



**Mexico City**  
**January 31th, 2019**  
**Press Release**  
**AHEC Design Awards**  
**Award Ceremony**  
**Eighth Edition**  
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## **American Hardwood Export Council**

The mission of the American Hardwood Export Council office in Mexico, like that of the other offices in the rest of the world, is to serve as a commercial link and source of technical and commercial information among Mexican users of American Hardwoods and suppliers. Americans To carry out this mission, the AHEC office in Mexico prepares annual programs of promotion and commercial orientation aimed at importers, distributors, manufacturers, architects, interior designers, students, media and the final user of the wood.

AHEC is immersed in a public relations campaign to inform on the care, management and preservation of hardwood forest resources in the United States. These cares offer security to the users since they guarantee the sustainable management of the American forests, necessary for the supply of wood and wood products to future generations and preserve the ecological balance for the benefit of humanity.

## **AHEC Design Awards**

As part of the promotional activities, the American Hardwood Export Council organizes the AHEC Design Awards, in which we work with students from Industrial Design, Graphic Design, Interior Design, Architecture, among others, from more than 40 universities. the whole country. Our goal is that students see in the American Hardwood (MDA), a natural and sustainable resource, as well as one more option when applying their knowledge.

In these first competitions we have summoned about 20,000 university students, through conferences and contact in different universities and exhibitions in the main interior design exhibitions in Mexico.

With the response obtained by the universities and their students, American Hardwood Export Council is convinced that in Mexico there is great talent in furniture design, and will not hesitate to continue promoting future generations, seeking to promote and perfect their development so that they exceed borders and enrich the lifestyle of those who enjoy both an avant-garde aesthetic and comfort and, above all, quality materials.

**Award Ceremony**  
**Eighth Edition**

## Award Ceremony Eighth Edition

On January 31st at the El Cantoral Auditorium in Mexico City, the last jury and award session of the eighth edition of the AHEC Design Awards was held.

In this important event, we gathered more than 300 guests, including important designers, architects, university directors and students, who witnessed the quality, creativity and innovation in the design and manufacture of the finalist furniture. These furniture were evaluated by the members of the jury, who took into account the function, formal proposal, productive viability, innovation, contribution to human beings and finishes.

We deeply appreciate the support of our jury members who had the difficult task of selecting the finalists and winners. Amy Devers, designer, interior designer, vlogger and host TV. Dale Broholm, professor and senior critic of the furniture design area at the Rhode Island University School of Design. Derek Chen, founder of Council Design and Urbana Design. Alejandro Ramírez, member of the College of Industrial Designers and Graphics of Mexico. Jorge Diego Etienne, JD-E Industrial Design Studio director and promoter of young Mexican talent. Álvaro Rego, director of the Mexican Museum of Design. Joel Escalona, winner of the AHEC Design Awards with his Caracool design and founder of Joel Escalona Studio. And very especially for its support and manufacturer of the finalist prototypes, Ricardo España, general manager of Aydia Muebles.

American Hardwood Export Council is proud not only of the success achieved, but also of the response with more than 700 high quality and creative participant projects, and of course, of the nine finalists and winners, who will surely forge a great trajectory and we will be knowing more about their future projects.

The result of the AHEC Design Awards has made clear the imagination, creativity and talent of Mexican designers. Without a doubt, the new designs of the next contest will keep the quality of this event that is already a tradition.

## RESULTS AHEC DESIGN AWARDS

### ASSEMBLY Category:

- First Place: **M1** by **Jonathan Olivas** from ISAD de Chihuahua university.
- Second Place: **MILA** by **Natalia Gutiérrez** from Centro university.
- Third Place: **ORDEN** by **Alfredo Vidales** from UANL.

### CHAIR Category:

- First Place: **TENA** by **Luis Miguel Hernández** from ITESM Monterrey.
- Second Place: **BALANCE** by **Sebastián Ángeles** from Anáhuac México Sur.
- Third Place: **PAGESSION** by **Luis Fernando Sánchez** from UAEM.

### DECOR ELEMENT Category:

- First Place: **SONETTE** by **Brisela Copto** from UAM Xochimilco.
- Second Place: **BPM** by **Lorena Esquivel** from Centro university.
- Third Place: **FLOI** by **Ollintzin Castro** from Centro university.

## BEST IN SHOW Award

Members of American Hardwood and with the recommendation of the jury, Brisela Copto was selected as the Best in Show for the work done with its SONETTE design. A complicated choice for the challenge that all the projects were, both for the properties faced by the American Hardwoods and Aydía in the manufacture.

Sonette, a support table which, in addition to being used to place decorative or temporary objects, also functions as an amplifier without the need for electrical energy, only with the physical and natural properties of the American Red Oak and American Walnut and the structural design of the design . Sonette extends the magnitude of any type of cell phone without being exaggeratedly increased.

## Lifetime Achievement Award AHEC 2019

Mike Snow, Executive Director of the American Hardwood Export Council, awarded the AHEC 2019 Lifetime Achievement Award to JOEL ESCALONA. Celebrating his participation and a key momentum in his career 12 years ago in the Second Edition of the AHEC Design Awards, and the trajectory he has forged over the years, being a renowned Mexican designer exhibiting his designs and products around the world in the most important international design spaces.

Pragmatic, ironic and poetic, are words that best describe Joel's work. He believes in ideas that engage in a meaningful way, that challenge the limits of contemporary design, that surround the stories they tell.

Working with clients in Mexico, the United States, Italy, France and Denmark has led him to found a multidisciplinary agency capable of providing tangible value to each project thanks to a schematic vision of the creative process at many levels and in different contexts, thus enriching the values of the study and those of the Mexican design.

His work has been exhibited in the most important design capitals of the world, such as Switzerland, New York, Paris, Milan and Mexico City. He was also selected as a participant in ICFF Studio at the International Contemporary Furniture Fair in New York and was invited to act as representative of Latin American design at the special exhibition Talents À La Carte by Maison & Objet in Paris, as well as at Salone Internazionale del Mobile Di Milano on several occasions, ZONA MACO in Mexico City and recently DESIGN MIAMI / BASEL in Switzerland.

Escalona's work has appeared in the most prestigious publications and books worldwide, generating significant editorial value for its clients, projects and collaborators. In this way, Wallpaper \* Magazine introduced him as "one of the designers of the new wave to whom attention should be paid". Also, the magazine Arquine selected him as one of the "50 emerging talents of the Americas" and GQ published it in its section dedicated to extraordinary young people.

More information about Joel Escalona, his career, work and projects:  
<http://www.joeescalona.com>

## Link to download photos in High Quality:

Furniture Photos HQ (500Mb):

<https://www.icloud.com/iclouddrive/0KKleVhMxKb7MeAD1T8rPe7ow>

Award Ceremony Photos HQ (845Mb):

[https://www.icloud.com/iclouddrive/0O7oULEyYSC\\_u0Tsdv1S\\_ZfQ](https://www.icloud.com/iclouddrive/0O7oULEyYSC_u0Tsdv1S_ZfQ)

Jury Session Photos HQ (215Mb):

[https://www.icloud.com/iclouddrive/0nLLOCMIwZkd\\_sKUSHOqQQcXA](https://www.icloud.com/iclouddrive/0nLLOCMIwZkd_sKUSHOqQQcXA)

Workshop Aydía Photos HQ (720Mb):

<https://www.icloud.com/iclouddrive/0LfOvj7QGgbZJTAV14o-a6WRg>

Designers Photos HQ (50Mb):

<https://www.icloud.com/iclouddrive/0Rao1XpSympco6yTNRt-hvj9w>

## Link para descargar fotos en Baja Calidad:

Furniture Photos LowQ (75Mb):

[https://www.icloud.com/iclouddrive/0UX-RgOCyM0MJHkN-\\_Ve7L3Tg](https://www.icloud.com/iclouddrive/0UX-RgOCyM0MJHkN-_Ve7L3Tg)

Award Ceremony Photos LowQ (110Mb):

<https://www.icloud.com/iclouddrive/0oihBZel2pUvjFmtc0htl6jPg>

Jury Session Photos LowQ (30Mb):

<https://www.icloud.com/iclouddrive/0g28TIYhV5Yf6J7kHyenKDAew>

Workshop Aydía Photos LowQ (110Mb):

<https://www.icloud.com/iclouddrive/0NqLO50iwHUK53OwDEadXn7SQ>

Designers Photos LowQ (25Mb):

<https://www.icloud.com/iclouddrive/0PHWAIA2LrXLhLF1TdRcNfYHQ>

## Photo Credits:

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## Video Links on YouTube:

Video M1:

[https://www.youtube.com/watch?v=\\_M8BiNNbXCY](https://www.youtube.com/watch?v=_M8BiNNbXCY)

Video MILA:

[https://www.youtube.com/watch?v=Y\\_Wawwig9kw](https://www.youtube.com/watch?v=Y_Wawwig9kw)

Video ORDEN:

[https://www.youtube.com/watch?v=S8\\_4y1zwRSA](https://www.youtube.com/watch?v=S8_4y1zwRSA)

Video TENA:

<https://www.youtube.com/watch?v=xDHAUoMd8HY>

Video BALANCE:

<https://www.youtube.com/watch?v=XkVqTykcjZc>

Video PAGESSION:

<https://www.youtube.com/watch?v=XzvKlsFUNMU&t=9s>

Video SONETTE:

<https://www.youtube.com/watch?v=OeBUMoknn2Q>

Video BPM:

[https://www.youtube.com/watch?v=wxNMh\\_oRlMq](https://www.youtube.com/watch?v=wxNMh_oRlMq)

Video FLOI:

<https://www.youtube.com/watch?v=uGFV75hpiLY>

Video Jury Session:

<https://www.youtube.com/watch?v=HRoMJM6v7is>

Video Workshop Aydía:

<https://www.youtube.com/watch?v=nlcCoqpjRBk>

Video Furniture:

<https://www.youtube.com/watch?v=gvsXuXVwDok&t=2s>

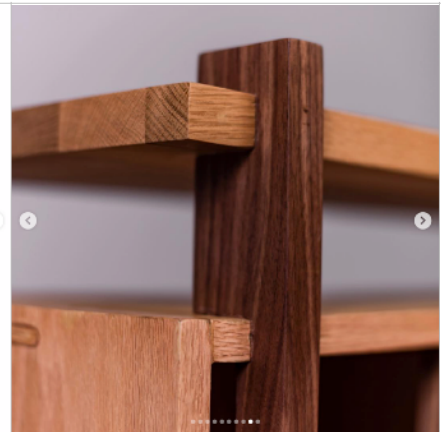
Video Lifetime Achievement Joel Escalona:

<https://www.youtube.com/watch?v=EBCajS9gNys>



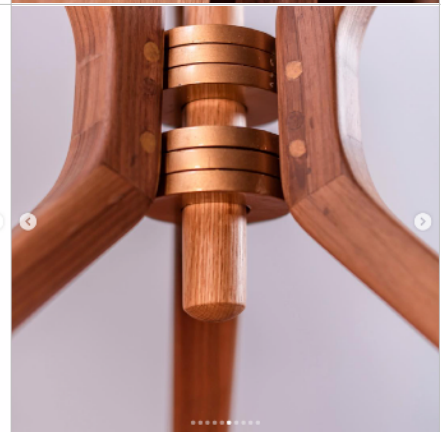
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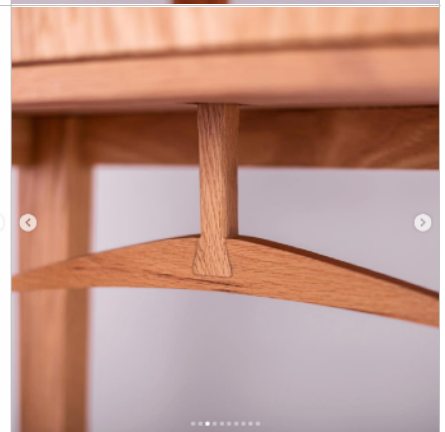
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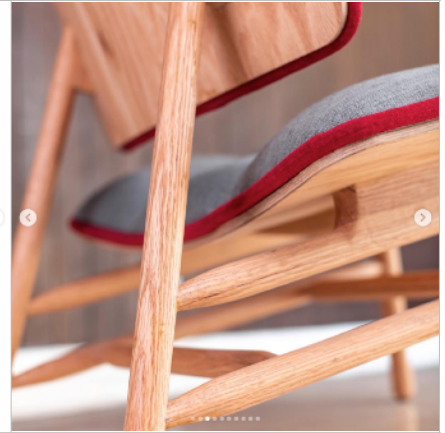
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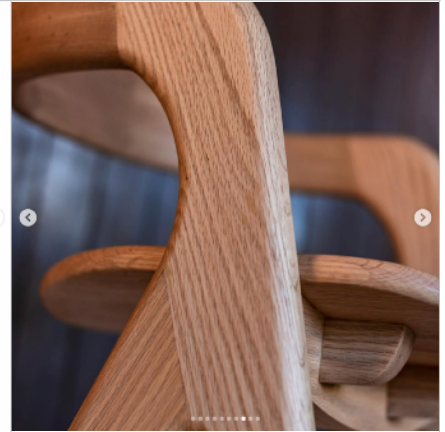
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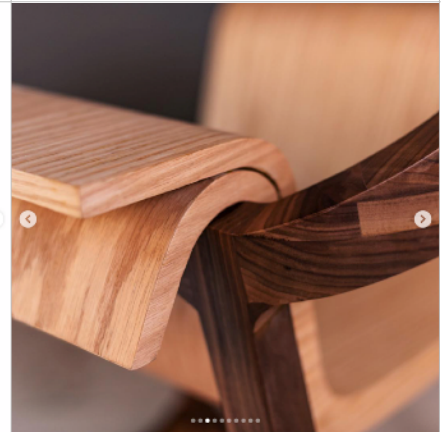
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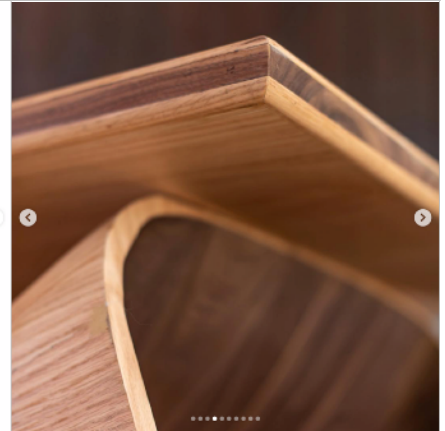
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