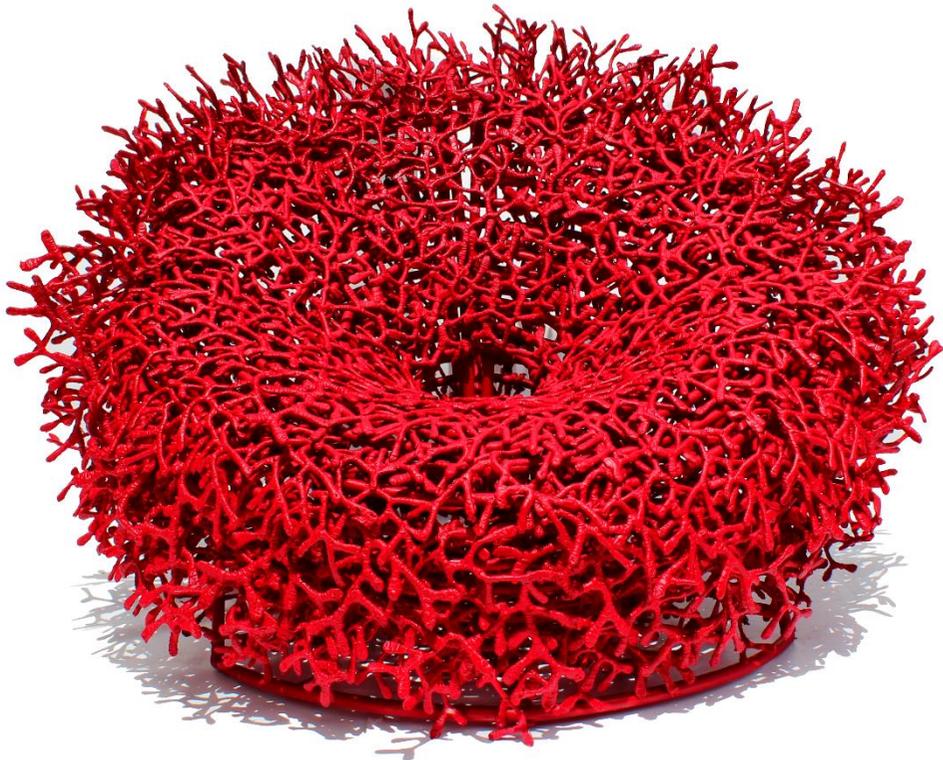




SÉRGIO
J. MATOS
PRODUCTS 2020

ACAÚ ARMCHAIR

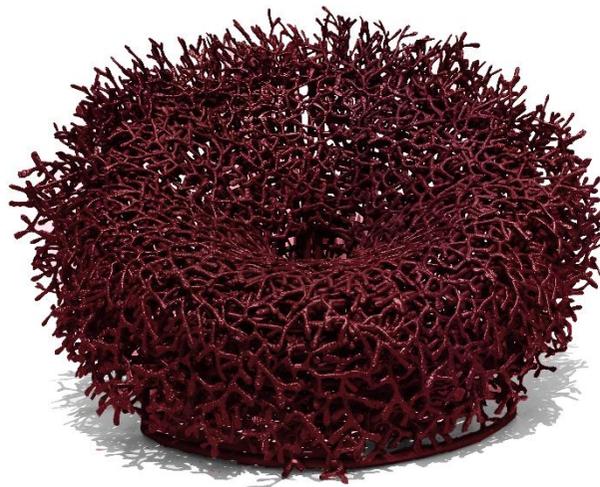


Dimensions: 130 cm x 140 cm x 90 cm

Weight: 70kgs (154Lbs)

The inspiration comes from the sea. A dive with the talent and the keen eye of Sergio Matos, the designer from Mato Grosso, Paraíba, which brings to the surface the products of his collection "Corals from Acaú". His exotic design, born from the uniqueness of his environment, incorporates the form of the Elk Horn Coral. It brings together a sustainable artisanal concept with the local shellfish and crafts of Acaú, a beach from the municipality of Pitimbu in the State of Paraíba. The armchair, with its concave line and steel base, evokes the poetry of a reef in the gathering of over a thousand pieces that supports the structure. The perfect assembly simulates the limestone aesthetic reproduced by the wires folded, nature-like, and covered by a cotton string with the intensity of a red varnish.

(Text: Raquel Medeiros – Nas Entrelinhas Moda & Comunicação)



ACAÚ SIDE TABLE



The inspiration comes from the sea. A dive with the talent and the keen eye of Sergio Matos, the designer from Mato Grosso, Paraíba, which brings to the surface the products of his collection "Corals from Acaú". His exotic design, born from the uniqueness of his environment, incorporates the form of the Elk Horn Coral. It brings together a sustainable artisanal concept with the local shellfish and crafts of Acaú, a beach from the municipality of Pitimbu in the State of Paraíba.

(Text: Raquel Medeiros – Nas Entrelinhas Moda & Comunicação)

Dimensions: 50 cm x 50 cm x 45 cm

Weight: 10 kgs



ACAÚ VASE

The pieces concept of this collection has the Acaú theme, a beach located south coast of Paraíba. Inspired in the corals natural pools, the pieces are produced by master artisans from the region.

Weight: 1,7 kg

Available in several colors

Dimension: height 45 cm



ARREIO ARMCHAIR



The concept of the “Arreio” chair was born from the union of the local tannery arts & crafts and the unique regional identity.

The belts, originally designed to attach the saddle to the body of a horse and found at the country fairs of Campina Grande in Paraíba State, are used here as a raw material.

The steel structure of the chair is covered by the buckled contour of ten leather straps that are a staple of the North Eastern “Sertão”, and which are a material and immaterial symbol of a culture that punctuate the lifestyle and the profile of its inhabitants. The rusticity, the brute strength and the exotic design refers to the 'Armor Movement' created by the famous Brazilian writer and playwright Ariano Suassuna in the 70's to promote the development and understanding of traditional forms of popular expression.

In reinventing the function, the Arreio chair makes the harnesses a point of connection between past and present and safeguards the essence of a repertoire of stories that are deeply embedded in the ancestral knowledge of the region.

(Text: Raquel Medeiros – Nas Entrelinhas Moda&Comunicação)

Weight: 15 kg (33Lbs)

Dimensions: 70cm x 90cm x 65cm



ARUPEMBA ARMCHAIR



The design crosses timeline and rescues ancestry, clippings of history and emotional ties. From the indigenous cuisine of Brazil Cologne to nowadays, the “arupemba” – strainer made of carnaúba or buriti straw – lends its aesthetics and name to the swing chair idealized by the designer from Mato Grosso Sérgio Matos. The simplicity of the circular artifact used by natives to sift corn and cassava flour is extolled by the symbolic value and flavor of the memory that puts the June festival traditions from Northeast. The flexibility of vegetal fiber gives way to the rigidity of forged steel, typical of the ancient gates and that the artisan Master Bira manufactures like nobody. The woof of straw is replaced by the polypropylene string, with the interlacement that sets the designer brand rooted in the city of Campina Grande, Paraíba. The results are furniture pieces that materialize the regional identity, recover the traditional knowledge and perpetuate references of a remote everyday with taste of Braziliannes.

(Text: Raquel Medeiros – Nas Entrelinhas
Moda&Comunicação)

Dimensions: 90 Ø cm x 92 cm

Weight: 27 kg

ARUPEMBA HAMMOCK



Type of bed consisting of a circle of aluminum structure and nautical rope and suspended by the two ends, terminated in handles or rings, which are attached to shipowners or hooks, generally secured in walls or under shady trees to sleep or rest.

Available in several colors.
Dimensions: 200cm Ø

ARUPEMBA SWING



“The design crosses temporal lines and brings ancestry and clippings of History to the forefront. From the indigenous tradition of colonial Brazil to the present, the Arupemba – a sieve of straw made from the Carnauba or Buriti trees - lends its aesthetics and name to the Arupemba armchair and swing devised by Sergio Matos, the designer from Mato Grosso.

The simplicity of the circular artifact used by the natives to sift the corn and cassava flour is extolled by the symbolic value and flavor of the memory that sets the base of the “Juninas” festival tradition in northeast Brazil.

The flexibility of the vegetable fiber gives way here to the rigidity of forged steel which is shaped like no other by the master craftsman Bira, from Sergio Matos Studio.

For this creation, the straw is replaced by the interlaced naval rope, a signature of the designer from Campina Grande in Paraiba State. The result is furniture that materialize the regional identity, use traditional knowledge and brings back references of a distant daily life with a Brazilian flavor.”

(Text: Raquel Medeiros – Nas Entrelinhas Moda&Comunicação)

Dimension: 90 Ø cm (35.5")

Weight: 24 kgs (44 Lbs)

BALAIO ARMCHAIR

Its concept emerged from the observation of a kind of basket with the same name, widely used for placing products at the free markets. The armchair is made with a steel structure covered by colored cotton strings, expressing a regional air and sophisticated at the same time. Can be used to compose any ambient.

Available in several colors.

Dimensions: 75 cm x 110 cm Ø

Weight: 57 kg.



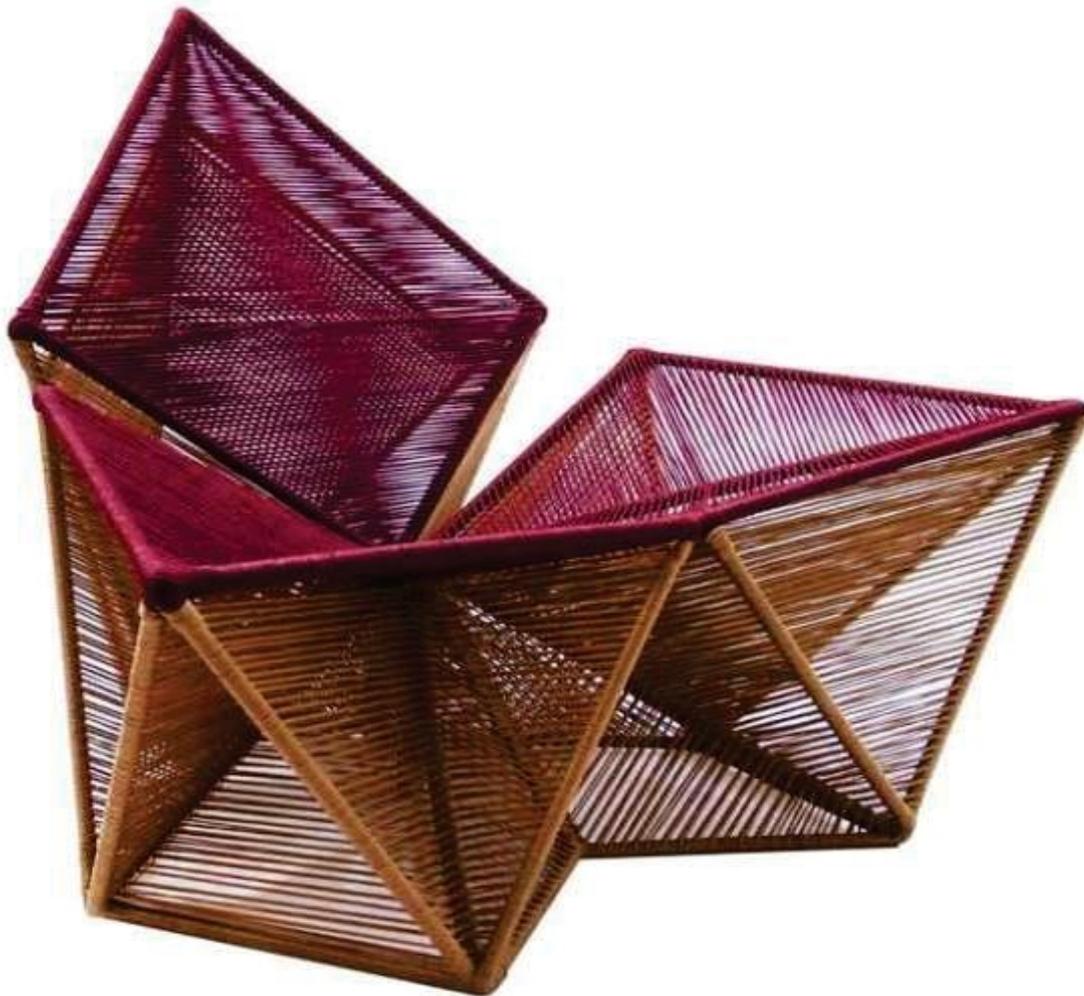
BALÃO ARMCHAIR

Traditional in the Northeast region of Brazil, the "São João" festival was the inspiration for the Balão Armchair, where balloons (Balões) are released to warn the people that the festivities are about to begin.

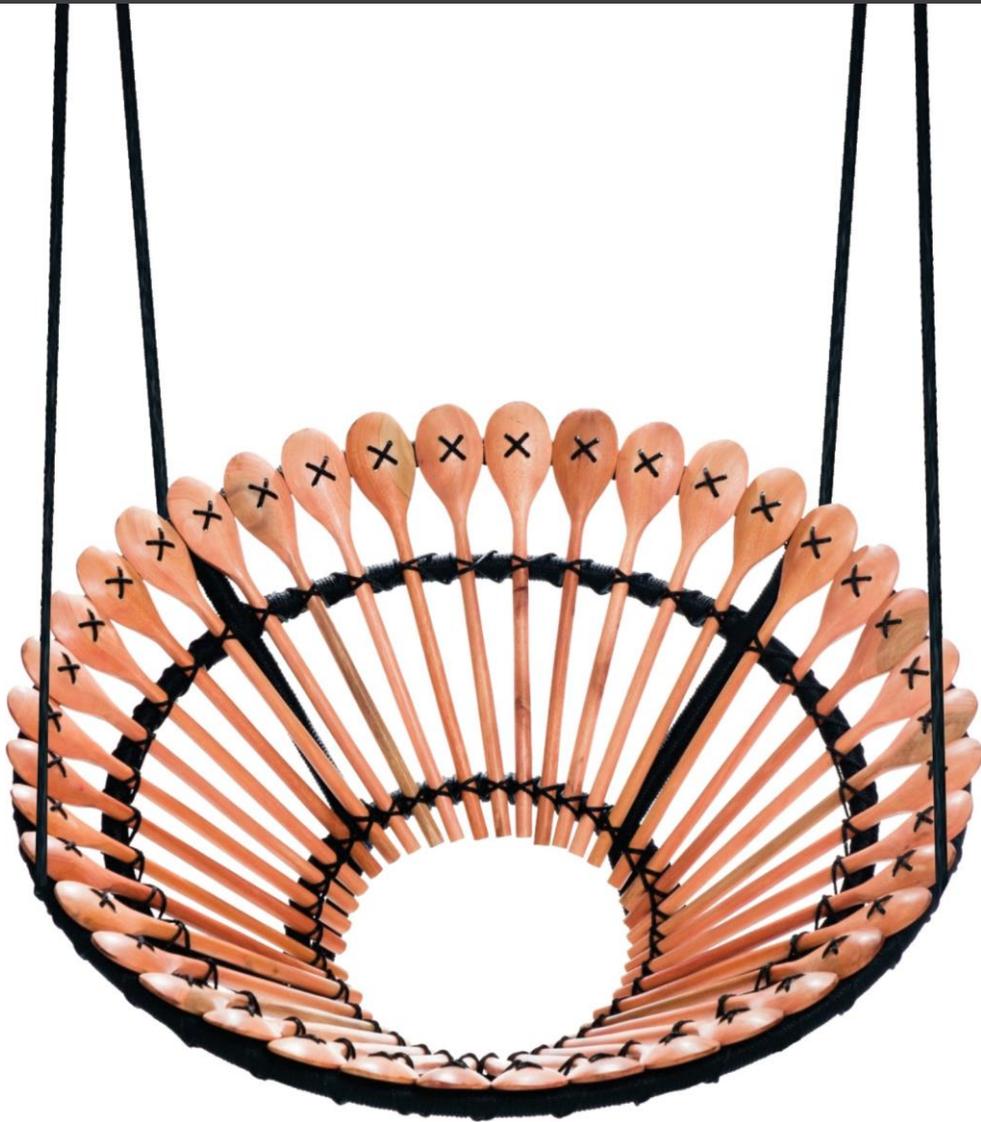
The Balao armchair, conceived and made artisanally, has a steel structure covered by a dyed polyester naval cord and expresses exclusivity and regionalism.

Dimensions: 140cm x 110 cm x 110 cm

Weight: 16 kgs



BODOCONGÓ SWING



Piece inspired in the elements of the free market of Campina Grande, at Paraíba. Structure made of carbon steel. The woor is handmade with polyester rope. Application of wooden spoons , common objects in the free market.

Available in several colors

Weight: 8 kg

Dimensions: 85 cm Ø x 50 cm

BODOCONGÓ ARMCHAIR

The Bodocongó chair was inspired by the wooden spoons wares found in the flea markets of Campina Grande in the State of Paraíba.

Frame made of carbon steel upholstered with a polyester naval rope.

Dimensions: 80 cm x 85 cm x 85 cm

Weight: 10 kgs



BURITI CHAIR



The hypnotic lines shuttle seduces the look. It traces the majestic size of the Buriti Chair, with inspiration rooted in the Brazilian flora and the culture of the indigenous and riverside peoples. The design celebrates the buriti tree, imposing palm tree of the Amazon that baptizes the piece of furniture and exalts the myths, the bonds of belonging, the multiple gifts of the call "Tree of Life".

The aesthetics springs from the legend of the Tapuia Indians who its origin comes of a gift from Tupã, a sacred entity symbolized by thunder. The tribal tales between generations narrates the blossoming of the emerald green leaves, where the central located leaves form a crown to adorn and protect the forest. In the beds of rivers and streams the palm tree reaches more than thirty meters of altitude and can be seen from a distance, demanding respect and reverence.

The symbolic burden – added by the scratches of the fruit red shell – configures the trace of an elaborated structure with a richness of details. The curve movement of the steel shows perennality. The metal wrapped by the mooring of naval rope establishes harmony in the sometimes energetic, other times subtle form. The backrest and the seat crowns the poetry of artisanal work; The thread of ancestry present in the belief that connects heaven, earth, god and men. Underneath the contemporaneous creation, lies the leafy forms of buriti tree that houses function, aesthetics and memory. In simplicity, the design of Brazilian soul worships culture and rests under the shadow of a palm tree.

(Text: Raquel Medeiros – Nas Entrelinhas Moda&Comunicação)

CAÇUÁ ARMCHAIR

Piece inspired in wicker or liana basket that serves to carry groceries and is transported by pack animals at the countryside of the Brazilian Northeast.

Available in several colors.

Weight: 20 kg

Dimensions: 120 cm x 100 cm x 80 cm



CAÇUÁ COUCH



3 seater sofa for external and internal area.

Piece inspired in wicker or liana basket that serves to carry groceries and is transported by pack animals at the countryside of the Brazilian Northeast.

Dimensions: 250 cm x 110 cm x 80 cm

Weight: 27 kg



CARAPUÇA ARMCHAIR

One of the most controversial phenomena in our country's history, the cangaço, is made up of popular heroes and a lot of resistance. Carapuça's inspiration comes from the characteristic hat of the cangaceiros, who were carefully elaborated and who became the greatest symbol of these men, who wore colorful clothes and worked with care, with the main objective to give them a singular voice, a face and a personality. In the hat, made up of flaps folded, were used "magic" symbols, which fulfilled not only an aesthetic function, but also evoked protection and power.

Dimensions: 98 cm x 110 cm x 75 cm

Weight: 16 kg (35 Lbs)



CARIRI ARMCHAIR

The randomness of the display baskets stacked at the Campina Grande Central Fair in Paraíba is the starting point for the concept of the Cariri armchair. Overlapping fruit, vegetable and fish displays inspire the volume and texture of the Cariri chair and table, clad in polyester rope applied by skilled hands. Stainless steel frame with naval rope weave.

Different colors

Dimensions: 75 cm x 100 Ø cm

Weight: 35 kg



CATOLÉ LAMP



Made of steel, ideal for indoor areas. Plot made by hand in naval rope.

Dimensions:
60 cm Ø x 30 cm

Weight: 8 kg

CATURITÉ LAMP



Caturité Ceiling lamp in steel or stainless steel made with nautical rope.

Dimensions:
100 cm Ø x 55 cm

Weight: 12 kg

CHITA CHAIR



The colors of the Chita chair come from the cheetah print, the popular fabric of indigenous indian origin that dresses and covers the history of the Brazilian society.

Like bouquets of colors, they give shape to the product line of decorative objects and furniture with the same name as the print that is in the regional literature and in the poetic universe of the Brazilian folklore.

The chair has a steel structure and a mooring of rope that covers the exotic design of colors. The piece reflects the affective relationship of the designer - based in the Northern State of Paraíba - for the Northeastern culture and favors artisanal techniques that make it unique. The "perfume" of originality that emanates from the chair evokes memory and tradition.

(Text: Raquel Medeiros – Nas Entrelinhas Moda&Comunicação)

Dimensions: 106 cm (41.75") x 96 cm (37.8") x 79 (31.1") (HxD xH)

Weight: 35 kg (72.75Lbs)



CHITA SWING



The memories jump from the popular celebrations, the revelry and manifestations rooted in the culture mixed. They are dressed and lined with the cheetah, the floral and popular fabric that came from India to be the icon of Brazilian celebrations. Inspiration, with perfume of tradition, for the homonymous balance. The structure that translates lightness evokes poetry. It has the delicacy of a hanging bouquet, full of narratives that resemble the costumes and allegories of Reisado, São João, Maracatu and Carnival. Commemorations intertwined with the plurality of many Brazilians between North and South, East and West.

The flowers that stamp memories and identity make up the creation script. It shows the robust design in aluminum, covered by the mooring made by hand. The shuttle of the nautical rope links the metal under the skill and dexterity of the craftsmen dedicated to the textile plots. The contemporary design, with its original and timeless design, invites you to experience your feet off the ground and float.

Steel frame covered with polyester naval rope

Dimensions: width 106 cm x height 155 cm
x depth 105 cm

Weight: 32 Kgs (70.5 Lbs)

COBRA CORAL CHAIR



Dimensions:
Total height: 90cm (35.5") | Seat height to floor: 45cm (17.7")
Width: 46cm (18.10") | Weight: 8kg; (17.5Lbs)
Structure in iron or stainless steel coated with naval rope in colors:
red, black and white;
Upholstered seat covered with fabric.

Exoticism ripples in contours and colors. It is the brand of the Cobra Coral chair that takes its seat in the daring and provocative design. The stainless steel structure bows to the hypnotic effect of the naval rope-backed coating on the snake tones. The coral, black and white alternate in a sinuous ballet and reveals the care of skilled hands behind the handmade girdle. In the back of the piece the entente emphasizes lightness and movement. It exalts the beauty of the coral snake that inhabits the whole Brazilian territory, encloses myths of the forest and snakes poetry in the homonymous music of Caetano Veloso: "Stop curling, now, coral snake / In order that I copy the colors with which you adorn / So that I may make a necklace to give to my beloved / In order that your beauty, your languor, your elegance / Reign on the snakes do not chorale".

(Text: Raquel Medeiros – Nas Entrelinhas Moda&Comunicação)



GALHO TABLE

Versatility and sophistication are the words to set the Twig table. Composed of independent structures that allow several compositions, joining one, two or more bases to form tables of different shapes and sizes. The concept comes from the forms that trees take during the winter when the leaves fall and leave their trunks to show, giving the landscape a new composition.

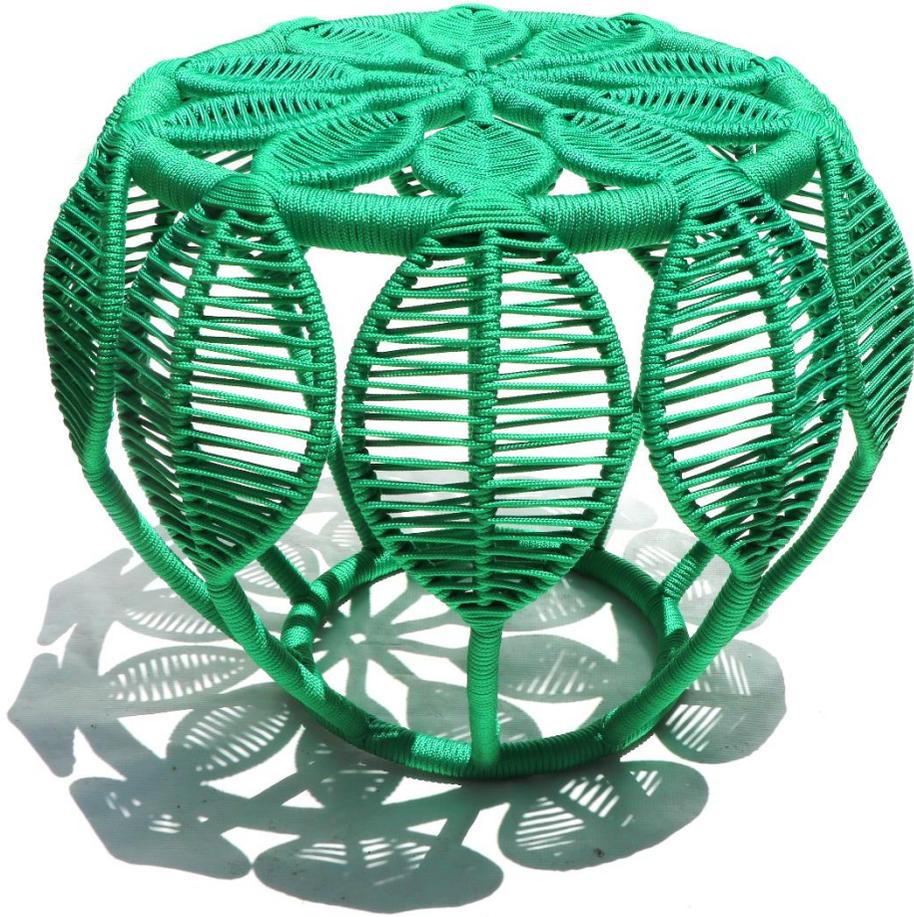
Dimensions: 150 Ø cm x 75 cm (round)

Dimensions: 120 cm x 200 cm x 75 cm (rectangular)

Material: Aluminum Weight: 12 kg



IPÊ STOOL



Sergio J. Matos, the designer from the North Eastern State of Mato Grosso, took his inspiration for the Ipê stool from one of the icons of the Brazilian flora: the Ipê tree. The stool's steel structure branches out into stylized leaves that cover the seat and span over the whole top, suggesting an invisible balance between strength and lightness. The rigid metal frame is dressed with naval rope which enhances the geometric design and imparts texture to the foliage. The delicate poesy of the rope work in the Ipê stool creates a balance that attracts the eye. It is the same balance of Nature that strips the leaves from the tree branches in the Winter months from July to September, leaving a new space for re-growth. A sea of white, purple and yellow flowers adorns the landscapes in a spectacular show of nature.

(Text: Raquel Medeiros – Nas Entrelinhas
Moda&Comunicação)

Dimensions: 45 cm x 70 cm Ø
Weight: 15 kg

Stainless steel structure with naval rope

Available in other colors.

MARAKATU FRUIT BASKET



Piece inspired in the flower that prints the clothes of the Maracatu dancer.

SMALL:

Dimensions : 18 cm x 55 cm Ø | H x W

Weight: 2,5 kg

Available in several colors.

BIG:

Dimensions: 23 cm x 75 com Ø | H x W

Weight: 8 kg

Available in several colors.



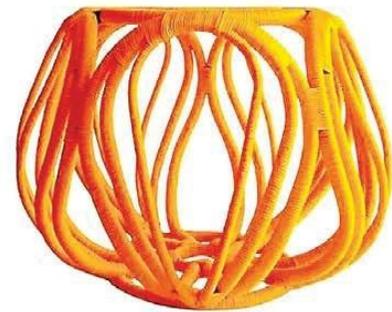
MARAKATU STOOL

Piece inspired in the flower that prints the clothes of the Maracatu dancer, traditional dance in the Northeast culture.

Structure made of carbon steel
Handmade woof with polyester rope.

Dimensions: 70 cm Ø x 45 cm
Weight: 10 kg

Available in several colors.



MOROTOTÓ CHAIR



Dimensions:
Total height: 80cm (31.5") |
Seat height to floor: 38cm (15") | Width: 66cm (26") |
Depth: 84cm (33") |
Weight: 14kg; (17.5Lbs)

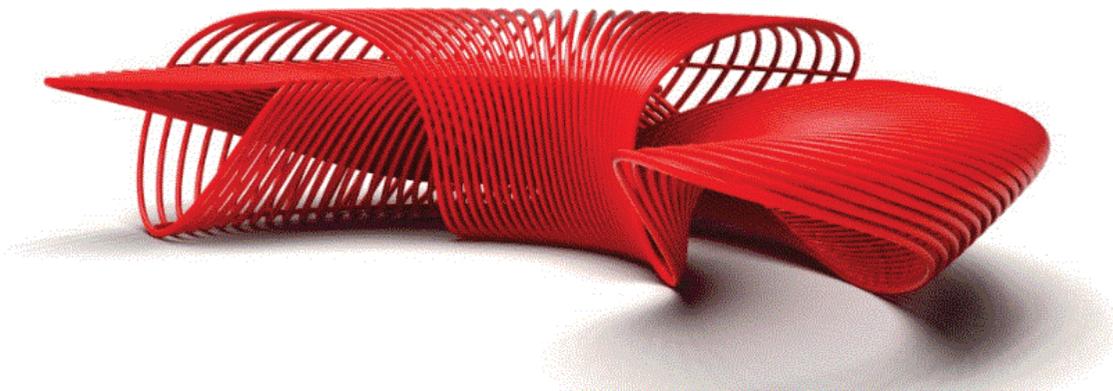
Structure in iron or stainless steel coated with naval rope

The chair's inspiration and concept germinates from the Morototó an imposing green tree of the Brazilian Amazon Forest. The elliptical design of its seed resembles the outlined triad of the robust steel structure. It evokes the connection to the fruits hanging in bunches rocking softly by the crown of the trees.

The handmade fabric that covers the Morototo chair reveals the hypnotic ebb and flow of the naval rope, creating textures, emphasizing volumes and preserving the warmth of hands skilled at weaving poetry. Contemporary design is connected with nature, embraces the myths of the forest and exalts the seeds as a symbol of life and raw material in the adornments that crown the indigenous rituals. It carries, in its essence, the ancestral roots of the Brazilian soul.



NÓS BENCH



Stainless steel structure with electrostatic painting.
Available in several colors.
Dimensions: 248cm Width x 154cm Depth x 50cm
Height.
Weight: 63 Kgs

TATURANA BENCH

The designer Sergio J Matos, presents the Taturana Bench. This time, with a look at the biome of the forest that goes beyond the great animals, being also inhabited by an immensity of small beings. From the "tupi "tata" (fire) + "rana" (similar), the longilineal bank was born that refers to the body of the animal, but which carries in its design the geometry and the balance of the stainless-steel structure, covered with naval rope.

Dimensions: 43 cm x 304 cm x 61.5 cm
Weight: 25 kg (55 Lbs)



TRANCELIM ARMCHAIR



The handmade textile fabric becomes the signature of the designer Banco Trancelim Sérgio Matos. It brings strength and poetry to the aesthetics of each product rich in narratives that permeate Brazilian culture. This same warp marks the design of the Banco Trancelim and covers the symbolism connected to the popular celebrations that resist the time as a record of the colonizing influence. Cuttings of the social formation of the country that do not escape the eyes of the Mato Grosso in its north-south movements. Contemporaneous, Banco Trancelim binds in steel and naval rope references of the homonymous dance, typical of the popular manifestations that in the June period invade street and Terreiros of the cities of Barbalha, Crato and Juazeiro. The choreography that results in the interlacing of colored ribbons in a central mast appears reproduced in the coming and going of the fabric embraced to the metallic structure. The participants - men and women - are implied in the ball of the ones that follow the rhythm of the hands of the master Geraldo, artisan of the Studio. The originality exposes the luxury of the handmade, with a seat in intangible heritage.

(Text: Raquel Medeiros – Nas Entrelinhas Moda&Comunicação)

Dimensions: 80 cm x 70 cm x 80 cm | H x W x D
Stainless steel structure with naval rope

CONTACTS

Sérgio J Matos

Cell:+55 83 99920-3166

Tel: (83) 3066-4390

www.sergiojmatos.com

www.sergiojmatos.blogspot.com.br

sergio@sergiojmatos.com

 [sergio.j.matos](#)

 [@sergiojmatos](#)