

POTOMA

in & out



EDIFICIO ALANA, TORREMOLINOS (SPAIN)

Architects: **José Ojeda** (project) / **Octavio Rojas** (construction oversight)

Client: **Animal Promoters, S.L**

Contractor: **Animal Buildings, S.L**

Structural Engineer: **Fragueiro & Novillo**

JOSE OJEDA
architect

Before graduating from the University of Seville (Spain), José Ojeda enjoyed a fruitful internship working for Herzog & De Meuron, one of today's world leading architectural firms, where he reinforced his passion to innovate while contributing to make everyday life more interesting, easier and friendlier.

With his own office, he has eleven years of professional experience in the discipline of architecture. He has worked intensely on the planning, design and oversight of the construction of buildings ranging from office buildings and multi-family housing projects to sports centers, schools and institutional-type projects. His work has been characterized for utilizing site view orientation and a creative use of passive solar and green building techniques.

Inside POTOMA, José Ojeda has worked both as an architect and as an environmental consultant with a highly skilled team of specialists dealing with integral projects of hotel developments, touristic strategic plans and commercial revitalization of villages.

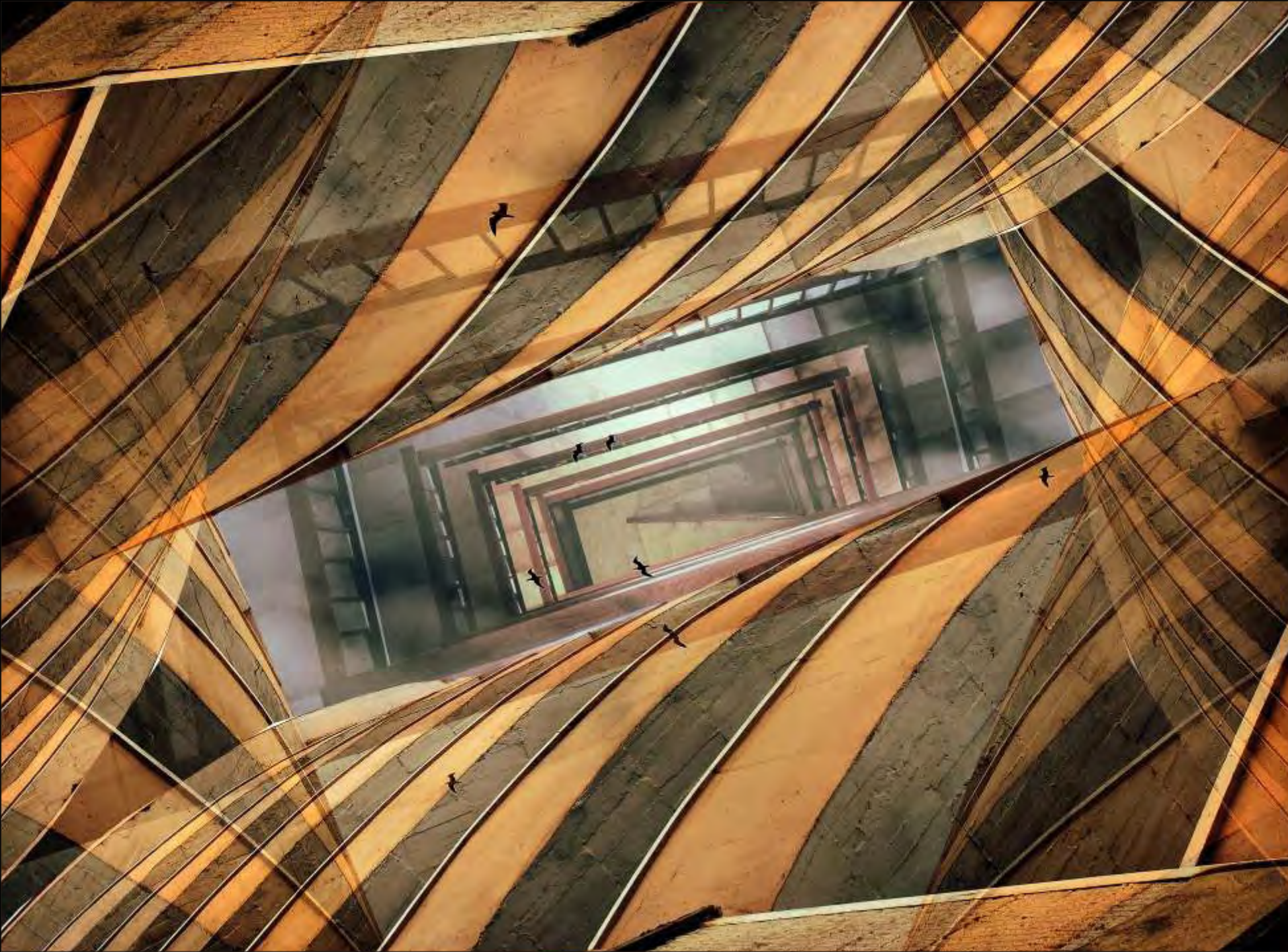
Since 2010 he also belongs to the faculty team of Les Roches Marbella International School of Hotel Management, where he teaches the subject of Facilities Management.

PEPE BENÍTEZ HOUSE, ALHAURIN DE LA TORRE (SPAIN)
Architect: **José Ojeda** (project & construction oversight)
Client: **José Benítez Herrero**
Contractor: **Velasco Construcciones**, S.A
Structural Engineer: **Juan Morilla**



SPORTS PAVILLION, COLMENAR (SPAIN)
Architect: **José Ojeda** (project & construction oversight)
Client: **Municipality of Colmenar / Junta de Andalucía**
Contractor: **Velasco Construcciones, S.A**
Structural Engineer: **Javier Conde / LANIK**
Photography: **José Cortés**





IDEAS, MÁLAGA (SPAIN)
Client: **Javier Ojeda Reversos**
Designed for: **Scenario Background Illustration & Music Cd**
Photography: **José Cortés**

JOSE CORTES
photographer

A unique professional with a 25 year extensive experience ranging from war correspondent to artistic photographer, he is specialized in touristic image and international touristic promotion.

His particular vision of photography, developed during his experience throughout the world, is bold, impressive and powerful and his high quality style is easily recognizable.

To ensure the success of his projects, the methodology he uses starts providing ideas related to the profitability of investment costs, and ends with very surprising final results that are deeply creative and have a great transmission power.

Inside POTOMA, he also collaborates in the initial stage of the design and architectural projects providing thoughts and ideas that allow him furthermore to participate in the construction of the image that he will photograph later on.

Some credits and related work for the Tourism Sector: Photographic Edition "100 PICTURES IN ANDALUSIA" (VIP book in Seville's Expo'92) - Photographic Edition "MALAGA CITY OF PARADISE" - Photographic Edition "NATURAL MIJAS " - Luxury Photo Edition "MARBELLA ANOTHER WORLD ", Promo Edition "MEDITERRANEAN LIGHT AXARQUIA" - Promotional Edition for Japan on "Andalucia". Collaborations, Newspapers and Publications: EL PAIS - ABC SIETE LEGUAS EL MUNDO - VIAJAR - EXPOTURISMO - DIARIO 16 - MARBELLA REPORT - PREFERENTE - EDITUR DIARIO DE FITUR IFEMA and different international communication media in Europe (1st page photography in the english journal TTG), America, Asia and Middle East. Clients and Promotion Reports: COSTA DEL SOL TOURISTIC BOARD - JUNTA DE ANDALUCIA - MADRID - MINISTRY OF TOURISM AND TRANSPORT OF SPAIN - UK GOVERNMENT - GOVERNMENT OF OMAN - GOVERNMENT OF JORDAN - GOVERNMENT OF VENEZUELA - GOVERNMENT OF GERMANY GOVERNMENT OF SLOVENIA GOBERNMET OF THE NETHERLANDS GOVERNMENT OF THAILAND - INDONESIAN GOVERNMENT - CHINESE GOVERNMENT - ARGENTINE GOVERNMENT - GOVERNMENT OF MEXICO - CHICHEN ITZA CAMPAIGN "SEVENTH WONDER OF THE WORLD" - PALACE RESORT HOTEL CHAIN (Mexico) - MOON PALACE CONVENTION CENTER (Mexico) - EQUATORIAL HOTEL CHAIN (Hong Kong) - Attendance and Presentation of Images in International Fairs of Touristic Promotion: WORLD TRAVEL MARKET (London), FITUR (Madrid), ITB (Berlin), etc.





PANORAMIC OF MALAGA & MONUMENTS, MÁLAGA (SPAIN)
Client: **City Council of Málaga**
Designed for: **Institutional Image of International Promotion**
Photography: **José Cortés**



XPU-HA, RIVIERA MAYA (MÉXICO)
Client: **Palace Resorts**
Designed for: **International Promotional Tourist Image**
Photography: **José Cortés**

FOSTERS HOLLYWOOD

Designers: **Mateo Garcia & Stone Designs**
(branding, creative & project)

Client: **Fosters Holliiwood.**

Agency: **Narita Estudio & Grupo Zena**

Furniture: **Stone Designs**

MATEO GARCIA
designer

He joined the San Telmo School of Arts in Malaga to study design and, after completing monographic courses of modeling, binding, engraving, embroidery, tapestries, ceramics and pottery, he graduated in 2003 specializing in advertising design. He completed his training with numerous workshops in applied arts, communication courses, management of cultural institutions, marketing, training of trainers, etc.

Today, he is a visual artist and an industrial/graphic designer with a wide artistic and professional experience. He's been awarded with the National Design Award for AdvertisingTDW'11 ICEX (Foreign Trade Institute of Spain).

He defines himself with some sarcasm as an anarchist neo-liberal in the field of design and enjoys questioning everything. In POTOMA he is mainly engaged in issues like management, branding, consulting, and finding resources to carry out the ideas that will be developed in the projects.

Since 2007, he's been the director of the Design studio NARITA (www.narita.es), and worked on numerous projects and design communications for private companies and public organizations. Some of them are: French Alliance, Chambers of Commerce in Spain, Euro-Mediterranean Centre for Knowledge, Innovation and Training in Tourism, Instituto Cervantes, the Spanish Foreign Trade Institute, Fundación Paul, Christine and Bernard Ruiz-Picasso, National Gallery in Amman; Grafika Beautiful Losers, Baume et Mercier, Daitsu Electric; Eos/Fremap - Comprehensive Health Centers, General Electric, Grupo Hexa; Матрёшка, MaxiХлеб; Meal Solutions; Vitania Residential; Working at Weekend, Pacha Group; Pious Spain, V2 Records Spain; Wagon Cooking, Gross Area, etc.

He's also worked, exhibited and participated in some of the most important national and international as Tokyo Designer's Week (2011), Habitat Valencia Fair (2011); Dimad Madrid Design (2011), Grafika Exhibition in the National Gallery of Fine Arts of Jordan (2011), etc.





CASCARERO CITRIC- BAR, MÁLAGA (SPAIN)

Designers: **Mateo García & Stone Designs** (branding, project & construction oversight)

Agency: **Narita Estudio**

Client: **Juan Andrés Postigo**

Contractor: **Alocamor, S.A**

Furniture & Lighting: **Lzí Lamps & Stone Designs**

Photography: **José Cortés**



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POTOMA

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