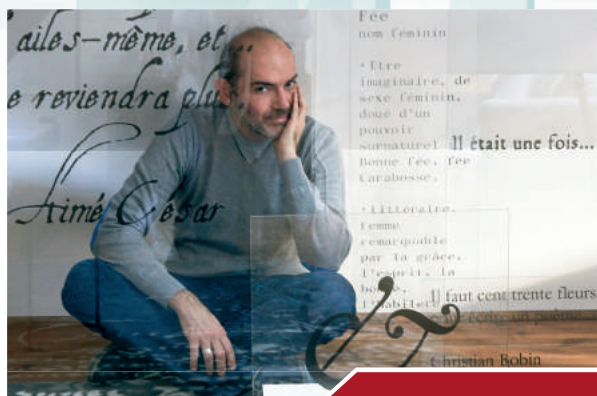


JORGE CAÑETE
Founder

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BIOGRAPHY - from luxury to interior design

It was no accident that Jorge Cañete, a Swiss of Catalan and Andalusian origin, chose to devote his life to interior architecture and design. After a career in luxury products (with Ungaro, Bvlgari, Mugler et Azzaro), which honed his sense for beautiful objects, and completion of an MBA in Lausanne, he opted to express his creativity in three-dimensional form through work in interior design.

He gained his diploma in Interior Design from London Metropolitan University. Thereafter, a series of projects in the offices of architects in Rome and in Geneva served as a springboard and impetus for him to found his own design studio in Switzerland, INTERIOR DESIGN PHILOSOPHY some years ago.

In 2014, he was awarded *Best International Designer of the Year* by ANDREW MARTIN and his studio, located in Switzerland, celebrated its 10th anniversary in 2015.

SIGNATURE - between memory and modernity

This interior architect is distinguished by a style that seeks to surprise. His signature, between memory and modernity, yields a mysterious and sensual alchemy in which raw and sophisticated elements communicate with one another as if by magic.

Prestigious firms and an important private clientele have asked him to decorate their universe according to his characteristic philosophy of building a poetic vision of the world to give material expression to emotion that stems from within.

Jorge Cañete's working method involves very careful analysis of each parameter – the *environment* in which the project is set, the feeling inherent in the *location* and, of course, the *client's own personality*. By combining these three sources of inspiration he is able each time to come up with a project that accurately fulfils the requirements of his very demanding clientele, who seek an emotional yet at the same time practical inner substance.

AWARDS - international acclaim

Selected by ANDREW MARTIN in its Interior Design Review, 8 consecutive years '09-'16
Best International Interior Designer of the Year, Build Architecture Awards '16
Residential Interior Designer of the Year, Build Architecture Awards '15
Finalist WIN Awards, best international residential project, London '15
Gold Winner, International Design Awards, interior design, Los Angeles '15
Finalist SBID International Design Award for the 3rd consecutive year, London '13-'15
Best International Designer of the Year awarded by ANDREW MARTIN, '14
Winner European Property Awards, best project Switzerland, London '13
Best of the Year Honoree, Interior Design Award, New York City '13
Winner IIDA Global Excellence Award, Maison & Objet, Paris '12