

# MEDELHAN

## DESIGN COURIER

Colors, forms, luxurious innovation and craftsmanship tradition: César Giraldo discloses the foundational elements of his design

by Stella Manfredini

The Founder and Principal Designer of César Giraldo Design, **César Giraldo** realizes projects where innovative contemporary designs and the timeless craftsmanship of the past beautifully dialogue with each other. Not only an internationally recognized interior designer – among his latest projects, a luxurious ocean-view private residence in Oahu, Hawaii, and 3 high-end private residences in Los Angeles – César is also a furniture and product designer.



César Giraldo - Principal César Giraldo Design, Image copyright: © Reinaldo Giarola

Having recently launched **Medellín**, an outdoor furniture design collaboration with **Tidelli**, a rug collaboration will be released this month. **Named one of the Top 25 designers in Los Angeles by Los Angeles Times in 2022, as well as a favorite designer by the CA Home + Design Awards for 2019, César Giraldo** disclosed to Medelhan the key elements that make his works so unique – from the search of the perfect marriage between form and color, to the special attention to his clients' desires.



Medellín - outdoor furniture, César Giraldo Design & Tidelli, Image copyright: © Reinaldo Giarola

**Color and form are the major elements defining your design. When and how was your passion for this field born?**

Color and form were elements that moved me as a child. I grew up in Colombia, where I had the chance to discover and admire the multicolored world made of lush and tropical plants offered by nature. I have vivid memories of certain specific colors having an exceptional effect on me and, since a tender age, I understood that it was the bright colors that made me happy. The combination of color and form represents the perfect marriage.

As a designer, I do not fear the use of color. However, I often prefer to opt for a nuanced, subtle use of it. I also believe that form dictates color – and not vice-versa – and that certain shapes call for certain colors. Speaking of which, I must confess that, for the very first time, I went all out with color designing the Medellín outdoor furniture line for Tidelli. Drawing inspiration from the yearly Festival of Flowers that takes place in Medellín (Colombia), it was a very personal project.



Medellín - outdoor furniture, César Giraldo Design & Tidelli, Image copyright: © Reinaldo Giarola

**You define your aesthetic as the expression of a dialogue between innovative designs and craftsmanship tradition. In what way does this encounter take shape? Would you mention a project that, according to you, is particularly representative of this aesthetic?**

I have a special affinity both for iconic pieces of the past and innovative contemporary designs. I love when the combination of the past and the present results in beautiful engagements. I believe that the beauty of the past must never be forgotten, as it not only informs the present, but also creates a marvelous balance with it.



Franklin Residence, Los Angeles, USA, César Giraldo Design, Image copyright: © Tig Front



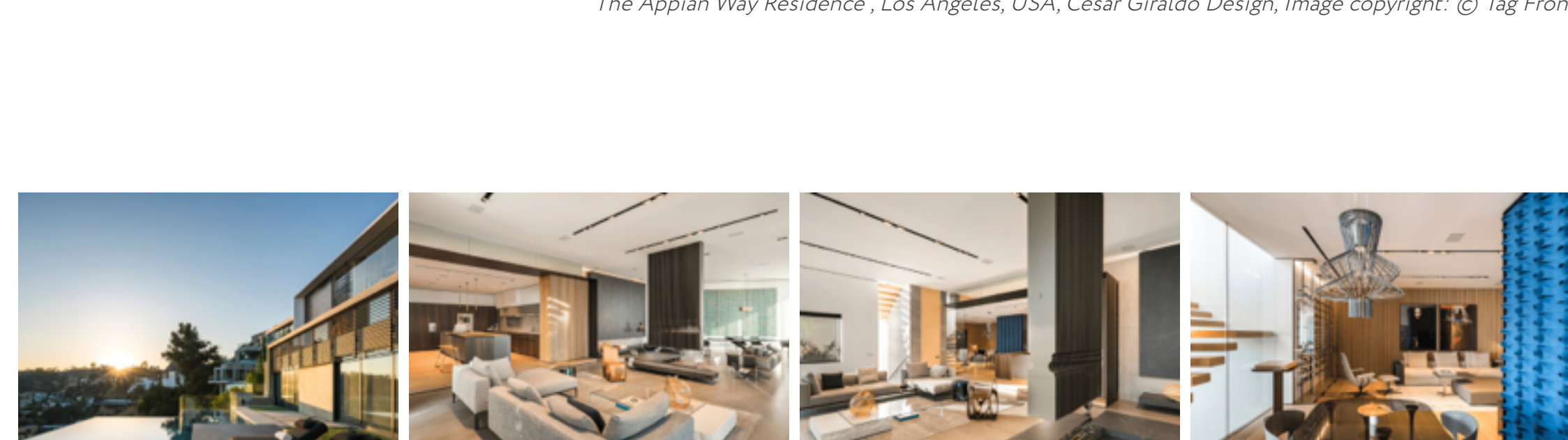
I always have this in mind when designing my project, reconciling the past with the present. At the moment, I am working on a private residence in Los Angeles where we are using vintage Italian lighting and vintage furniture, combined with luxurious contemporary pieces. I am truly having much fun with it!

**How important is it for you to respect the client's personality and desires when designing a space? What are the steps you usually take when meeting a new client?**

The client's personality is one of the critical factors defining the direction of a project. Because the customer will be the one living the space I design, his/her wishes must be respected. Since the very beginning, I have adopted a personal approach in order to build a relationship. It comes naturally to me understanding their lifestyle, their passions and their specific needs.



The Appian Way Residence, Los Angeles, USA, César Giraldo Design, Image copyright: © Tig Front



And when the designs I present resonate with the client it is the greatest pleasure. The first step I take, which for me is the most fundamental one, is a simple introductory meeting to determine if we are on the same wavelength, otherwise the marriage would be only temporary. Understanding the client's desires is a difficult part of my job but, once I have that, it is a very enjoyable ride.

**One of the projects you are currently working on is a sumptuous private residence in Oahu (Hawaii), would you give us some more insights about it? Is there any other recent project you would like to mention?**

The Oahu project is a very special project for me, and it is, what actually kept me sane when we were all locked down at home during the pandemic. It was amazing and, at the same time, a delightful experience to see how technology made it possible to move the project forward through Zoom meetings.



The Oahu Residence, Hawaii, USA, César Giraldo Design



My client really appreciates luxury and high-end design, and this is what he wanted for this project. A 'perfect match', he embraced and celebrated our design. I will also be designing his personal residence in Hawaii, which I am thrilled about. We have formed a wonderful friendship. I am also completing a few projects in Los Angeles, and a beautiful home in South Carolina for a lovely family.

**Not just a creative interior designer, but also a brilliant furniture and product designer. What inspired you to broaden your work? Do you have any upcoming projects in store?**

I enjoy furniture and product design any more than designing interiors. It came naturally. My imagination is constantly thinking of specific shapes, textures, and colors that something should be, and eventually it becomes. My **rug collection**, Straight Lines Unexpected Curves with **Mehraban**, was just launched, so I am presently enjoying the moment. It was a great experience. And yes, there are other projects in the pipeline. Stay tuned!

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