

PHAROS

PHAROS is a project inspired by the lighthouses of the Mediterranean and their role as both architectural icons and vital points of reference within the landscape. Lighthouses silently communicate their unique presence and location through repeating light signals, creating a visual geography through a language of light and rhythm. This project reinterprets these “codes of light,” exploring themes of architecture, communication, and the interplay between structure and land.

Project and design: **Paulina Herrera Letelier**

Collection produced by **Mariantonia Urru, Samugheo**

Project realized thanks to the contribution of **Fondazione Sardegna** and the contribution of **Mariantonia Urru**

Designer (brand) information: **Paulina Herrera Studio**

For the first time, the PHAROS rug collection will be showcased at the second edition of **Carpet Diem**, held at **Espace Communes in Paris** from **November 8 to 10, 2024**.



Pharos 1 and Pharos 2 (Photo credits: Barbara Pau Photographer).

Concept and Inspiration:

The PHAROS project stems from research on lighthouses and maritime lanterns in the Mediterranean, based on architecture, light and communication. Each lighthouse has a name recognizable by its light signal. Each lighthouse defines a point in the territory and it only takes a few seconds of light to pinpoint its location. These ancient buildings, constructed over the past centuries, contain minimal spaces and perform minimal but extremely important functions.

These buildings are distributed along coastlines, often in uninhabited or isolated places surrounded by the sea and wild landscapes. They communicate with mariners by repeating their names with pulses of light, in a specific rhythm, marked on maps by a code that makes them identifiable. The set of lighthouses defines the shape of a territory, with lines and traces made of deeply ephemeral signs.

This kind of communication, silent and perceptible thanks to a light signal that repeats itself without ever stopping, is transformed into a code and a pattern. The pattern lights up and disappears, recedes and vanishes.

The rugs are made using the Pibiones technique, an ancient traditional Sardinian weaving technique. They are made of 80% Sardinian wool and 20% cotton and they measure 2m x 3m.

The project:

PHAROS is a **transversal project** that expands to ceramics, with table lanterns that reinterpret the concept of light communication in a new format. A limited series of the **Light House Series project** was presented at the Lake Como Design Festival 2024.



Limited series of Light House Series project (Photo credits: Barbara Pau Photographer).

About the Designer:

Paulina Herrera Letelier is a Chilean architect living and working in Sardinia. Since 2014, she has focused on designing objects in collaboration with various companies and local artisans and has experience in hospitality, residential and public spaces.

Thanks to her eclectic approach to the world of design and her multidisciplinary mindset, her research focuses on the dynamic relationship between space and the people who inhabit it. Therefore, her proposal is to design emotional objects and places that combine function and dynamics through contemporary forms.

Her practice is dedicated to discovering unexplored aspects of the Mediterranean landscape and culture, expressing their raw nature through warm spaces and objects. The goal of her practice is to enhance these elements through the creation of such objects and put them in communication within a greater context.

For additional information, high-resolution images, or interview requests, please contact:

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