



# Café sabor esencial

## Casa Colombiana 2003

Convenio interadministrativo suscrito entre Artesanías de Colombia y el Fondo de promoción de desarrollo de la micro, pequeña y mediana empresa, Fomipyme.

a journey to tropical America

un viaje a la América tropical

...a bridge between Atlantic and  
Pacific Ocean

... un puente entre el Océano Atlántico  
y el Pacífico

A large school of fish swimming in clear blue water, with a bright sun visible in the center of the school.

where the seas kiss the sun

donde los mares besan el sol

A photograph of a mountain landscape shrouded in mist. The foreground is filled with the dark, silhouetted branches of trees. In the background, a mountain peak rises into a pale, hazy sky, its details softened by the fog. The overall mood is serene and atmospheric.

where the sky hugs the mountains

donde el cielo abraza las montañas

A scenic landscape featuring a winding river that flows through a valley. The river is a light, silty color, contrasting with the darker green of the surrounding hills. In the background, a range of mountains stretches across the horizon under a vast, clear blue sky. A bright sun is positioned in the upper left quadrant, casting a soft glow and creating a lens flare effect. The overall atmosphere is serene and majestic.

where nature is beautiful and affectionate

donde la naturaleza es hermosa y afectiva



An aerial photograph of a wide, winding river system, likely a delta or estuary, captured during the golden hour of sunset. The sun is positioned low on the horizon, creating a bright, shimmering path of light across the water and casting long, soft shadows. The sky is filled with dramatic, layered clouds, some of which are illuminated from below, creating a rich palette of oranges, yellows, and deep blues. The overall scene conveys a sense of vastness and natural beauty.

where a journey is to be discovered

donde un viaje esta por descubrirse









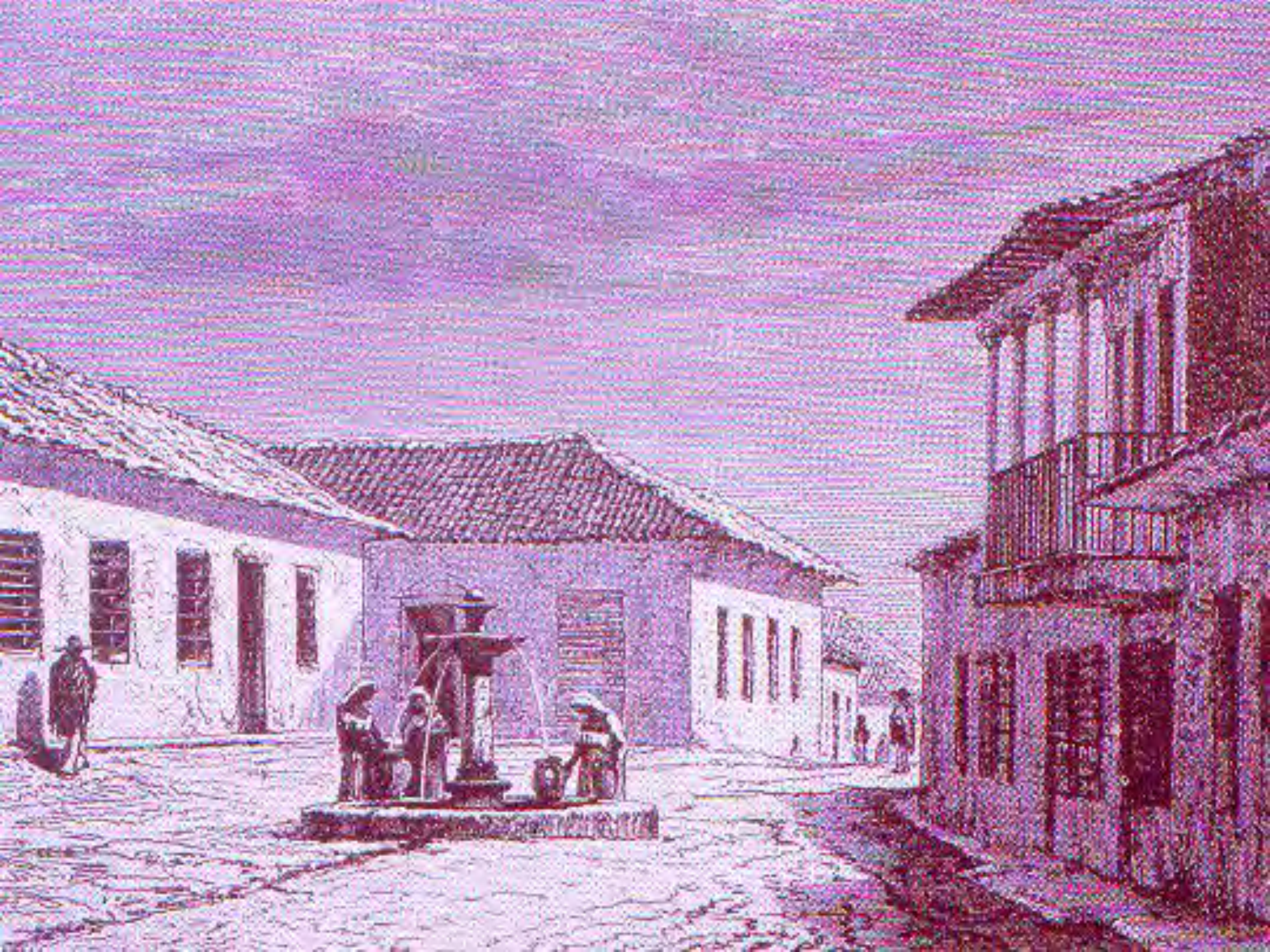


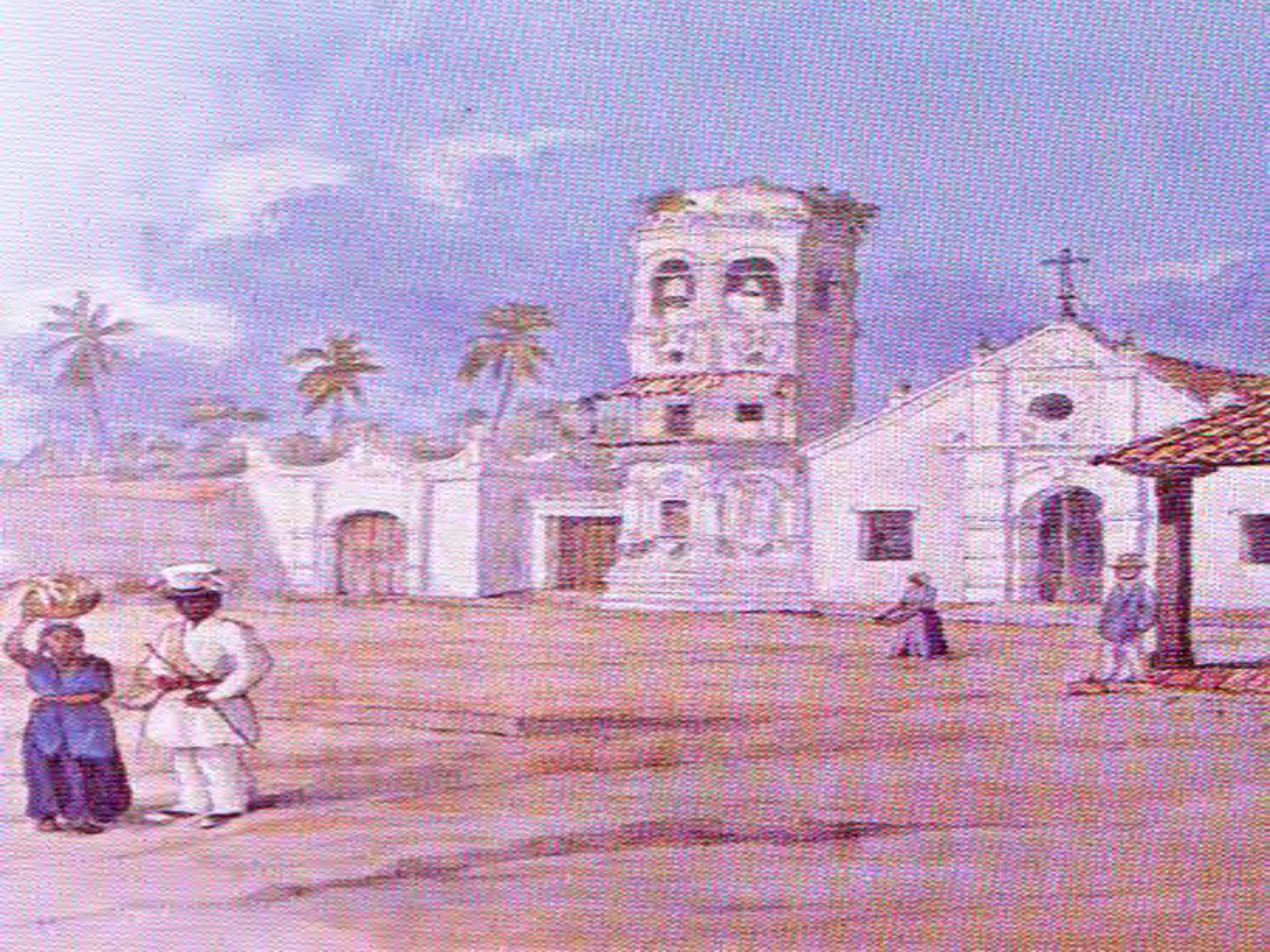
Colombia... her own kind of history

Colombia... su propio tipo de historia



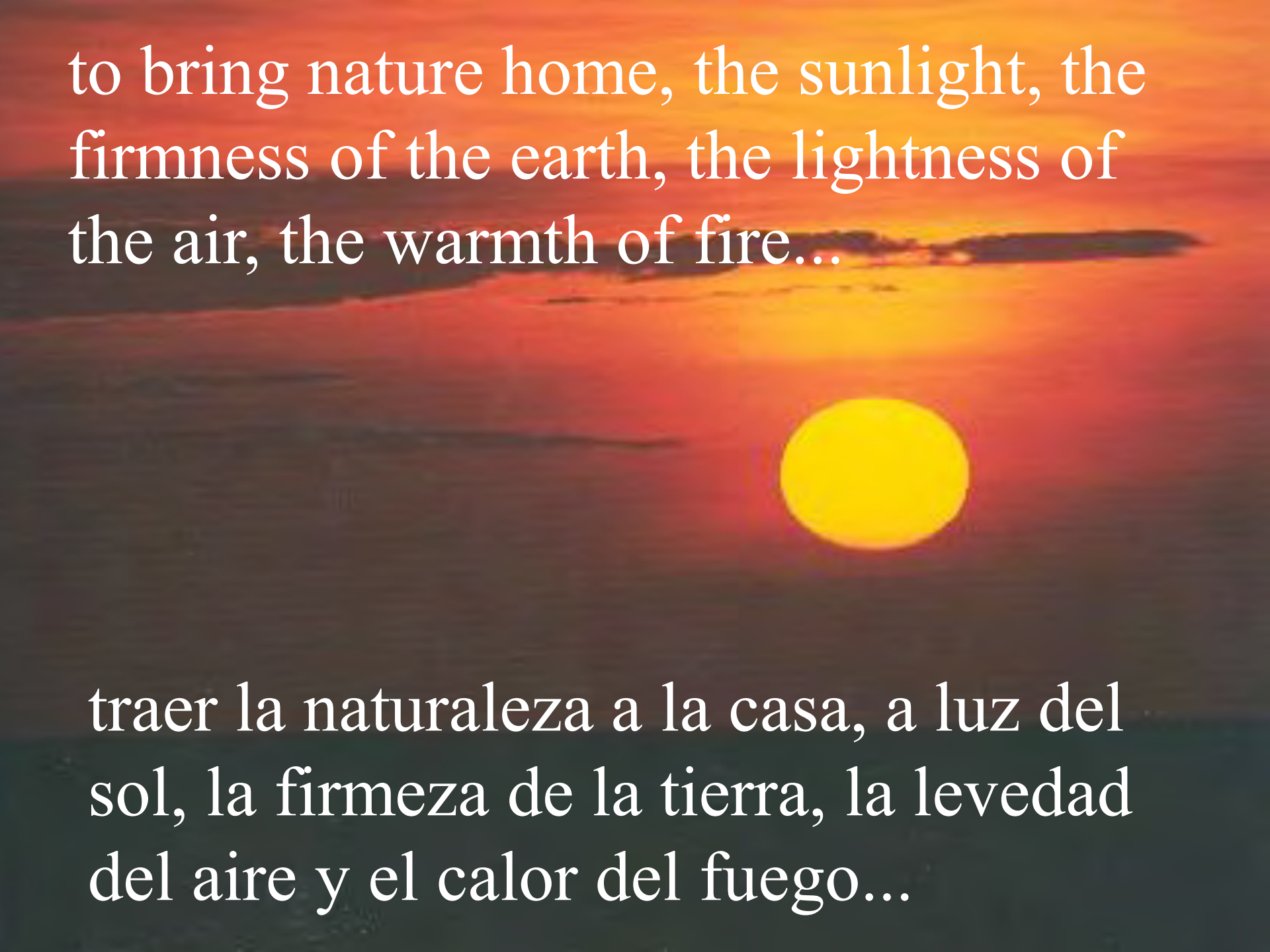










A sunset over a body of water. The sun is a bright yellow circle low on the horizon, casting a long, dark shadow across the water. The sky is a gradient of orange and red, and the water reflects the colors of the sky.

to bring nature home, the sunlight, the  
firmness of the earth, the lightness of  
the air, the warmth of fire...

traer la naturaleza a la casa, a luz del  
sol, la firmeza de la tierra, la levedad  
del aire y el calor del fuego...

A silhouette of a cowboy on a horse leading another horse at sunset. The scene is set against a warm, orange and yellow sky with a large tree branch in the upper left. The cowboy is wearing a hat and is riding a horse, leading another horse by a rope. The overall mood is peaceful and nostalgic.

and in the beginning... there was coffee

y en el comienzo... habia café



















*The history of Colombian coffee is linked to the earth where thousands of seeds are planted. It is also associated with processes where millions of people play a part. Coffee is more than just a natural product, like handicrafts, it is a social and cultural tissue that represents the heart of Colombia's rural society. The coffee zones are distributed across the mountains in temperate weather in Antioquia, Risaralda, Quindío, Tolima, Valle del Cauca and Santander. It is landscape, green tones, sunlight and air.*

*La historia del Café de Colombia está ligada a la tierra donde se plantan miles de granos cuyas semillas germinan logrando su mayor tamaño y florecencia. También está asociada a procesos que involucran millones de personas. El café más que un producto natural, como la artesanía, es ante todo un tejido social y cultural que representa el corazón de la sociedad rural colombiana. Las zonas cafeteras se dispersan a lo largo de las pendientes de las cordilleras en el clima templado en Antioquia, Caldas, Risaralda, Quindío, Tolima, Valle del Cauca y Santander. Es paisaje, tonos de verde, rayos dorados de sol, aire.*







*The grains should then be dried with the support of the earth covered by the sky. They are gathered and put in huge baskets and scattered in open air terraces where they take the golden rays from the sun. Finally, the best grains are selected and toasted aiming at the best smell and flavor. The cycle begins again: in almost every house, a coffee cup is part of daily life that begins with Essential Taste.*

La pulpa o cobertura roja es devuelta al suelo para ser utilizada como abono, mientras que los granos, aún envueltos en una dura cáscara apergaminada, son puestos en enormes tanques de concreto. Aquí interviene la alquimia del agua y los granos se remojan en agua fría de montaña durante 24 horas. Esta parte del proceso es el origen del aroma del café. Sigue el secado, donde la tierra soporta y el cielo cubre. Para ello, los granos son recogidos y puestos en grandes canastas de bejucos. Luego se esparcen en grandes terrazas al aire libre, donde absorben los tonos dorados del sol. Finalmente estos granos seleccionados se tuestan para que desarrollen el sabor y aroma del café, se muelen y se convierte en una deliciosa taza de café, parte de la historia cotidiana y del día a día de casi todas las casas del mundo que se levantan con Sabor Esencial.









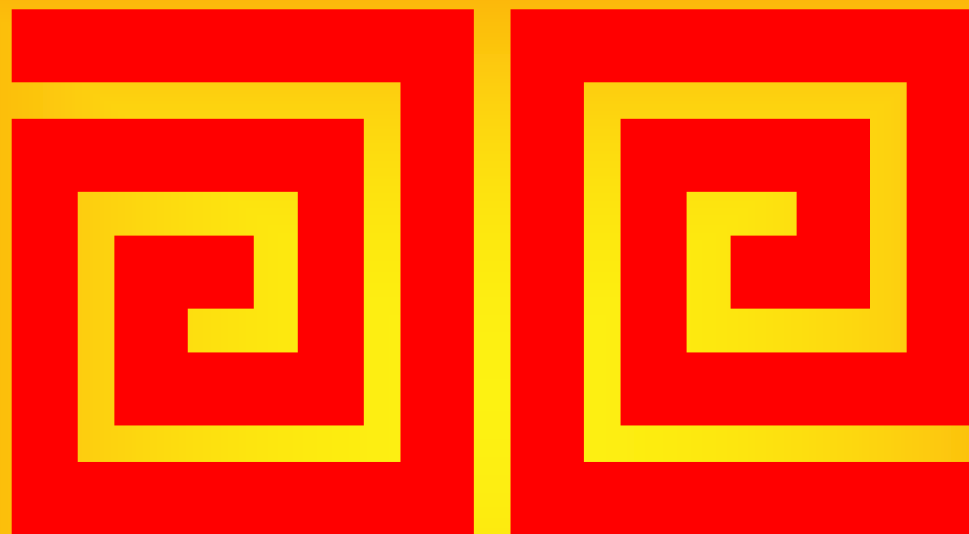
*Coffee is, after petroleum, the world's most important commercial product, on top of coal, wheat and sugar. It is harvested in four continents between the tropics of Cancer and Capricorn. Latin America produces twice as much more coffee than the rest of the world and seven countries from this continent base their economies on coffee.*

*El café es, después del petróleo, el producto comercial más importante del mundo, por encima del carbón, del trigo y del azúcar. Se cultiva en cuatro continentes entre el trópico de cáncer y el de capricornio. América Latina produce dos veces más café que el resto del mundo y siete países de este continente basan su economía en el cultivo del café.*









artesanías de colombia

Ministerio de Desarrollo Económico

presents



Café  
Sabor Esencial





## **Executive Production**

**Artesanias de Colombia s.a.**

**Ministerio de Desarrollo Economico**

**Cecilia Rodríguez de Gonzáles-Rubio**

*Ministra de Desarrollo Económico*

**Maria Isabel Campo Cuello**

*Secretaria General Ministerio de*

*Desarrollo Economico*

*Presidente Junta directiva*

*Artesanias de Colombia*

**Cecilia Duque Duque**

*Gerente General*

**Casa Colombiana  
Café Sabor Esencial**

**PJ Arañador**

*International Lifestyle Designer*

*Consultor Internacional*

**Marcella Echavarria**

*Texts*

**Claudia Uribe Touri**

**Pablo Rojas**

*Photographs*

**Axxis Magazine**

*Images*

Distinctive and universal concept for Casa Colombiana

Café

Sabor Esencial

Concepto distintivo y universal para Casa Colombiana




Sofisticado

la vida

Belleza

gusto

a Roma

The background of the entire image is a dense, close-up pattern of dark brown coffee beans, showing their characteristic shape and the central groove.

Excelencia

eSmeralda

elEgancia

Natural

Café

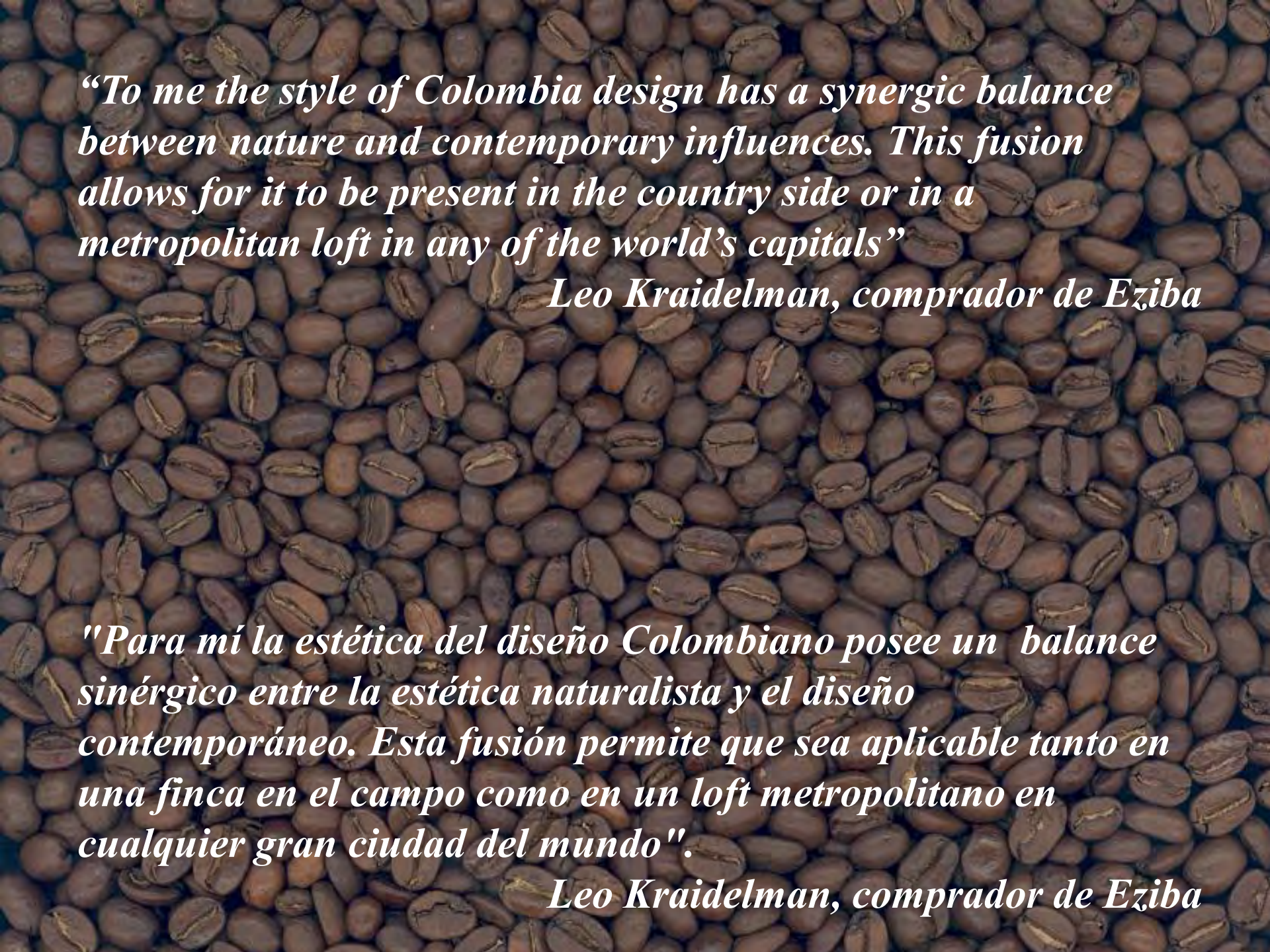
rItmo

tropicA1

fLores

# Café Sabor Esencial



A dense, close-up background of dark brown coffee beans, filling the entire frame. The beans are arranged in a somewhat regular pattern, showing their characteristic shape and the central groove.

*"To me the style of Colombia design has a synergic balance between nature and contemporary influences. This fusion allows for it to be present in the country side or in a metropolitan loft in any of the world's capitals"*

*Leo Kraidelman, comprador de Eziba*

*"Para mí la estética del diseño Colombiano posee un balance sinérgico entre la estética naturalista y el diseño contemporáneo. Esta fusión permite que sea aplicable tanto en una finca en el campo como en un loft metropolitano en cualquier gran ciudad del mundo".*

*Leo Kraidelman, comprador de Eziba*

A close-up photograph of a woven basket with a zigzag pattern and a striped fabric draped over it. The basket is made of natural fibers and features a repeating zigzag pattern in shades of brown, tan, and dark blue. A fabric with wide stripes in red, white, and tan is draped over the basket, creating a layered effect. The background is a solid dark color.

**Rustic  
Rhythms**

**Ritmos  
rústicos**

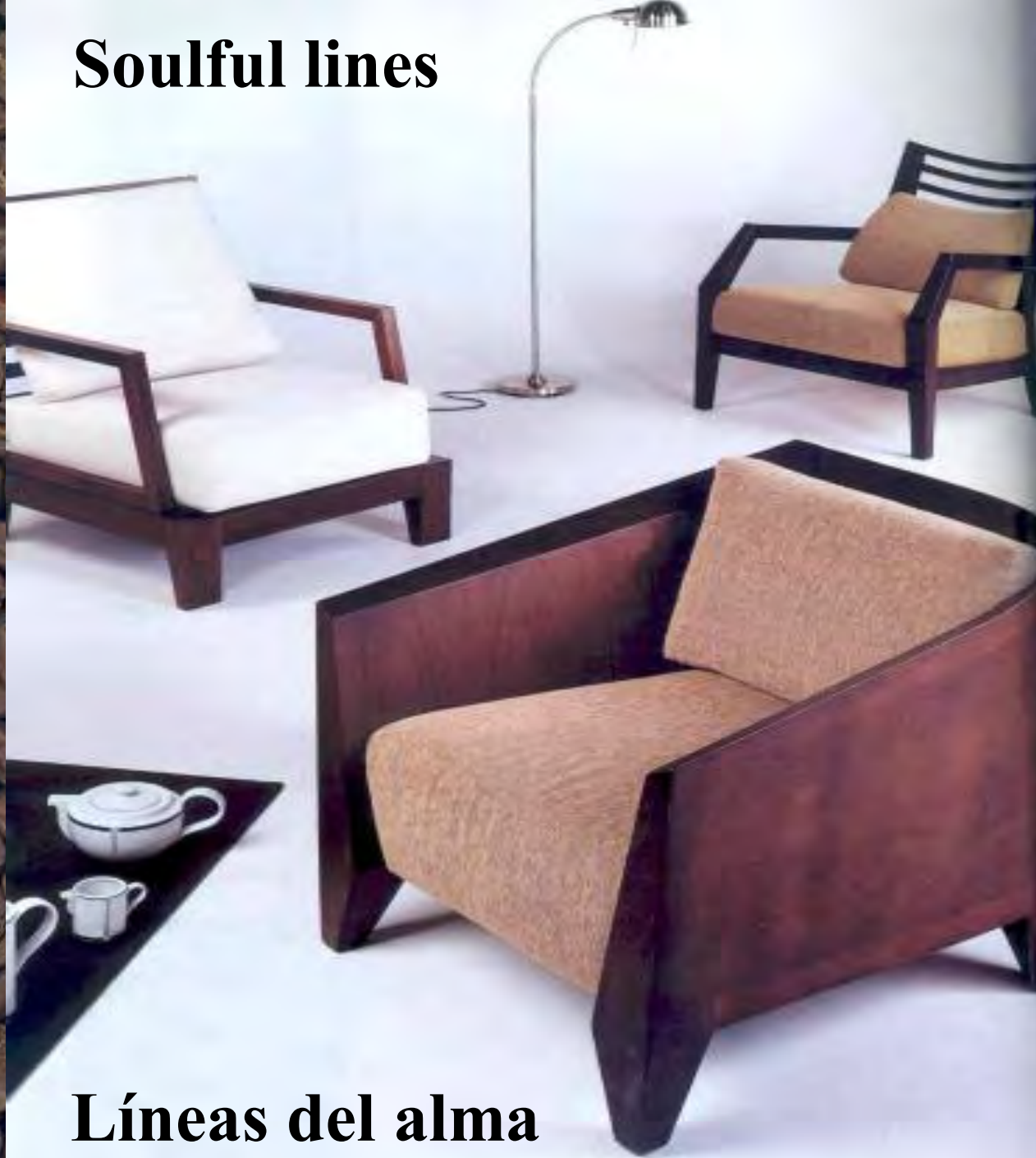
# The colors of coffee



Los colores del café



**Soulful lines**



**Líneas del alma**

distinct craft and style

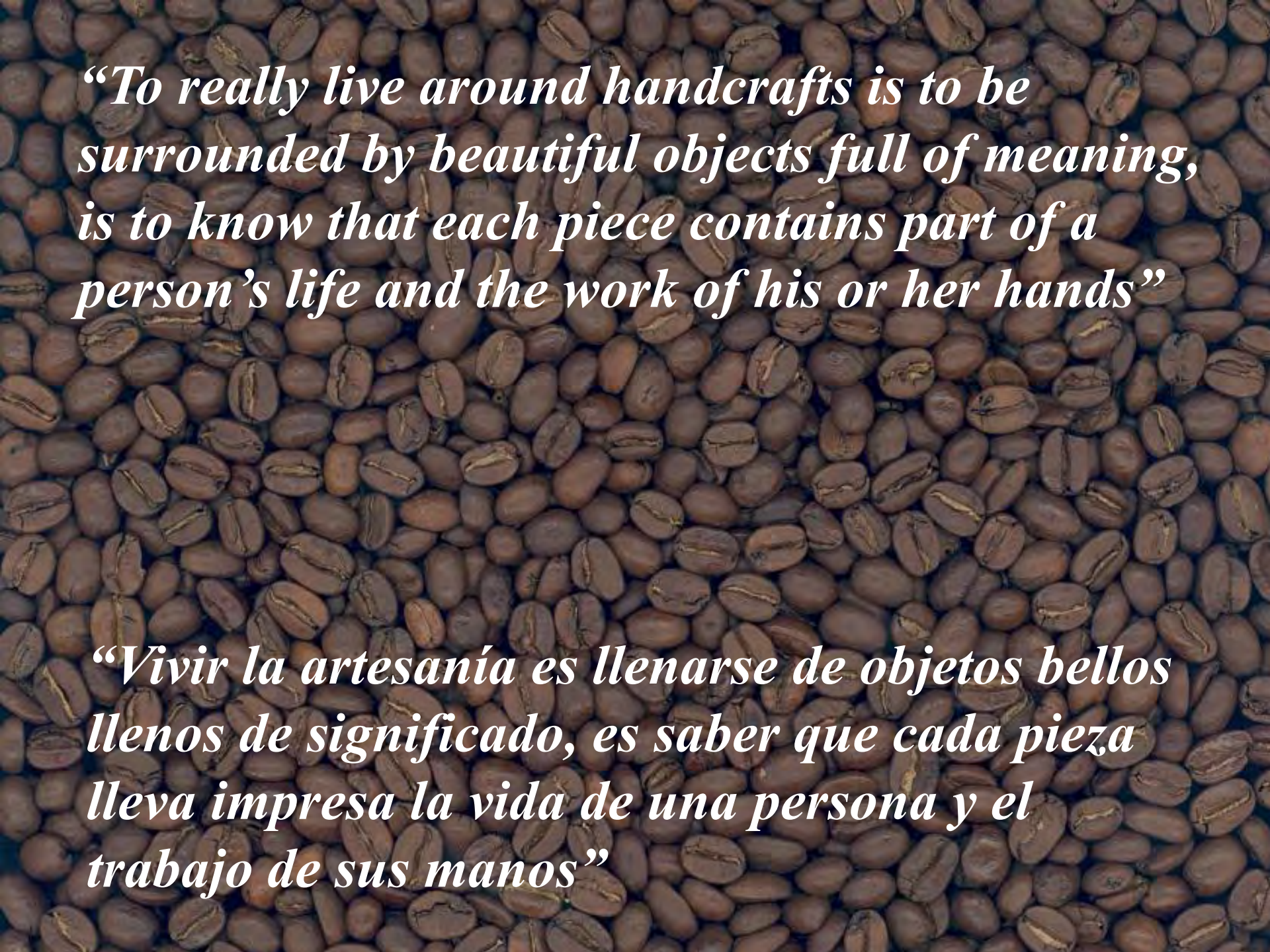


Distinción, artesanía y estilo

**the essence of Colombia**



**la esencia de Colombia**



*“To really live around handcrafts is to be surrounded by beautiful objects full of meaning, is to know that each piece contains part of a person’s life and the work of his or her hands”*

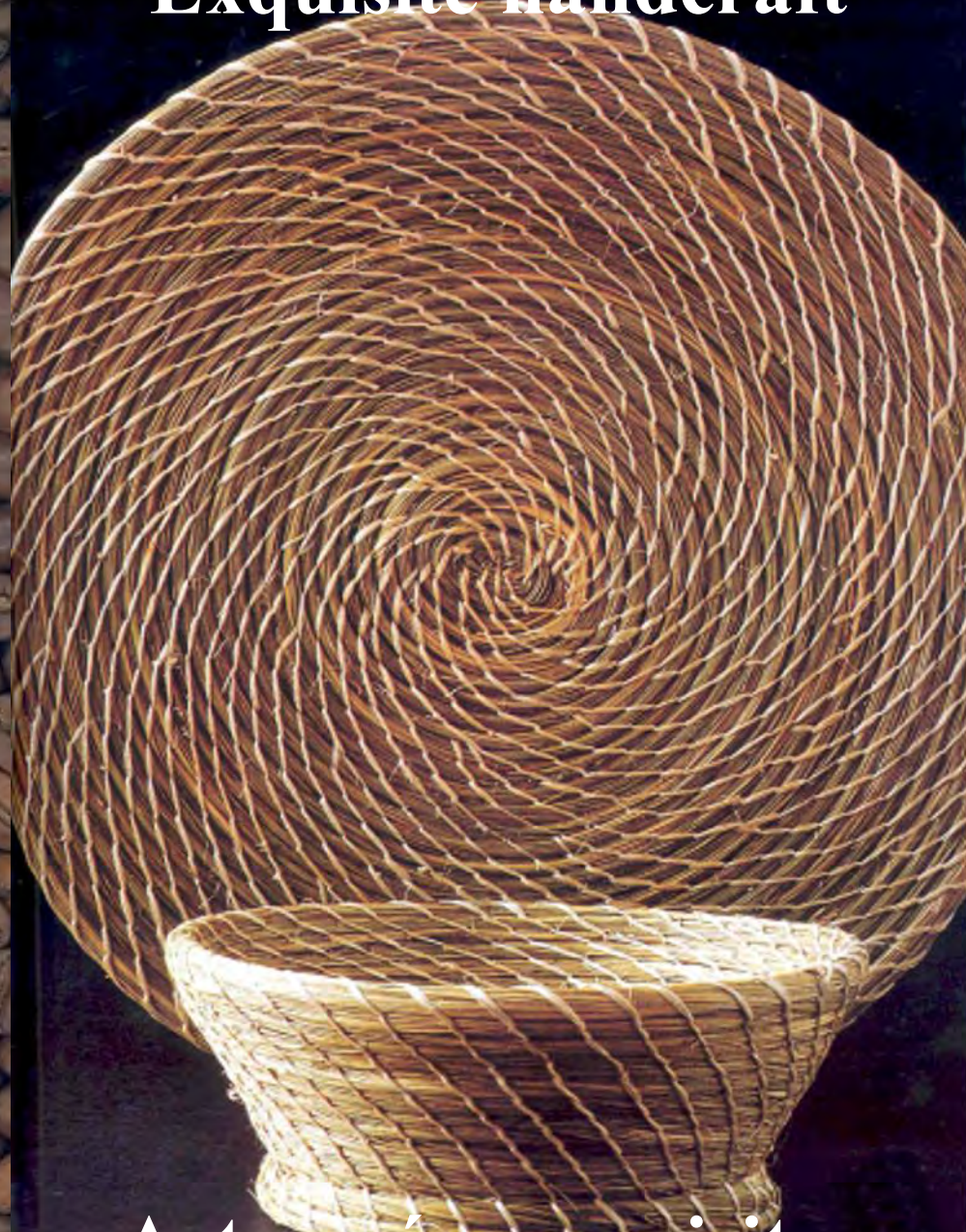
*“Vivir la artesanía es llenarse de objetos bellos llenos de significado, es saber que cada pieza lleva impresa la vida de una persona y el trabajo de sus manos”*

**Golden hands**



**Manos Doradas**

**Exquisite handcraft**



**Artesanías exquisitas**

**The flavor of life**



**Sabor de la Vida**

**Romantic settings**



**Ambientes románticos**



# Sensual texture



**Texturas sensuales**

**Exuberant contemporary**



**Exuberante contemporáneo**

**The taste of today**

A still life photograph featuring a highly reflective, polished silver pitcher and a matching glass. The pitcher is the central focus, with its surface reflecting the surrounding environment, including a wooden table and a brown napkin. The glass is partially filled with a clear liquid. In the foreground, a brown napkin is folded, with a silver spoon resting on it. The background is a plain, light-colored wall. The overall composition is clean and modern, emphasizing the textures and reflections of the objects.

**El Gusto de Hoy**



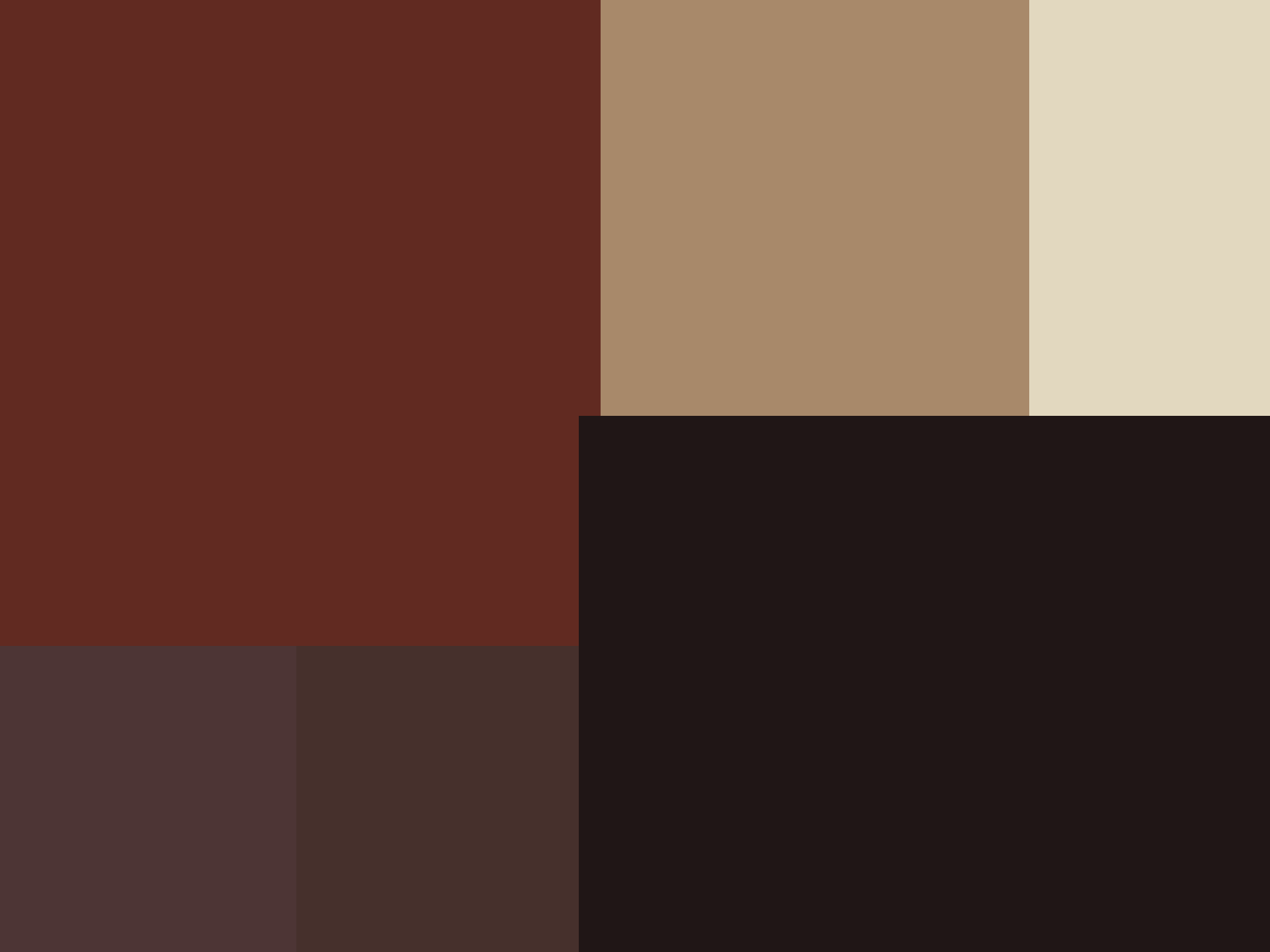
**colors**

**colores**

**The collection is inspired by coffee. The contrasting color palette results from its process: the green tones of the coffee plantations, the red cherries or ripe coffee beans; the earth tones of coffee drying under the tropical sun, the dark browns of the roasting process, the creamy colors of the hot beverage. Shapes also derive from coffee. Smells, flavors, rhythms become alive in voluptuous and fluid textures, infinite round volumes...essential materials made objects.**

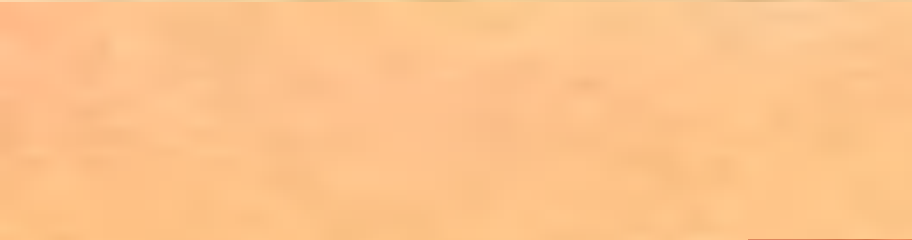
**El café es la inspiración y punto de partida de la colección. Su proceso aporta la paleta de colores: los verdes del cafetal, las cerezas maduras, los tonos tierra del secado, los oscuros del tostión, los cremosos de la bebida, en una paleta de contrastes. También las formas brotan del café. Son aromas, son sabores, son ritmos que se plasman en texturas voluptuosas y fluidas, volúmenes redondos infinitos...materiales esenciales hechos objetos.**





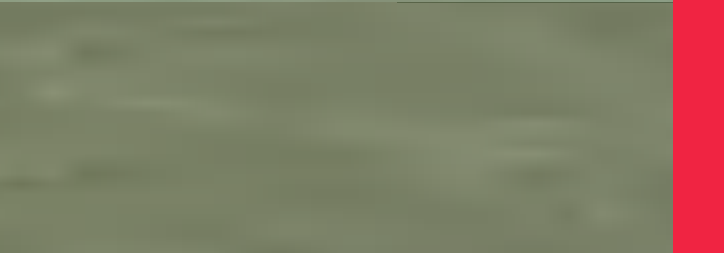
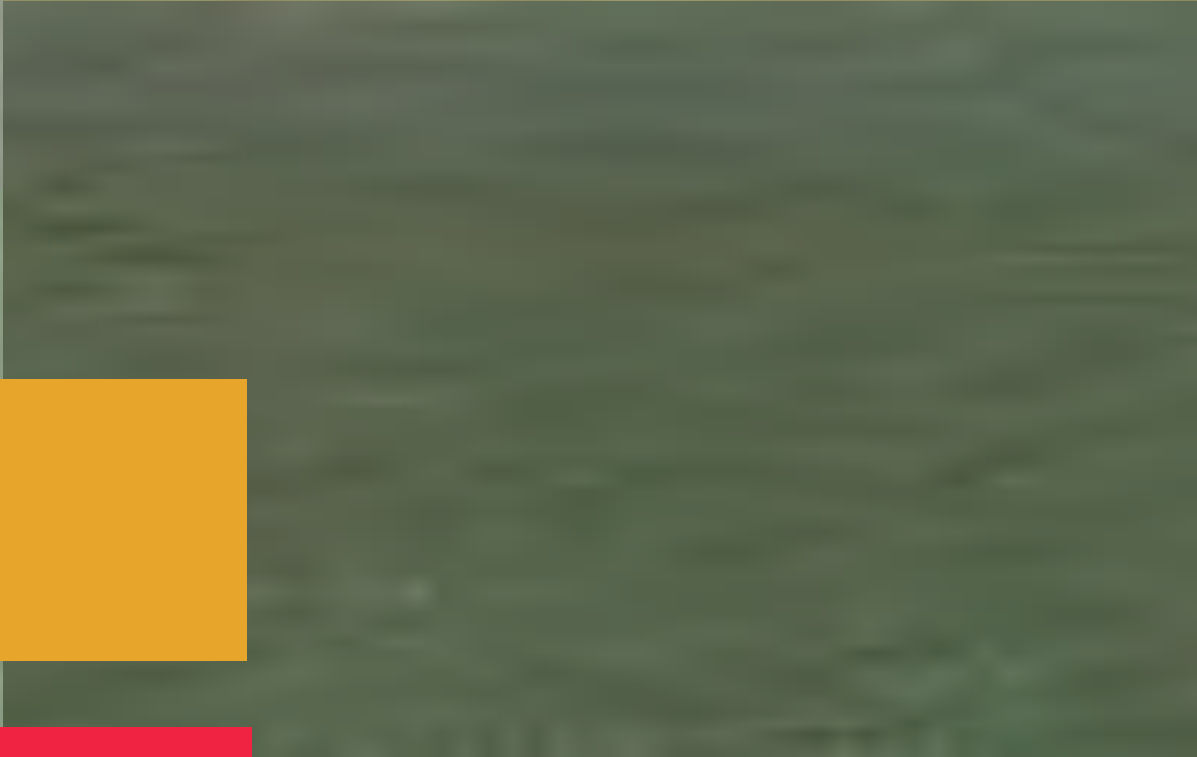
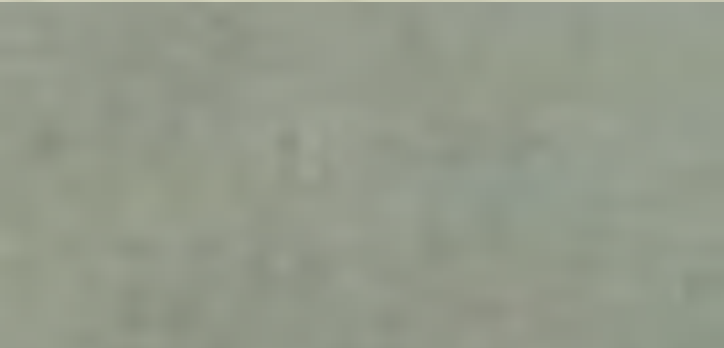








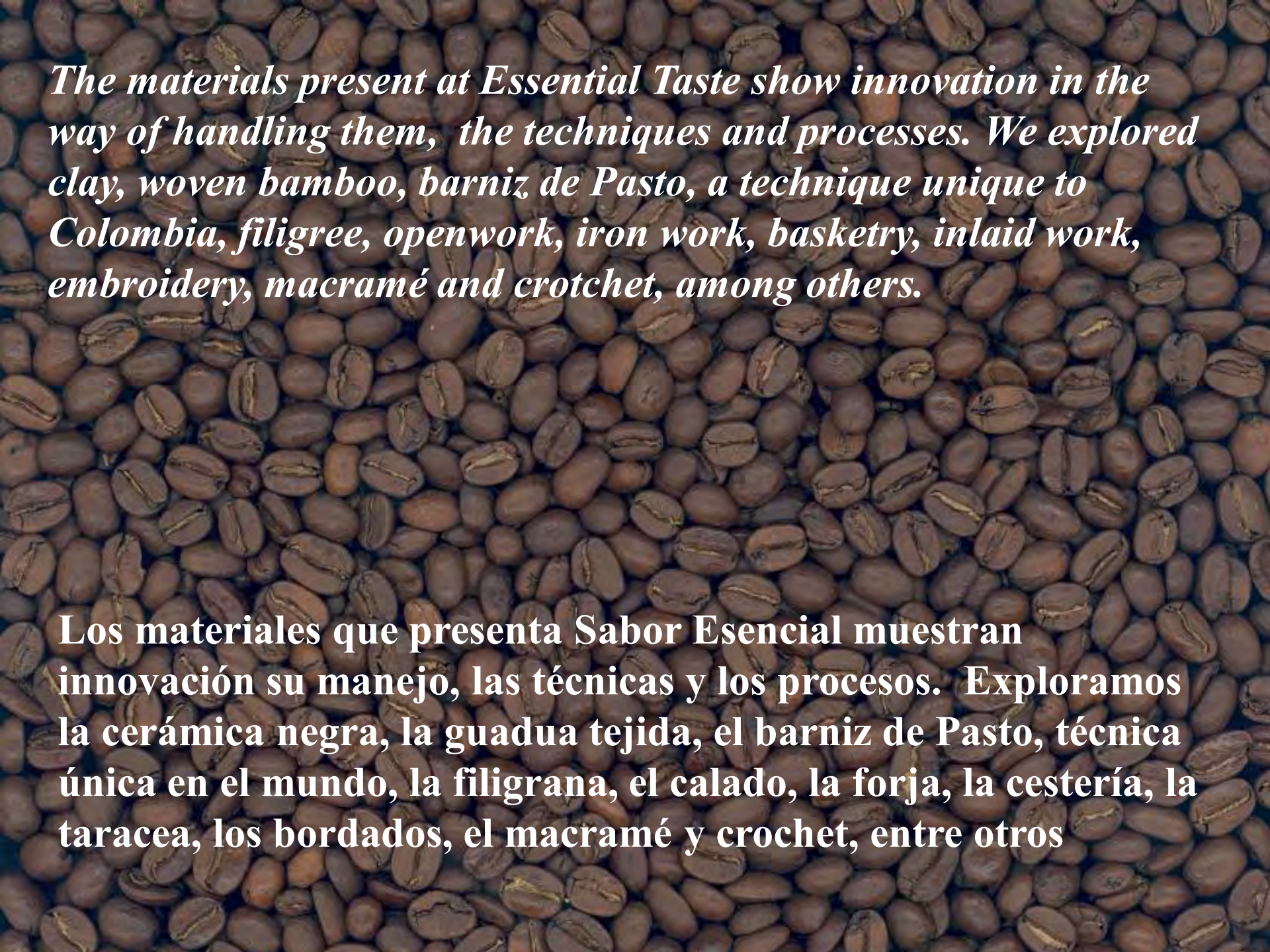




A close-up, top-down view of a large quantity of dark brown, roasted coffee beans. The beans are densely packed and fill the entire frame, creating a textured, repetitive pattern. The lighting is even, highlighting the natural creases and slight variations in color of the individual beans.

**Materials**

**Materiales**



*The materials present at Essential Taste show innovation in the way of handling them, the techniques and processes. We explored clay, woven bamboo, barniz de Pasto, a technique unique to Colombia, filigree, openwork, iron work, basketry, inlaid work, embroidery, macramé and crotchet, among others.*

Los materiales que presenta Sabor Esencial muestran innovación su manejo, las técnicas y los procesos. Exploramos la cerámica negra, la guadua tejida, el barniz de Pasto, técnica única en el mundo, la filigrana, el calado, la forja, la cestería, la taracea, los bordados, el macramé y crochet, entre otros

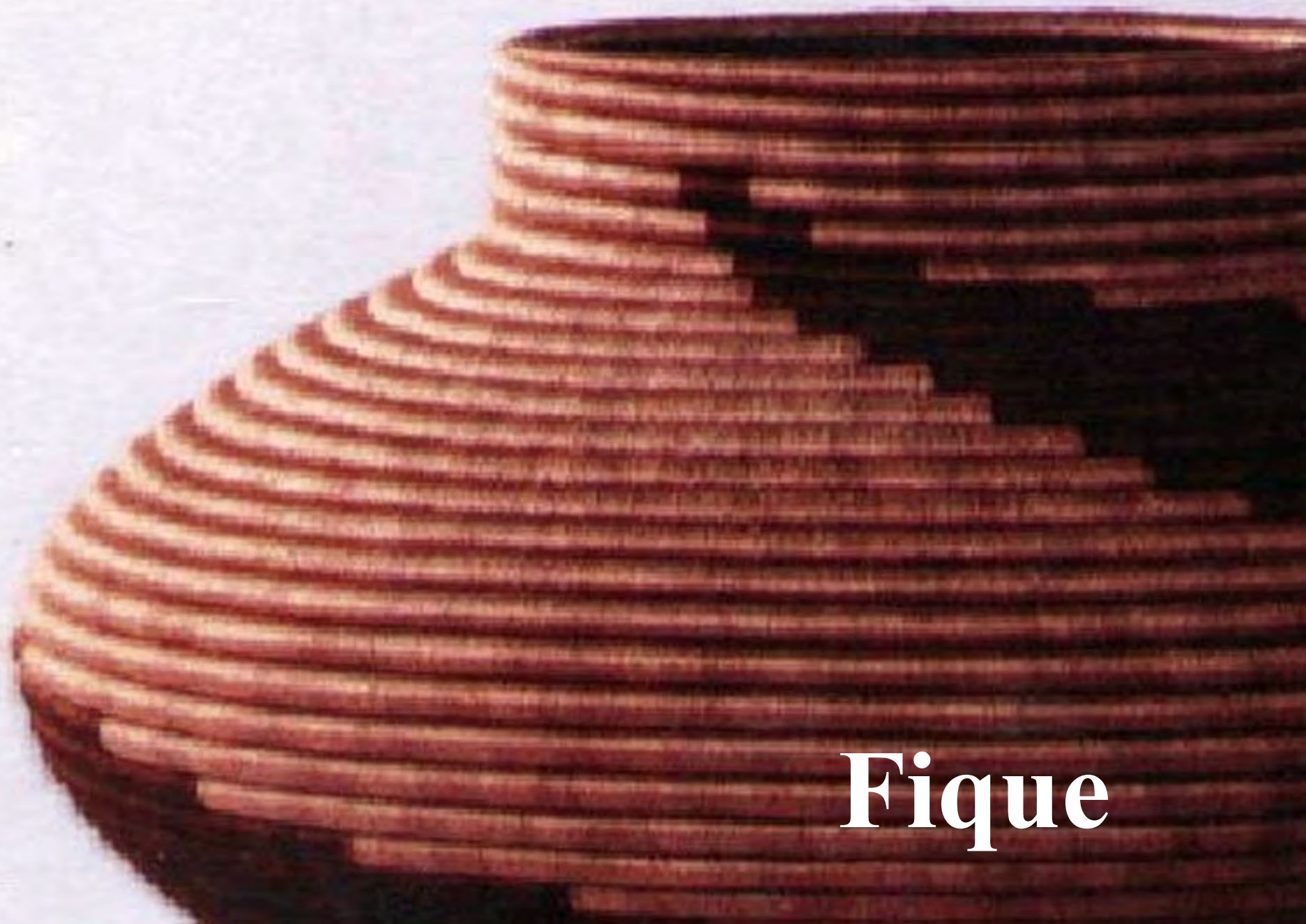
A close-up photograph of a woven fabric featuring a dark blue and white chevron or zigzag pattern. The fabric is draped, creating deep shadows and highlights that emphasize its texture and the three-dimensional quality of the weave. The pattern consists of thick, dark blue bands that form a series of connected 'V' shapes, with the spaces between them filled with a fine, white woven texture.

**Caña Flecha**



**Cerámica negra**



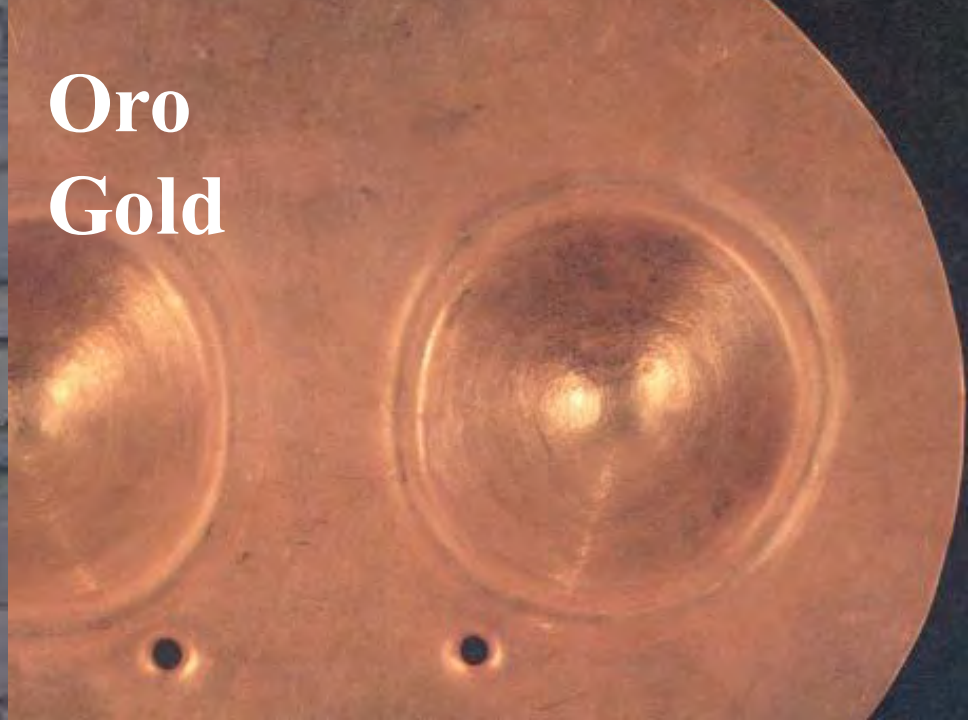


**Fique**

**Piedra**  
**Stone**



**Oro**  
**Gold**



**Semillas**  
**Seeds**



**Metales**  
**Metal**



**Werregue**



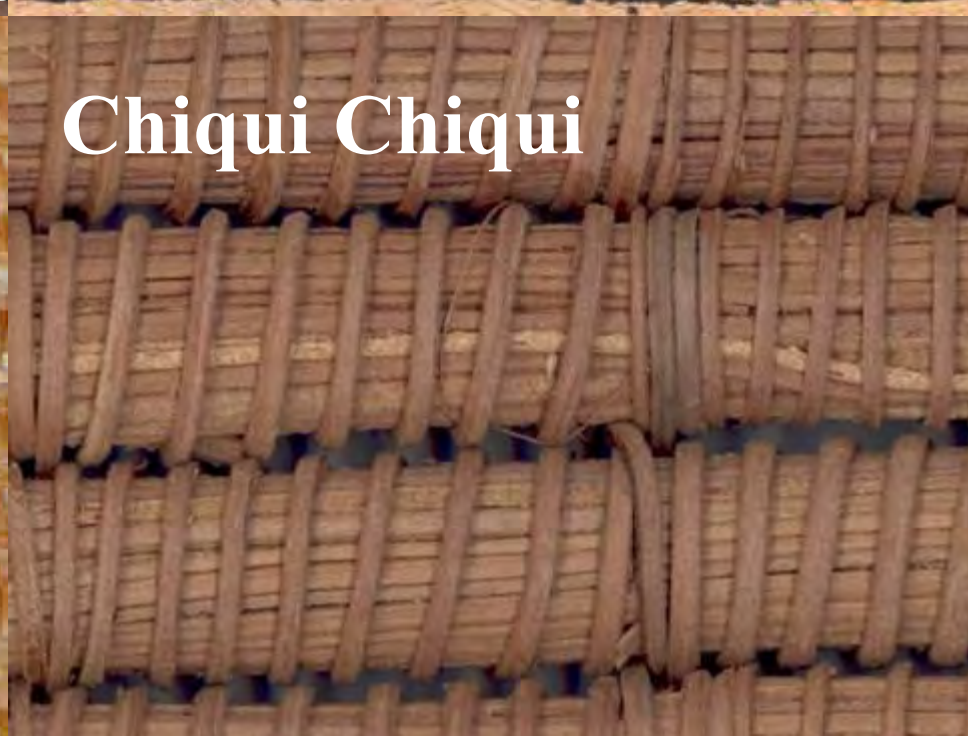
**Yanchama**



**Jua Jua**



**Chiqui Chiqui**



**Calceta de  
Plátano**

**Banana fiber**



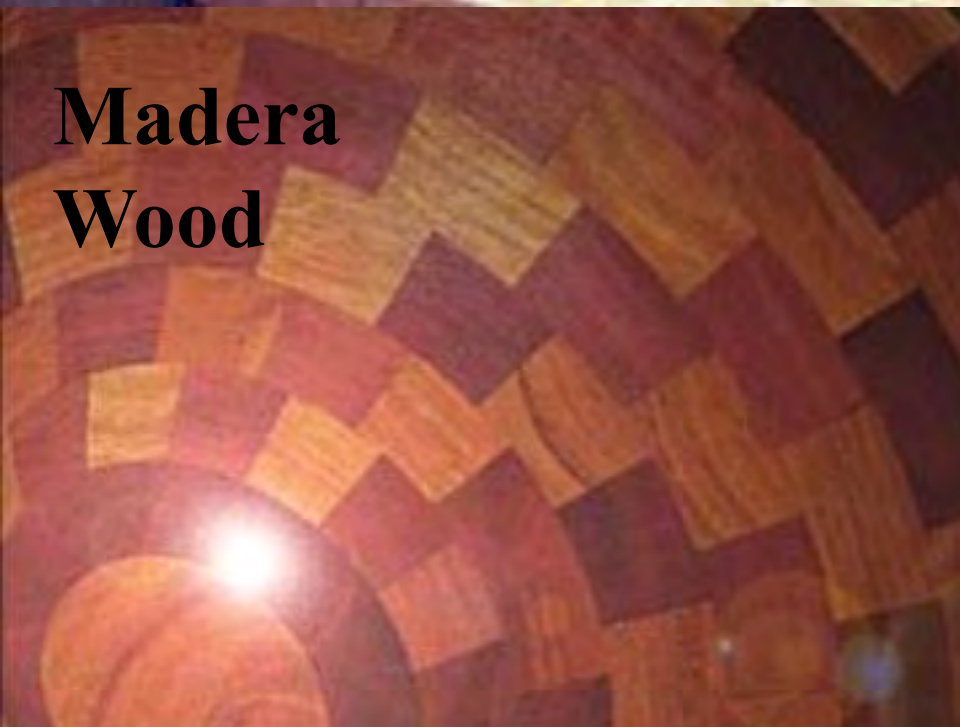
**Tamo**



**Tagua**



**Madera  
Wood**



**Algodón**  
**Cotton**



**Guarumo**



**Guadua**  
**American bamboo**



**Seda**  
**Silk**



**Iraca**



**Coco  
Coconut**



**Lana  
Wool**



**Arcilla  
Red clay**



The background of the entire image is a dense, uniform field of dark brown coffee beans, likely Arabica, showing their characteristic oval shape and central crease. The lighting is even, highlighting the texture and color of the beans.

Techniques

Tecnicas



*“Handcrafts tell many stories written with the works of many hands”*

*“La artesanía cuenta muchas historias escritas con el trabajo de las manos”*



# Barniz de Pasto technique



Técnica Barniz de Pasto

# Filigree craft



Filigrana

# Wicker craft



Tejido en bejuco

# Openwork



Calado

# Wood work



Trabajo en madera

# Black Ceramic



Cerámica Negra

# Metal craft



Forja

# Bamboo craft



Guadua



Crochet



Crochet

# Stone craft



Talla en piedra

# Weaving



Hilandería

# Basketry

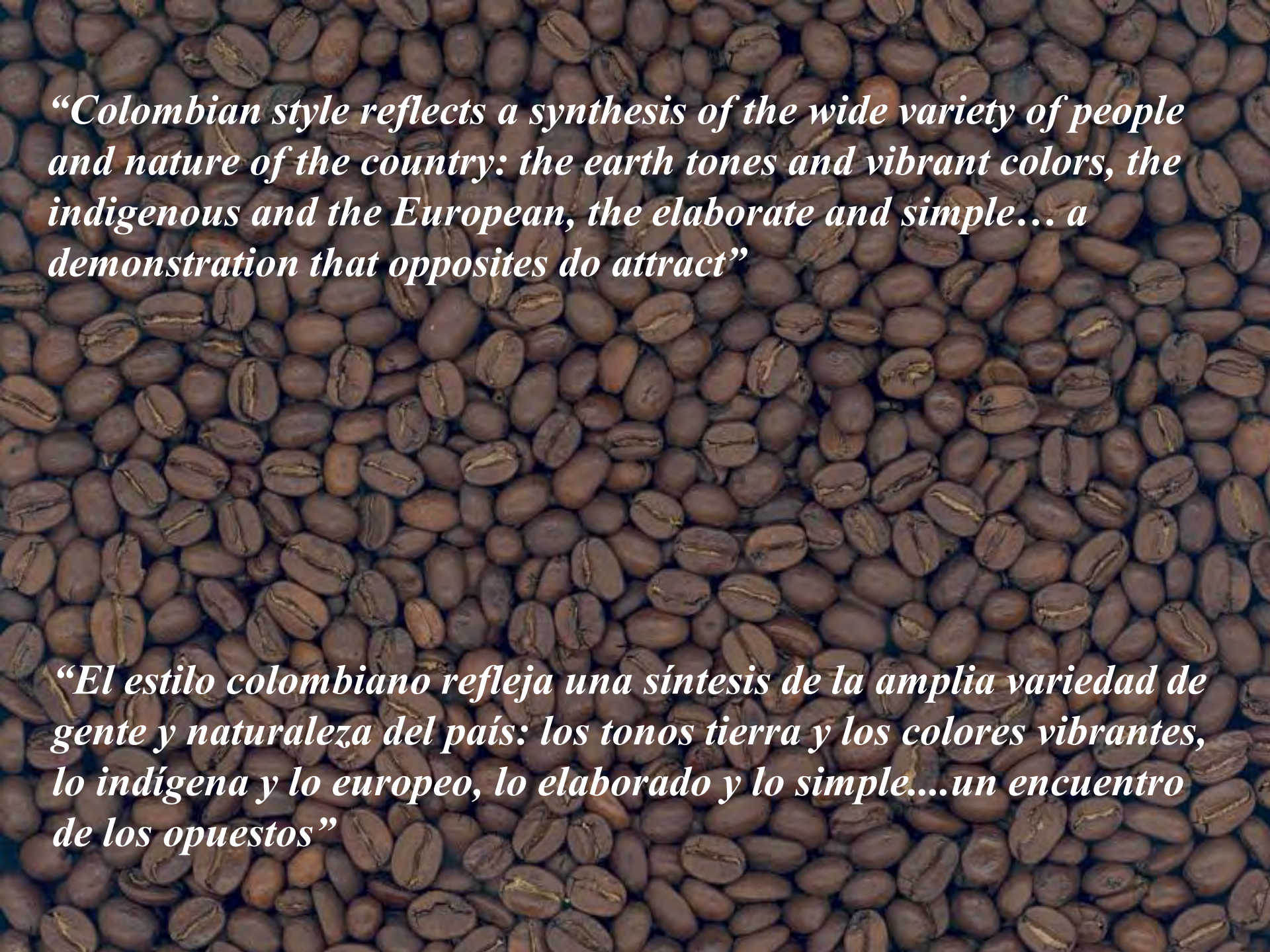


Cestería de rollo

# Handloom weaving



Tejeduría telar horizontal



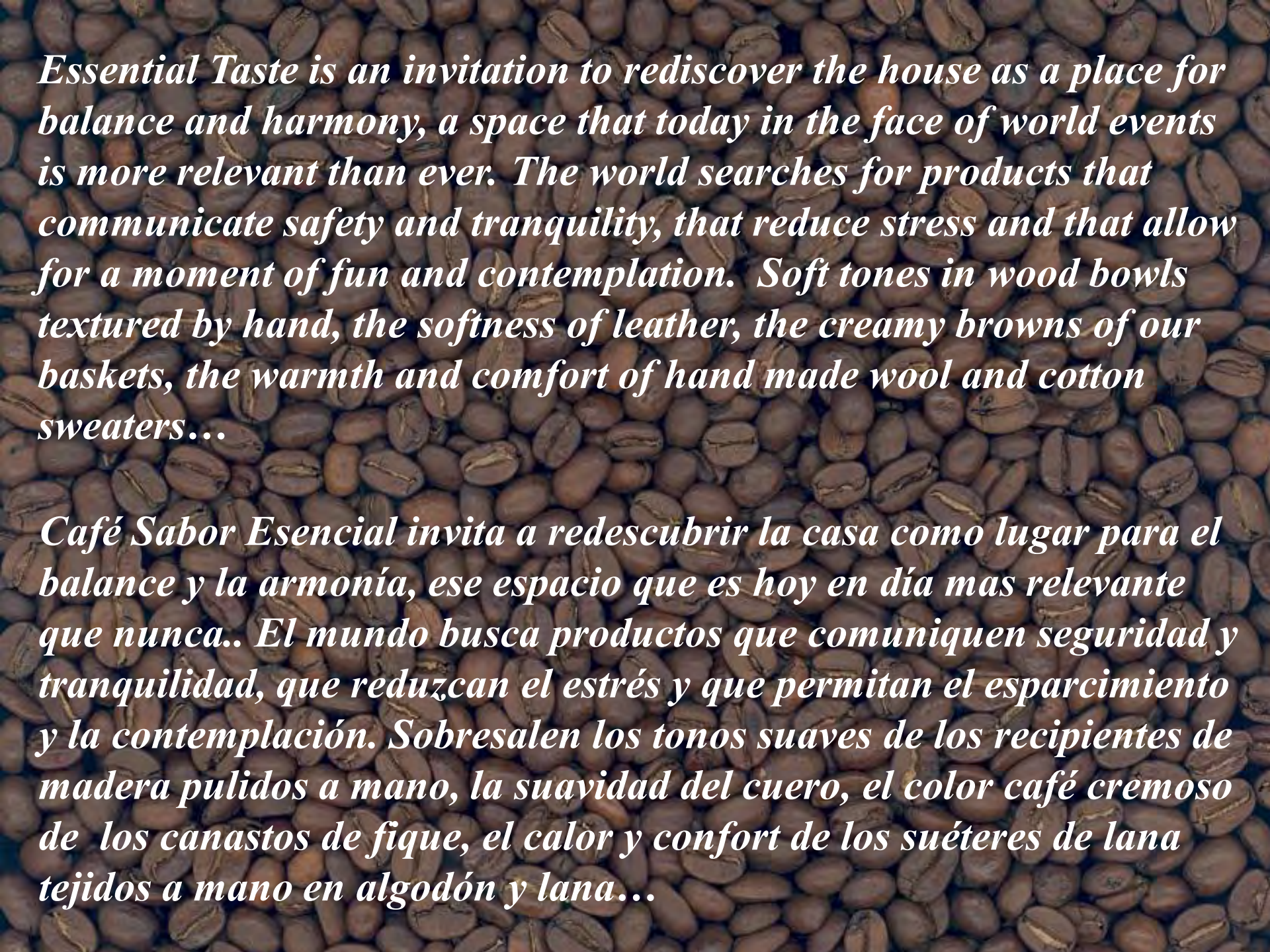
*“Colombian style reflects a synthesis of the wide variety of people and nature of the country: the earth tones and vibrant colors, the indigenous and the European, the elaborate and simple... a demonstration that opposites do attract”*

*“El estilo colombiano refleja una síntesis de la amplia variedad de gente y naturaleza del país: los tonos tierra y los colores vibrantes, lo indígena y lo europeo, lo elaborado y lo simple...un encuentro de los opuestos”*

The settings



Los ambientes



*Essential Taste is an invitation to rediscover the house as a place for balance and harmony, a space that today in the face of world events is more relevant than ever. The world searches for products that communicate safety and tranquility, that reduce stress and that allow for a moment of fun and contemplation. Soft tones in wood bowls textured by hand, the softness of leather, the creamy browns of our baskets, the warmth and comfort of hand made wool and cotton sweaters...*

*Café Sabor Esencial invita a redescubrir la casa como lugar para el balance y la armonía, ese espacio que es hoy en día mas relevante que nunca.. El mundo busca productos que comuniquen seguridad y tranquilidad, que reduzcan el estrés y que permitan el esparcimiento y la contemplación. Sobresalen los tonos suaves de los recipientes de madera pulidos a mano, la suavidad del cuero, el color café cremoso de los canastos de fique, el calor y confort de los suéteres de lana tejidos a mano en algodón y lana...*



Garden



Jardín



Living  
room



Sala



Studio

Estudio

Dining room



Comedor

**Kitchen**



**Cocina**

# Bedroom



Alcoba

# Bathroom



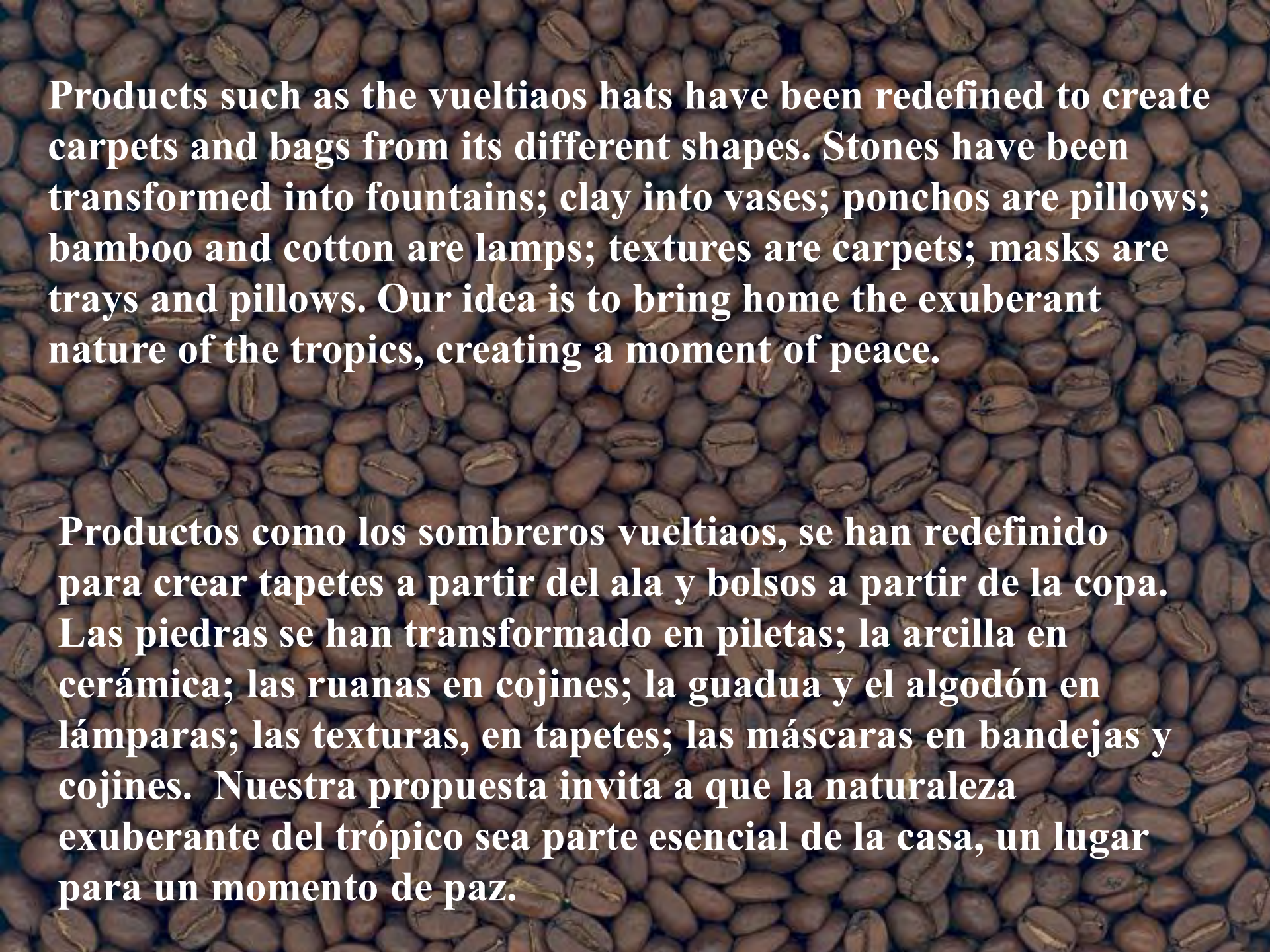
# Baño

Products



Productos





**Products such as the vueltiaos hats have been redefined to create carpets and bags from its different shapes. Stones have been transformed into fountains; clay into vases; ponchos are pillows; bamboo and cotton are lamps; textures are carpets; masks are trays and pillows. Our idea is to bring home the exuberant nature of the tropics, creating a moment of peace.**

**Productos como los sombreros vueltiaos, se han redefinido para crear tapetes a partir del ala y bolsos a partir de la copa. Las piedras se han transformado en piletas; la arcilla en cerámica; las ruanas en cojines; la guadua y el algodón en lámparas; las texturas, en tapetes; las máscaras en bandejas y cojines. Nuestra propuesta invita a que la naturaleza exuberante del trópico sea parte esencial de la casa, un lugar para un momento de paz.**

























*“I see Colombian style in red, green, blue, yellow, earth tones and chocolate...tropic, diversity and an expression of color are the first images I get. However, I think the trend should be maximalism in terms of exuberance and strength of content and minimalism in terms of the application”.*

*Olga Piedrahita, Fashion Designer*

*“Yo veo el estilo colombiano en rojo, verde, azul, amarillo, tierras y chocolates...trópico, diversidad y una expresión de color son las primeras imágenes que me llegan. Sin embargo, pienso que el enfoque del estilo colombiano, para que pueda ser una tendencia muy fuerte debe ser el de un maximalismo en cuanto a la exhuberancia y fuerza del contenido y un minimalismo en cuanto a la aplicación”.*

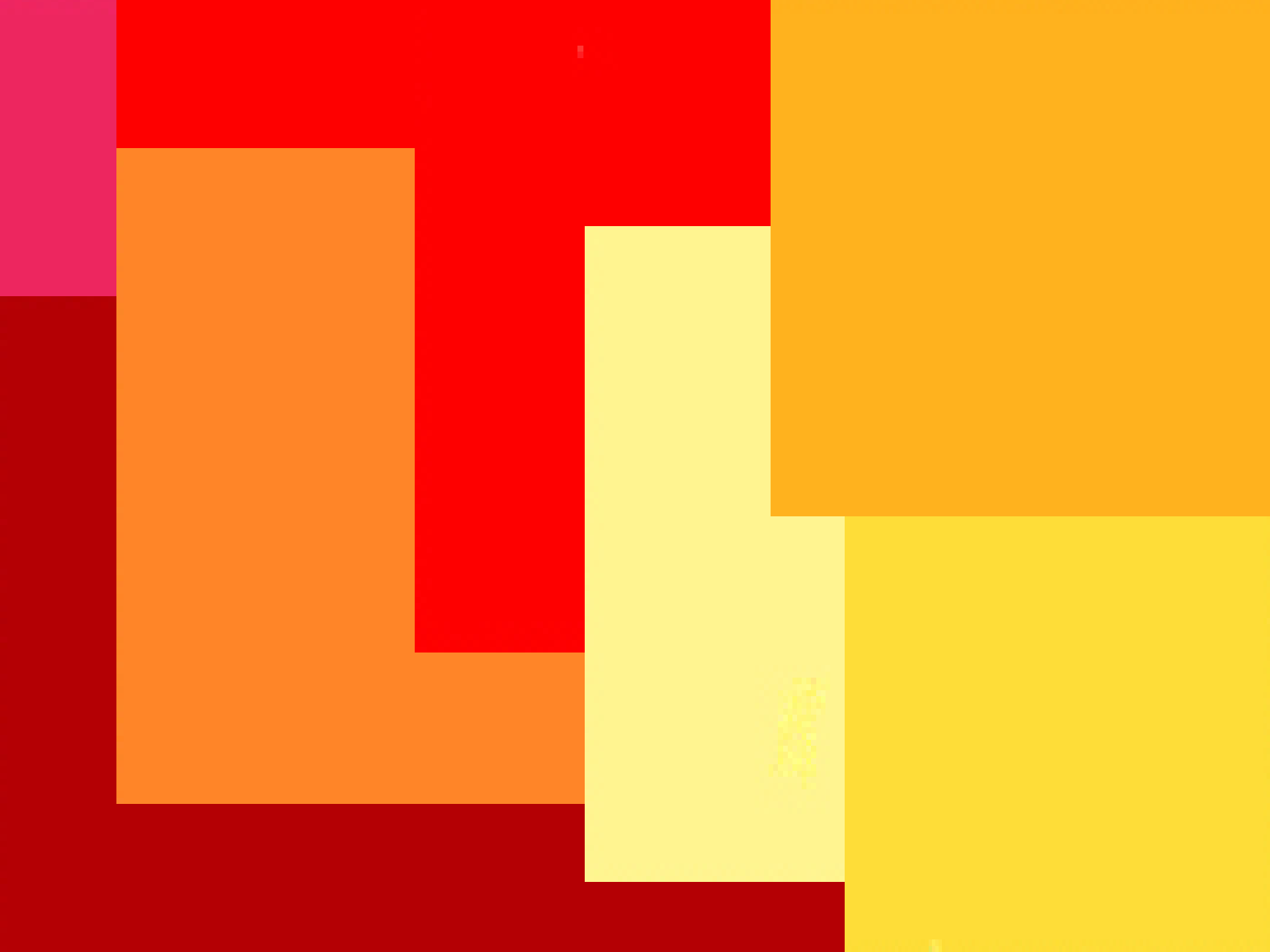
*Olga Piedrahita, Diseñadora de modas*

# Café Sabor Esencial

**It's tropical Colombian flavors**

**este es el sabor de colombia tropical**





















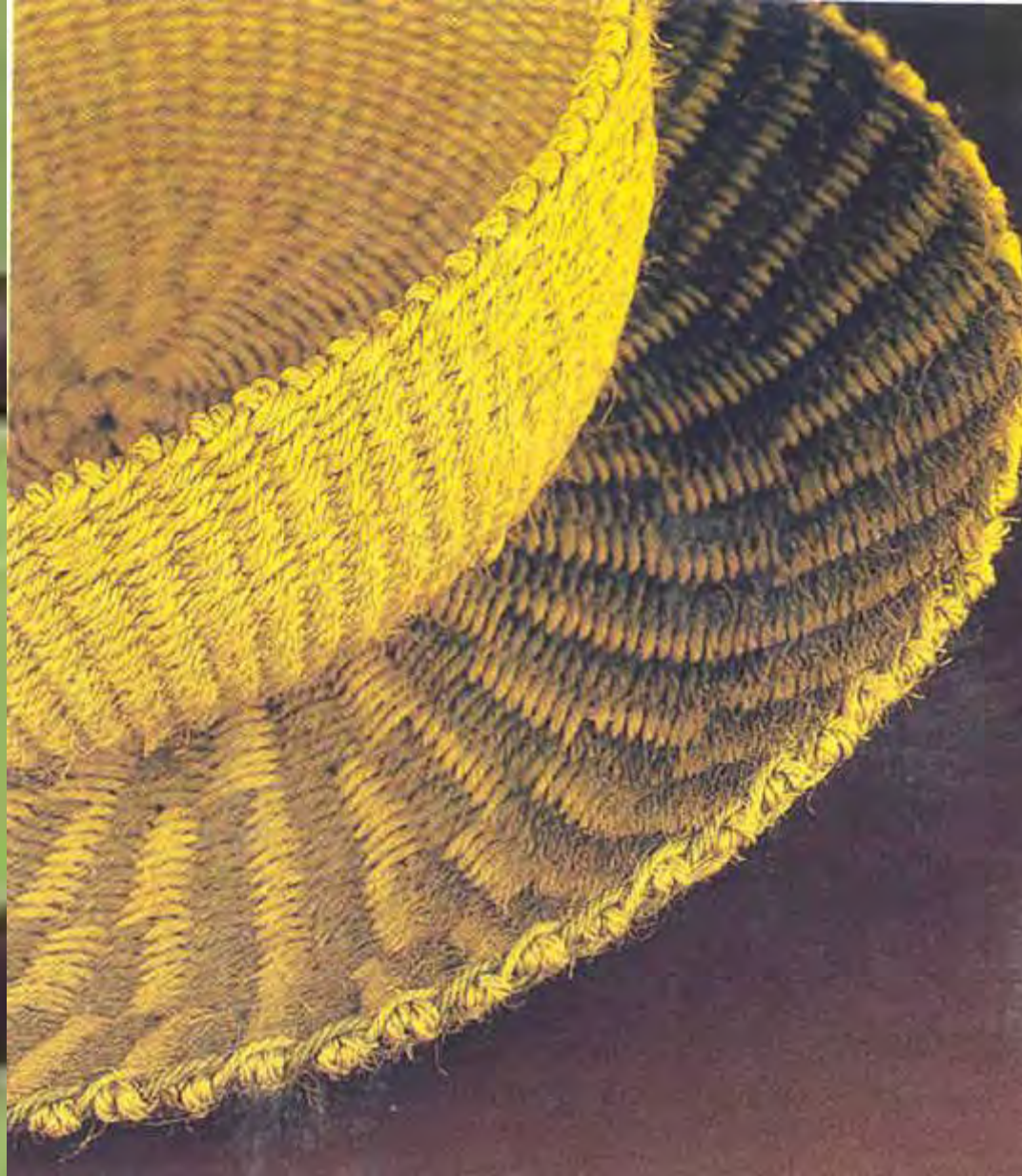


















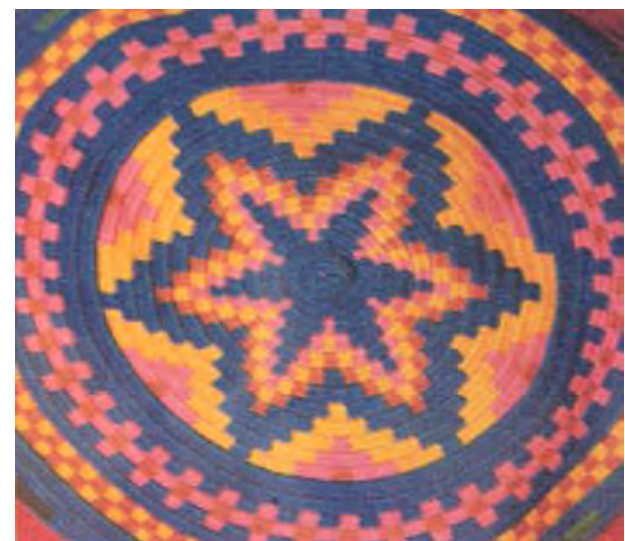


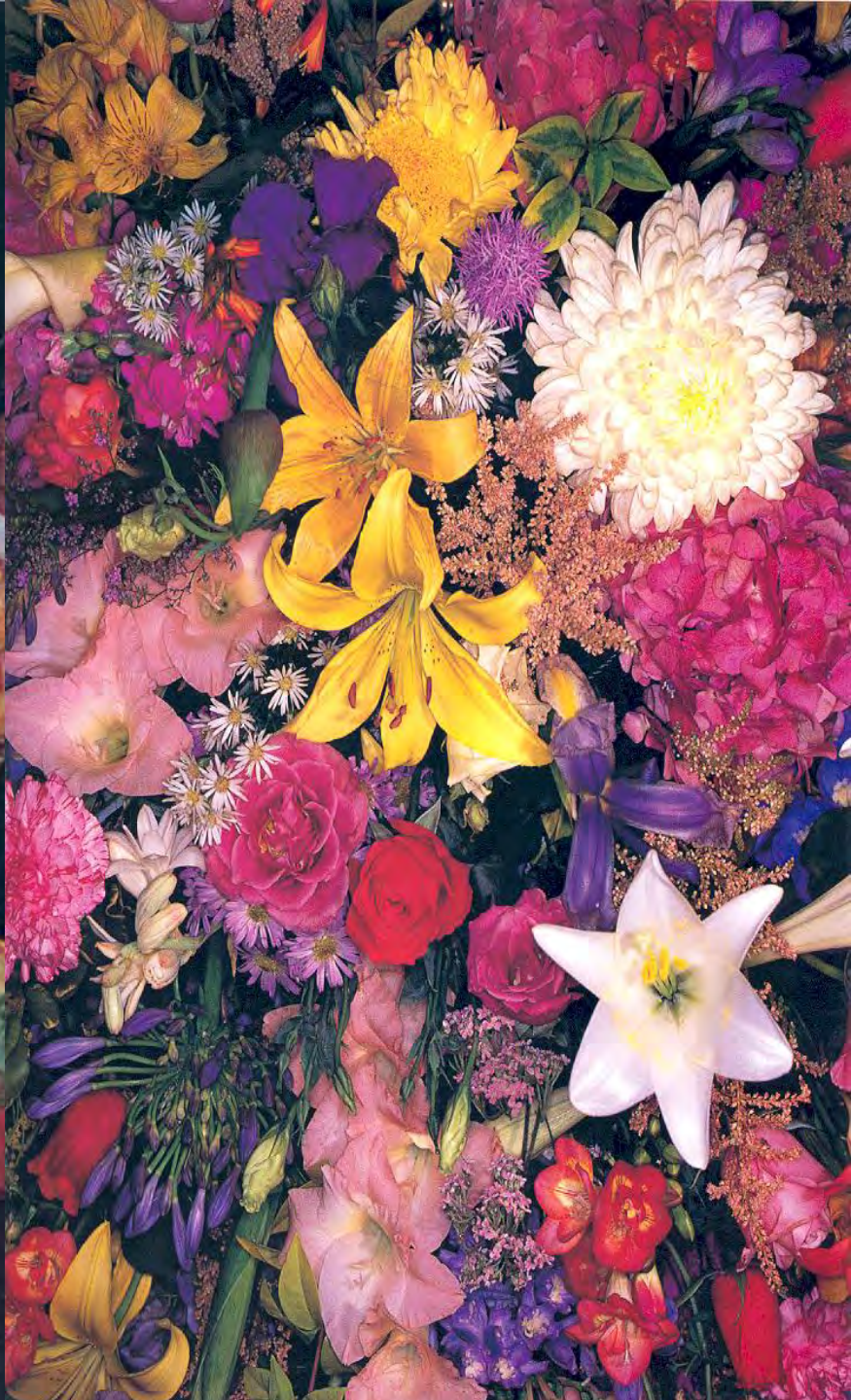














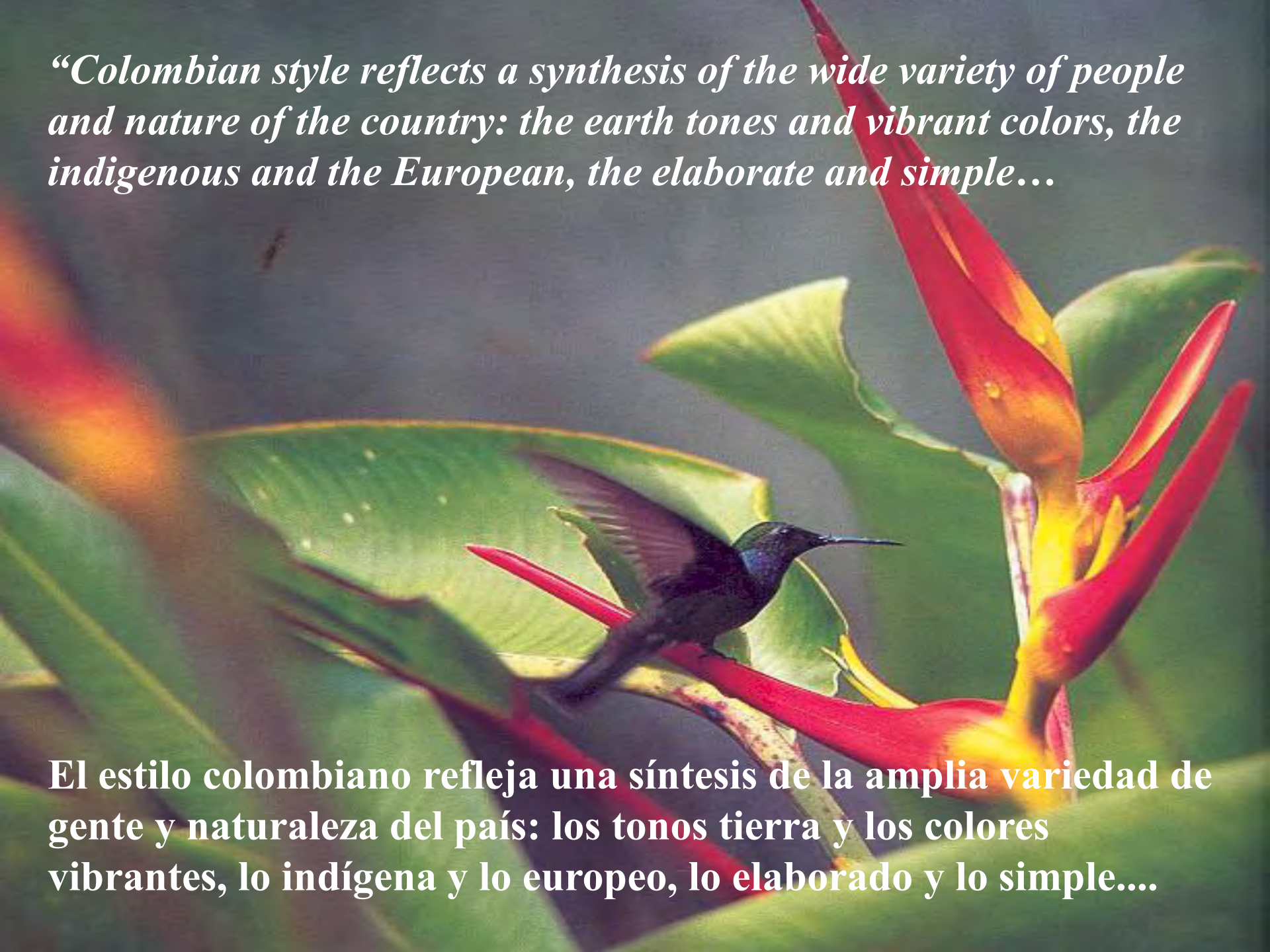






*“Colombian style reflects a synthesis of the wide variety of people and nature of the country: the earth tones and vibrant colors, the indigenous and the European, the elaborate and simple...”*

**El estilo colombiano refleja una síntesis de la amplia variedad de gente y naturaleza del país: los tonos tierra y los colores vibrantes, lo indígena y lo europeo, lo elaborado y lo simple....**





*Essential Taste is a collection that unites towns, erases differences, unites earth and heaven, spirit and matter, nature and culture, dreams and realities*



*Café Sabor Esencial es una propuesta que acerca pueblos, borra diferencias, une cielo y tierra, espíritu y materia, naturaleza y cultura, sueños y realidades.*





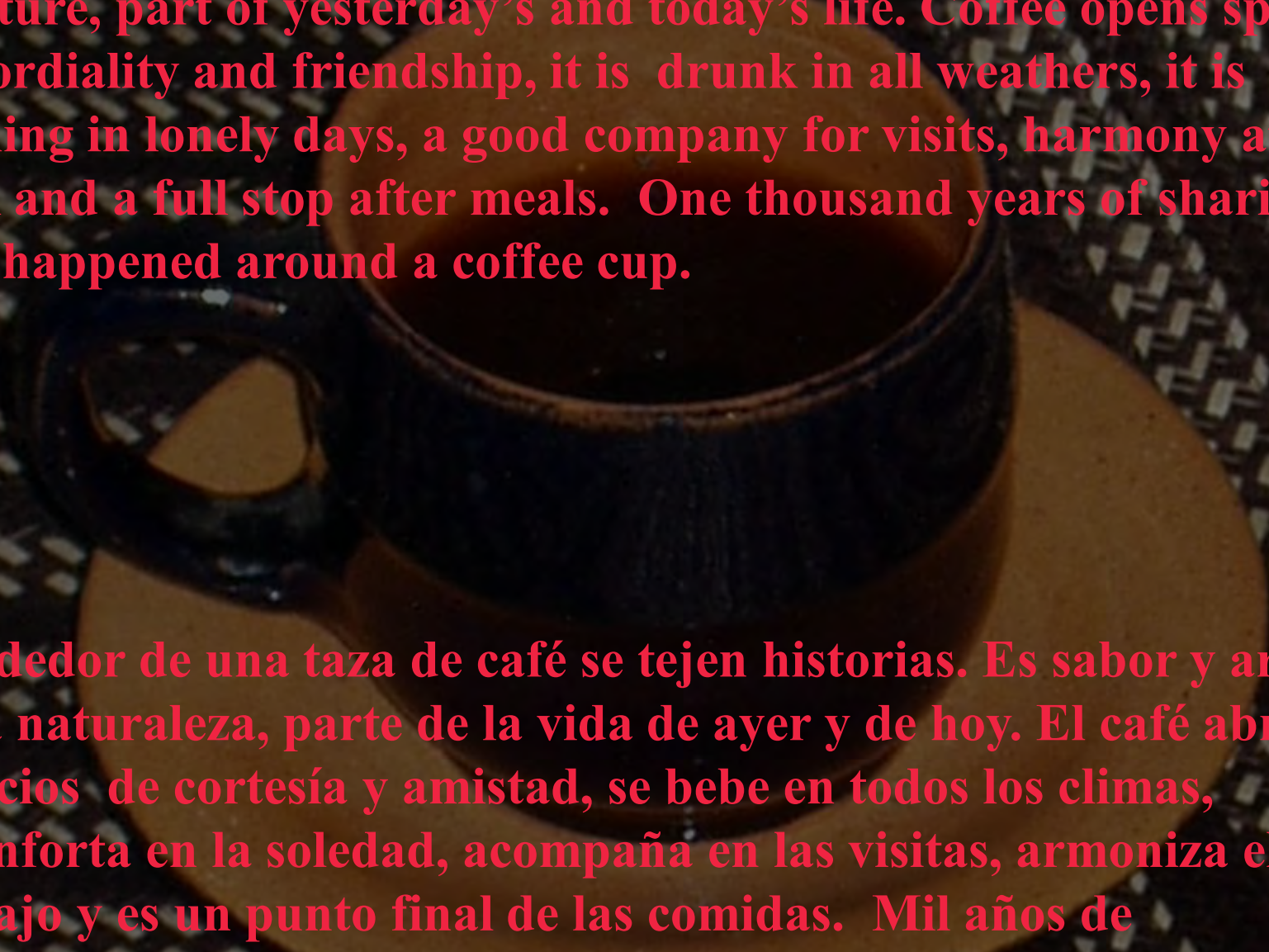










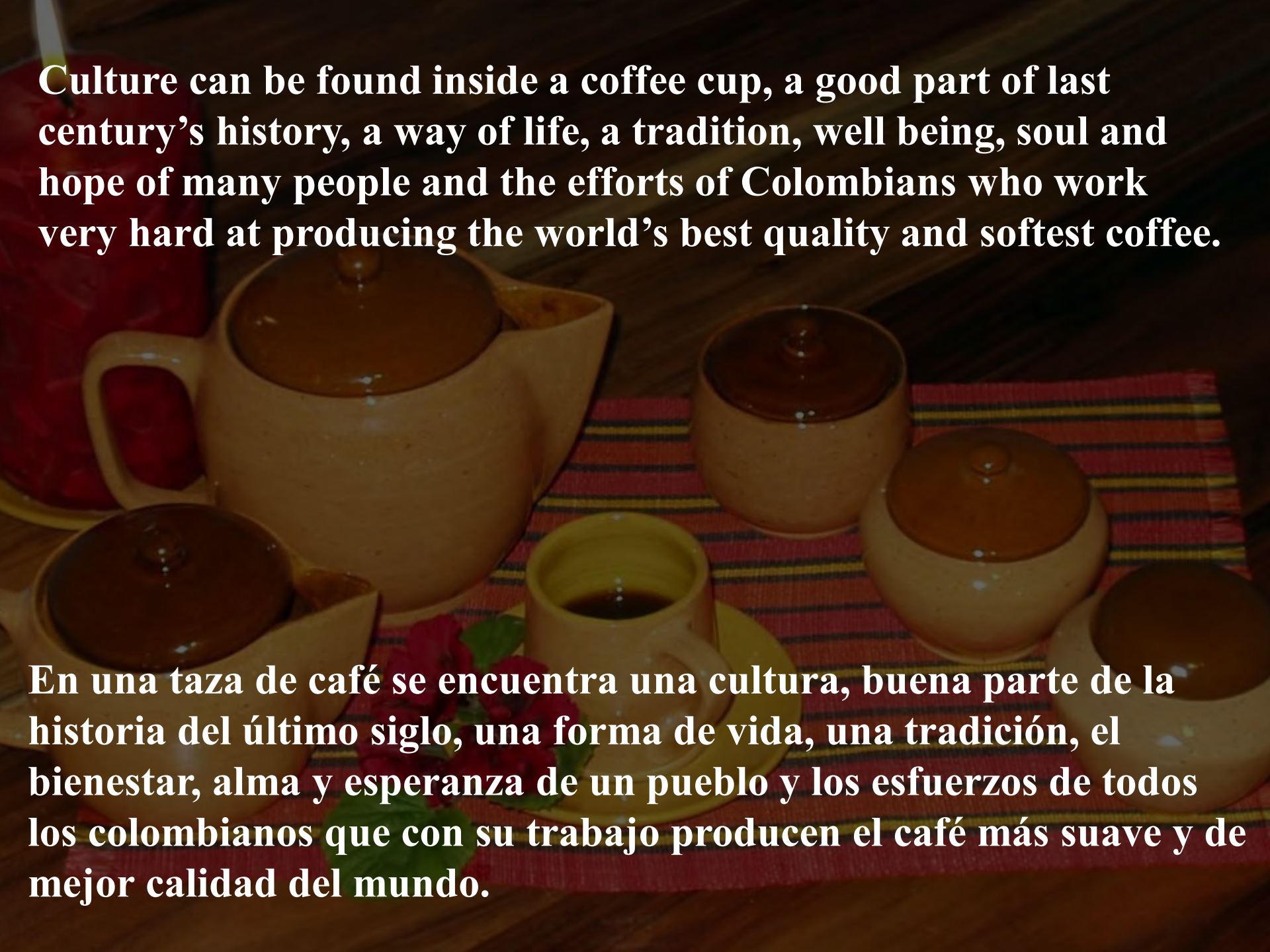
A close-up photograph of a dark-colored coffee cup filled with coffee, resting on a matching saucer. The cup and saucer are set on a dark, textured surface with a repeating geometric pattern. The lighting is soft, highlighting the rim of the cup and the surface of the coffee.

**Many stories are told around a coffee cup. The flavors and smells of nature, part of yesterday's and today's life. Coffee opens spaces for cordiality and friendship, it is drunk in all weathers, it is soothing in lonely days, a good company for visits, harmony at work and a full stop after meals. One thousand years of sharing have happened around a coffee cup.**

**Alrededor de una taza de café se tejen historias. Es sabor y aroma de la naturaleza, parte de la vida de ayer y de hoy. El café abre espacios de cortesía y amistad, se bebe en todos los climas, reconforta en la soledad, acompaña en las visitas, armoniza el trabajo y es un punto final de las comidas. Mil años de convivencia han sucedido alrededor de una taza de café.**







**Culture can be found inside a coffee cup, a good part of last century's history, a way of life, a tradition, well being, soul and hope of many people and the efforts of Colombians who work very hard at producing the world's best quality and softest coffee.**

**En una taza de café se encuentra una cultura, buena parte de la historia del último siglo, una forma de vida, una tradición, el bienestar, alma y esperanza de un pueblo y los esfuerzos de todos los colombianos que con su trabajo producen el café más suave y de mejor calidad del mundo.**



The image consists of a dense, repeating pattern of dark brown coffee beans. The beans are oval-shaped with a characteristic central groove and are scattered across the entire frame. The lighting is even, highlighting the texture and color of the beans.

**The End**

**El Final**