

**CASTILLA-LA MANCHA**  
**AT MILANO DESIGN WEEK**  
**WAVE INTO THE CLAY** <sup>2025</sup>  
EXHIBITION CURATOR TOMÁS ALÍA

**ORGANIZED BY,**  
**JUNTA DE COMUNIDADES DE CASTILLA-LA MANCHA**  
EXHIBITION CURATOR, TOMÁS ALÍA, ESTUDIO CARAMBA

**APRIL 7<sup>TH</sup> TO 13<sup>RD</sup>, 2025**

LOCATION: 5VIE DW25 EVENT AND HANGAR SPACE CAVALLERIZZE  
LEONARDO DA VINCI MUSEUM OF SCIENCE AND TECHNOLOGY  
ADDRESS: LEONARDO DA VINCI NATIONAL MUSEUM OF SCIENCE  
AND TECHNOLOGY - OLONA PAVILION, VIA OLONA, 6, 20123 MILAN



**Castilla-La Mancha**









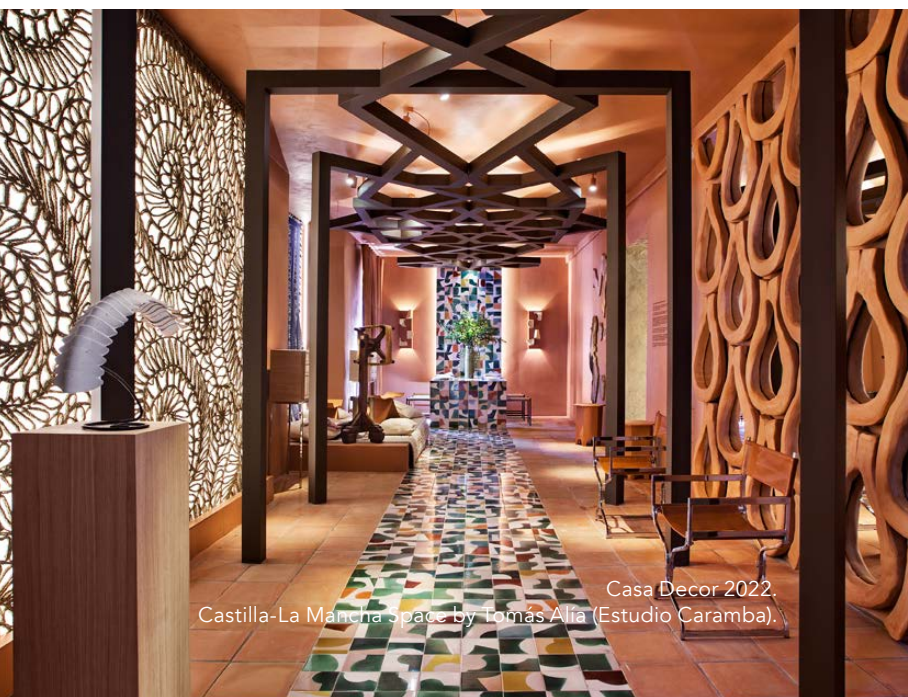
# LEGADO ARTESANO

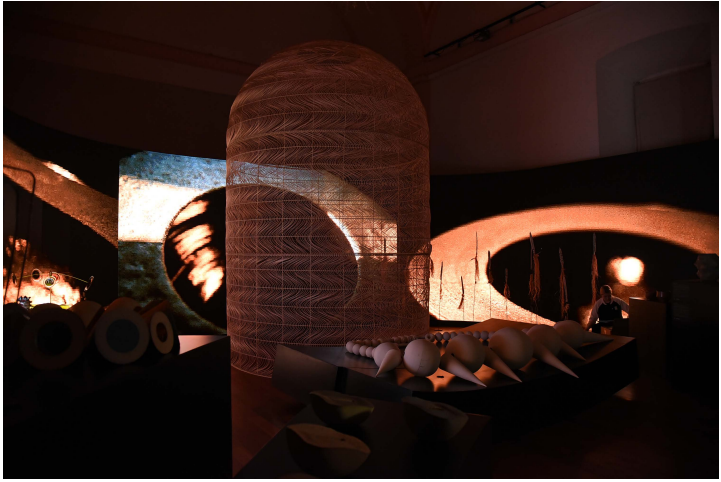
CASTILLA - LA MANCHA

Legado Artesano is the brand of excellence of the crafts of Castilla-La Mancha, created by the Government of Castilla-La Mancha in 2023, for the promotion of regional craftsmanship. The purpose of this distinction is to publicize and preserve the crafts and artisan techniques of Castilla-La Mancha, a land that is the cradle of the best artisans in our country.

Our region is internationally recognized for a living, diverse and dynamic craft industry, which preserves ancestral trades and techniques that reach our days and that form a rich cultural heritage that identifies us and projects us to the outside world. The artisan sector generates an activity that not only creates wealth, generates employment and promotes social cohesion, but also provides other added values such as quality and excellence of the products, therefore their techniques are part of our cultural heritage and as such should be preserved so that they do not disappear.

This brand was born with the mission of rescuing classic pieces and reinventing them without renouncing to traditional techniques, with it we carry out and participate in national and international actions.

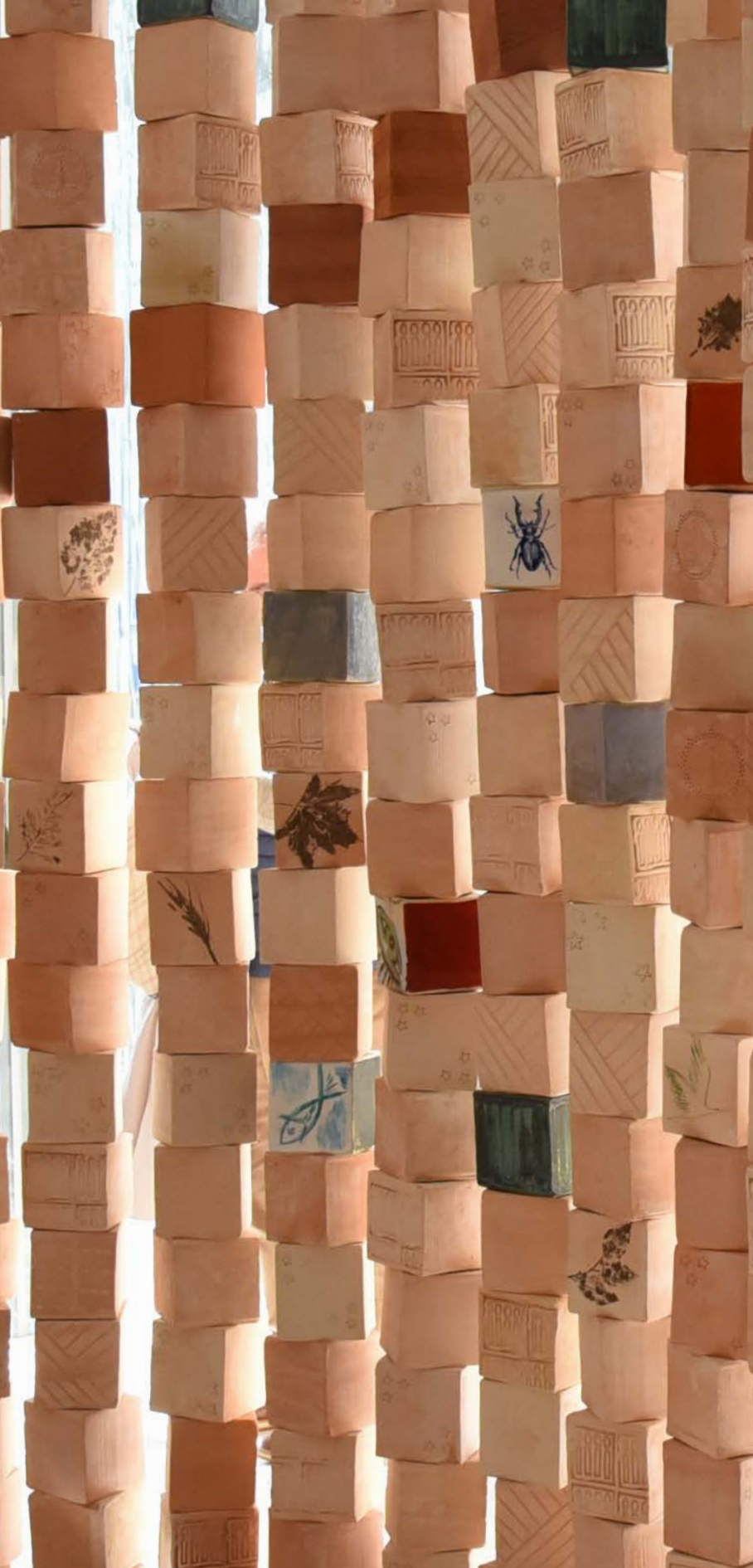




Madrid Design Festival 2024.  
Castilla-La Mancha Space by Tomás Alía (Estudio Caramba).

Barcelona Bridal Fashion Week 2024.





# WAVE INTO THE CLAY

CRAFTS AND DESIGN FROM CASTILLA-LA MANCHA AT MADRID DESIGN FESTIVAL 25

“Wave into the clay” is a sample of craftsmanship in a contemporary key in which techniques and craftsmen of Castilla-La Mancha are present. A transversal and integrating project of women and men artisans, which merge in the installation “Wave into the clay”.

A ceramic sculpture, participatory of the ceramic craft with more than 1,550 pieces of clay and glaze of the collective of Castilla-La Mancha represents the embrace of the pottery and ceramics community of the region.

Curated by Tomás Alía, the exhibition collects a sample of how craftsmanship is able to erase the boundaries between tradition and contemporaneity, merging different disciplines and traditions of the artisans of Castilla-La Mancha.

Pottery and ceramics in Castilla-La Mancha have a long history, dating back to prehistoric and medieval times and have been kept alive until the present day, being one of the most outstanding in Spain.

The pottery represented is characterized by its white color and its blue and green decorations, inspired by natural and geometric motifs. Pottery has been an important economic and cultural engine, passed down from generation to generation.

Over time, potters have perfected their techniques, moving from the manufacture of utilitarian utensils to the creation of artistic and decorative pieces. The influence of Muslim, Christian and Jewish cultures is reflected in the styles and techniques used, as well as in the use of enamel and fire paints.

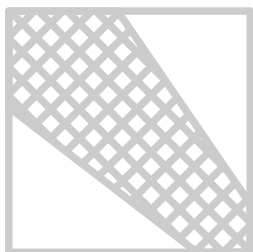
The region is known for its wealth of high quality clays, which have allowed the development of a pottery of great prestige, especially in places like Talavera de la Reina or El Puente del Arzobispo, declared Intangible Cultural Heritage of Humanity by UNESCO.

Tomás Alía.





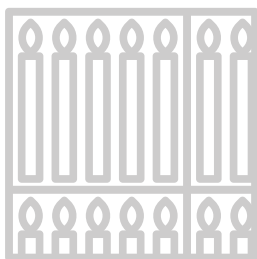
# ARTISANS



## VLADIMIR OSCAR DE LA ROSA ELISEA

The TRAMA chosen for my pieces consists of a decoration by the technique of incision in soft clay with a stamp of fired clay, the motif is the representation of a series of aligned "minarets".

This type of decoration as well as the technique was widely used throughout the Iberian peninsula for the tinware and large pieces, highlighting especially the production of this type of works in the city of Toledo.



## JUAN CARLOS FERNÁNDEZ CARRASCO

The design of each module is built by hand with the technique of red clay slabs (chamotte) and white stoneware. Decoration red clay module: The technique of "esgra\_ado" was used on the raw piece, assimilating the patterns of the first decorations that we can find in the oldest pottery in the world that marked a very important cultural change in human evolution as a collective system of ceramic production. The same scratch pattern was used in three different positions.



## **ÁLVARO CALVO**

This drawing is the representation of the embroidery called “la plumilla” of Lagartera, a characteristic element of the artisan tradition.

This element is already a representative motif of my work and my person, since I love the union of ceramics and needlework, becoming something very necessary for the culture of my environment, on the other hand is a tribute to my grandmother, as she devoted herself during her life to sewing, in addition and for more symbolic reasons of craftsmanship, the pieces are in blue color representing the cobalt color characteristic of Talavera de la Reina my city.



## **SONIA RODA**

It is the union of the 4 elements of nature such as ceramics, water, earth, fire and air. Both humans and trees are born from a seed.

Little by little we grow older and mature with the help of the people we meet along the way, such as family and friends, and with them we grow as well as the plants.

The different choices we make throughout our lives are the branches, the paths we have taken and the various options we had, and we should not forget that this tree plant is a great source of wisdom and spirituality.



## **MÓNICA DÍAZ**

Working in the workshop I hear the songs of the cranes, it means that they are already here, I go out, and I see them flying in formation... their destination is very clear to them. through the intervention in these pieces, I transfer these sensations that they transmit to me. For this I have used some light strokes in green coloring oxide.



## **RUBÉN NAVARRO VALVERDE**

I have decorated the cubes with different ceramic techniques and materials, from decoration on cover to decoration with engobes.

Each side of each cube is completely different, thus creating a large number of possibilities and combinations.



## **GLORIA ESCOBAR**

When Gloria Escobar designs a ceramic work, she does so with the viewer's gaze in mind. And in addition, she leaves her own gaze in it. Who is looking at whom?



## **SANTOS TIMONEDA**

Six of the cubes are carved on the clay, with a fragment of acanthus leaves, which is an essential part of the decoration of our ceramics. Five of the cubes are glazed and manually brushed in cobalt blue, which is the primary and fundamental color in Talavera ceramics.

Finally, one cube bears a decoration of a fish with naive and simple strokes using the most basic colors, recalling the early periods of Talavera ceramics.



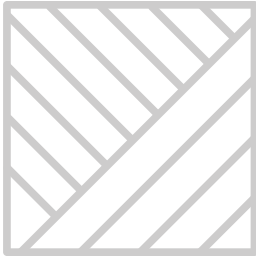
## **JUAN MIGUEL ALÍA**

In the elaboration of ceramics, there are three essential elements that give life to each piece: earth, water and fire. Earth provides the raw material, water allows it to be molded and fire transforms it into something lasting. These three fundamental forces are represented in my work through the three stars engraved in each corner of the cubes, symbolizing the balance and essence of ceramics.



## **GREGORIO PEÑO**

The decoration of the cubes, is based on the decoration that our ancestors made, in the botijas, conches, grillera, as well as feeders and troughs of animals, were made with something that was not necessary to buy, a piece of old comb, making incisions turning the lathe. Wavy, straight, herringbone, chopped, etc.



## **FRANCISCO AGUDO**

With the engraving of my cube I wanted to represent the logo of Legado Artesano, a tribute to the support we receive from the Government of Castilla-La Mancha to all artisans.



## **MIGUEL ÁNGUEL ASÁNCHEZ CRESPO**

Traces of nature, plants and leaves on clay with oxides, simple symbols, fossils, etc.

## **MANOLO ZABALA**

Pottery.



## **JULIO CÉSAR ANAYA**

Blacksmith, Forjasport.



## **DAVID BLÁZQUEZ**

Photographer.







Castilla-La Mancha



[www.legadoartesano.castillalamancha.es](http://www.legadoartesano.castillalamancha.es)



[www.jccm.es](http://www.jccm.es)