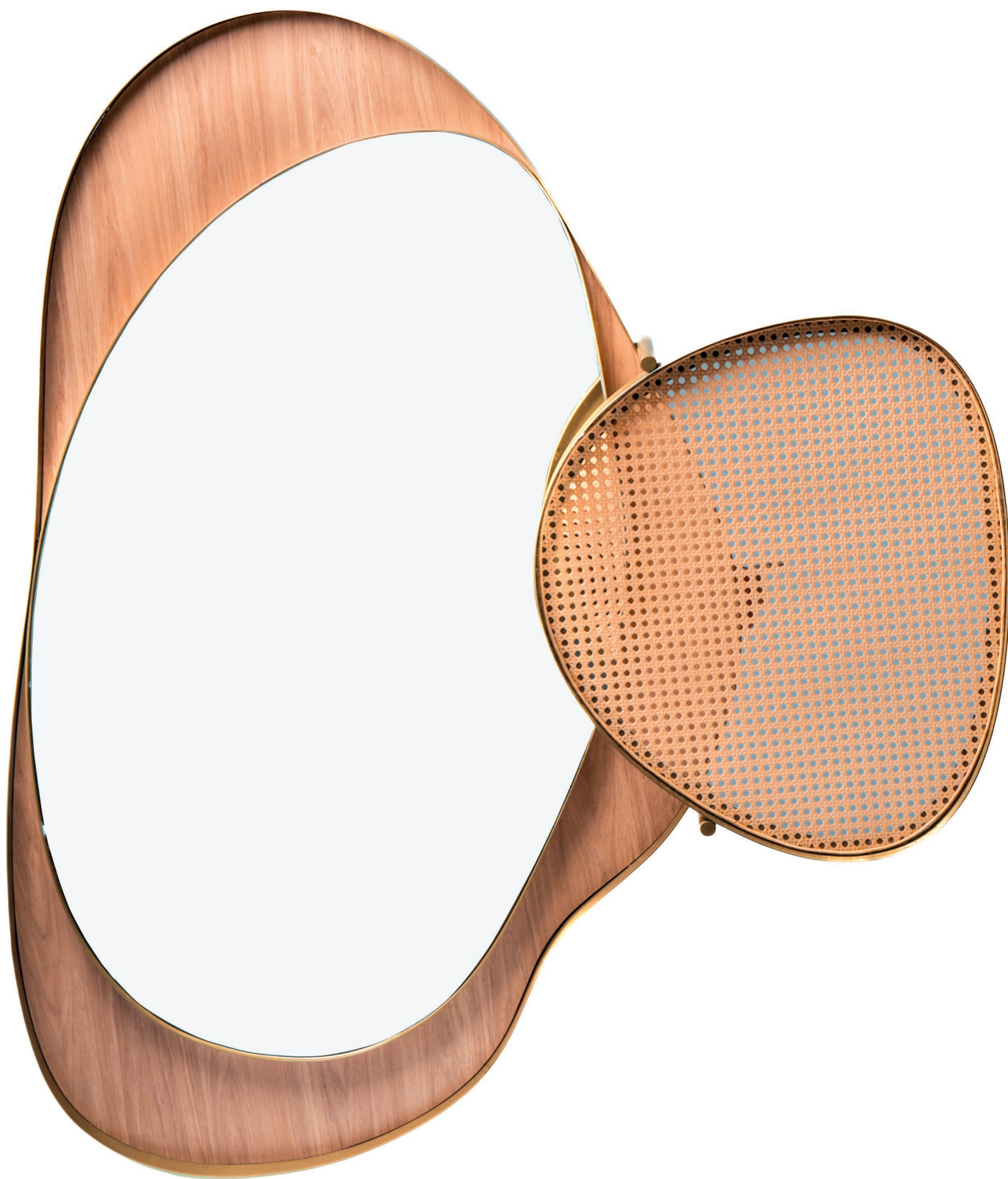
Width: 1020 mm
Depth: 470 mm
Height: 1000 mm

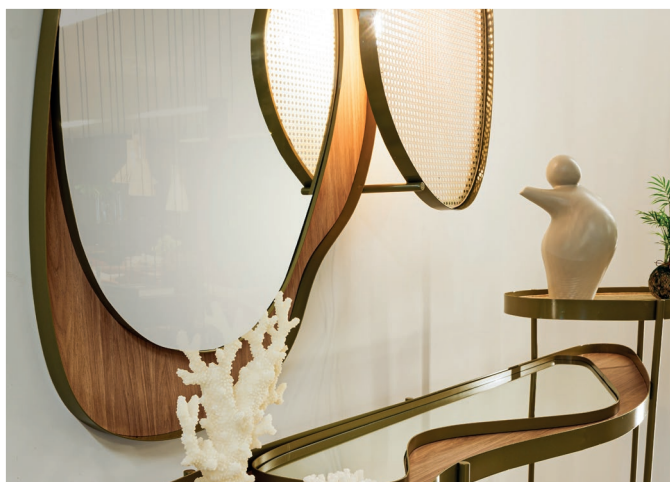
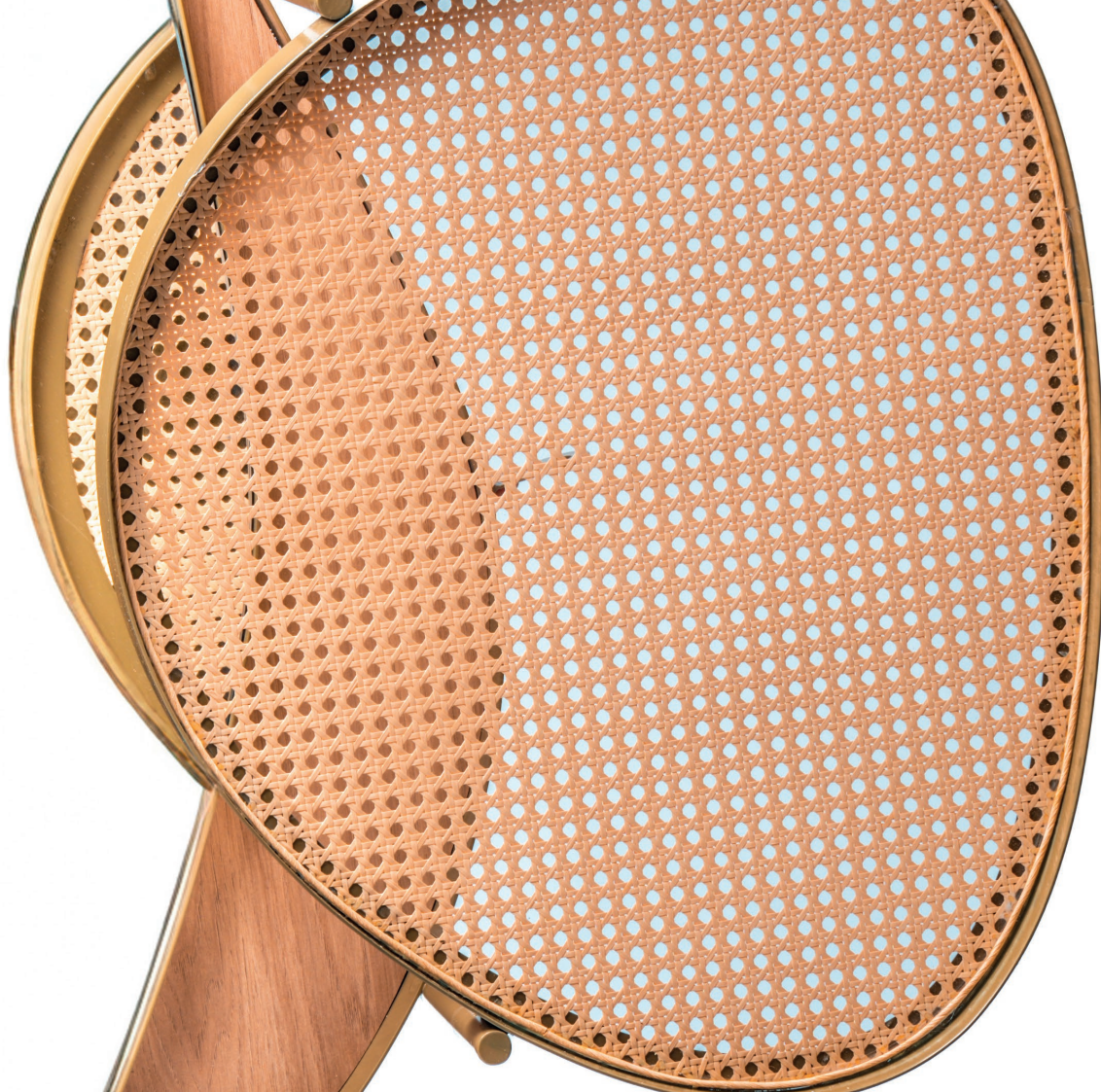
Parahyba Wall Mirror

Available in large and small sizes, the Parahyba Wall Mirror is more than a reflective piece. Its unique frame, inspired by the forms of nature, adds an artistic touch to the decor, reflecting the beauty of the surroundings.









Espelho

Materiais:

Estrutura metálica dourada tipo espelho com acabamento em MDF, vidros, palhinha e iluminação.

Peso:
21.80kg

Peso:
33kg

Medidas:
Largura: 880 mm
Profundidade: 220 mm
Altura: 1400 mm

Medidas:
Largura: 880 mm
Profundidade: 220 mm
Altura: 2130 mm

Wall Mirror

Materials:

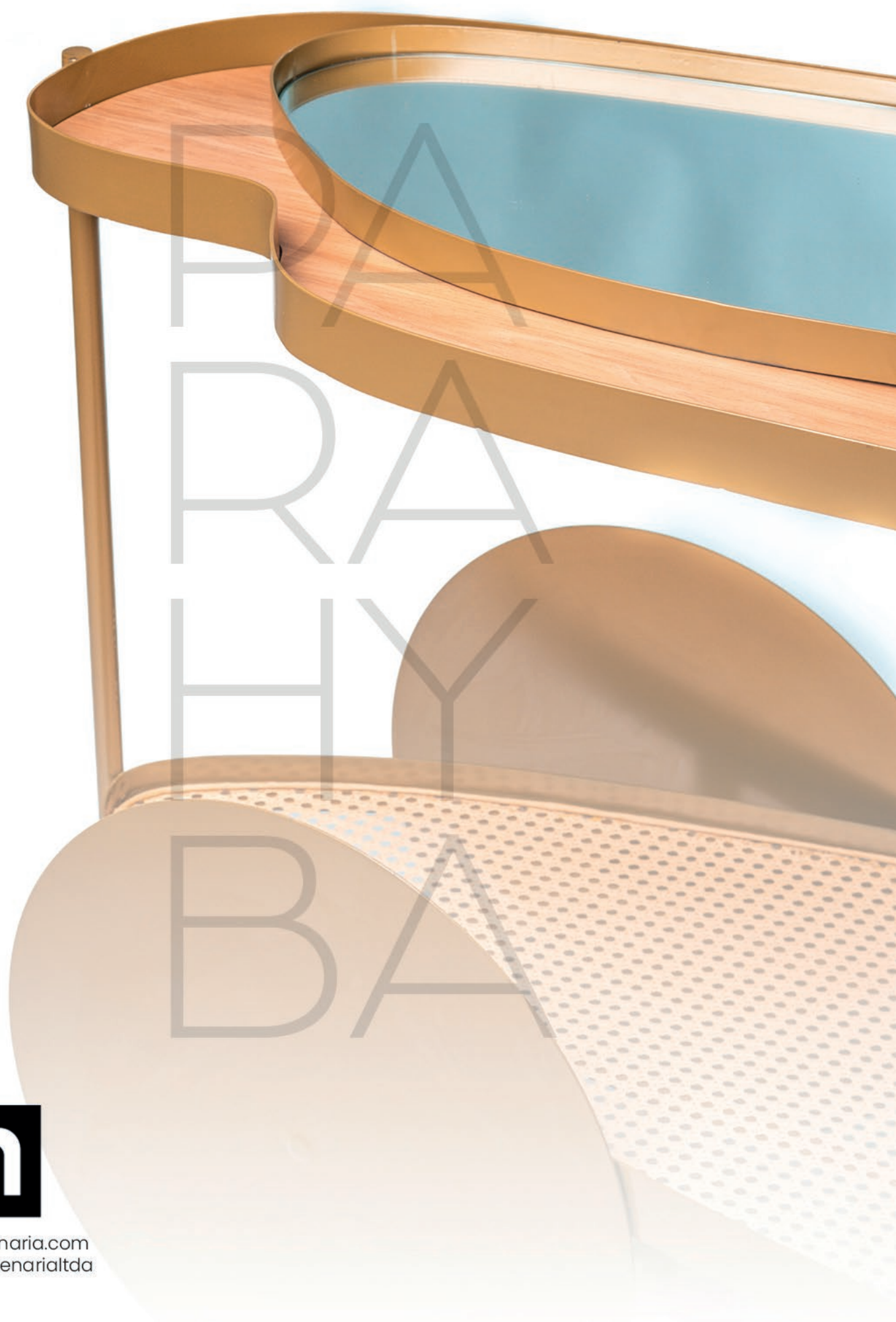
Golden metal frame wall mirror with finishes in MDF, glass, glass mirror, wicker weaving, and built-in lighting.

Weight:
21.80 kg

Weight:
33 kg

Dimensions:
Width: 880 mm
Height: 1400 mm
Depth: 220 mm

Dimensions:
Width: 880 mm
Height: 2300 mm
Depth: 220 mm



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