

DESIGNER OF THE YEAR

Filipa Ricardo

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Filipa Ricardo, Head Designer at Porcel has won Designer of the Year in the 2021 Tableware International Awards of Excellence.

With a background in Industrial Design, Filipa has been working at Porcel since 2014. "To be honest when I got here I had very little knowledge and no experience in either porcelain or tableware. I had a creative background, designing objects and concepts for other companies, just not specifically plates, bowls, cups and saucers. Mrs. Ana Roque challenged me to join in nevertheless," said Filipa. "It's close to seven years now and, sometimes, when I think about, it feels like it was just yesterday, other times it seems like such a long time ago, considering we've achieved so much since then."

Learning the art, intricacies, science and skill behind tableware design was eye-opening for Filipa as she explains. "I had to learn about the process by spending time at the factory, getting my hands and clothes covered in white dust, with the purpose of becoming familiar with the products and the team. It was an amazing experience for me, I

absorbed all the knowledge my colleagues would give at each different production stage, and once I learned it in depth I knew this was something I wanted to be doing and become good at. Moreover, Porcel has a culture of perfection, attention to detail and high quality standards, which is aligned with everything I believe a Design and Industry relationship should be."

Over her seven years with the business, Filipa has been involved in many new designs and collections and as such struggles to pick a favourite. "I get this question a lot, the truth is my favourite one is always the most recent. We usually put out two to three new collections a year. The absence of international events hasn't had an impact on our development rhythm. So, we've presented three new collections



in 2021, Maris d'Or was the latest and holds place as favourite at the moment! But I do have some collections that marked specific moments here: Atlantico has a special place in my heart, as it was the first collection I designed at Porcel. Precious for being a celebration of Porcel's 30th anniversary, Grace for its feminine rose hue and Infinity for being the most detailed and challenging concept. These are definitely some worth mentioning for me."

With so many different collections, colour palettes, styles and motifs in her impressive portfolio, we asked Filipa what inspires her designs. "I am inspired by so many different things. When starting a new project, I try to translate an idea into a unique and meaningful

design. I also have in mind that our clients are spread out around the globe and have different cultural preferences. Some collections are inspired by the sea (Maris d'Or, Adamastor, Atlantico) others are inspired by architecture and my travels (Pantheon, Dynasty). I also take inspiration from Portuguese culture, heritage and literature (Blue Legacy, Adamastor, Grace, Infinity), others are the result of exploring porcelain shapes and hand painted lines (Golden Orbit, Vivian)," she explains. "We have a multi-disciplinary development team, including sales, innovation, quality, production and design. For each collection I come up with an idea and the team joins in with inputs on how to add simplicity and make it production effective. Keeping in mind Porcel's identity throughout the whole process, we make samples and adjustments along the way until we reach a final version."

It is the collaboration with this wider team that Filipa appreciates and she was keen to acknowledge her colleagues when told of her award win. Wanting to share the recognition with the development team and the wider Porcel workforce, she added, "They are the ones who have enabled me to go from ideas to actual beautiful products, and that makes it extra special for them too!"