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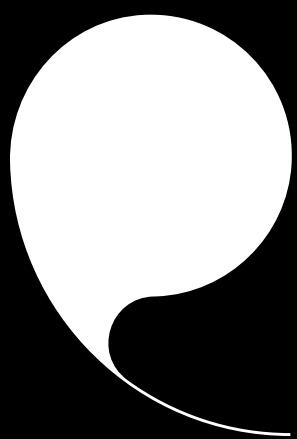
# PORTFOLIO

2023

Salvador Ortiz

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A short (and great) story of an  
Industrial Designer



# The beginning

The first look to an unforgettable journey.



Hi, nice to meet you!  
This is me, Salvador Ortiz

and this is how everything  
started.

Yes! that's me after  
handing over a kitchen to  
a happy customer. That  
unique moment when the  
process has ended and the  
**happiness** of seeing the  
result **after months of hard  
work.**

And sure, it is impressive  
telling all the good parts of  
the story. But the reality is  
that the most exciting part  
happens in **the process**  
and that, dear reader is  
what has made this **journey  
unforgettable.**



“Always trust the  
JOURNEY”

## The background

It all started when I decided to study **Industrial Design**. It made sense to influence people's lives positively through common-use objects. Without knowing what this would make to my way of thinking, **design became a new way of perceiving the world**. It was fast since I got fascinated with the world of design. **Design thinking** became the perfect way of working and communicating between coworkers and customers.

## Bachelors degree



Tecnológico  
de Monterrey

Instituto Tecnológico de Estudios Superiores  
de Monterrey

### **Industrial Design Bachelors degree**

Querétaro, México  
2008 - 2013

**Award winner:** First place Betterware national  
contest.

**Product:** Clothespin Bracelette

## Erasmus



Instituto Tecnológico de Estudios Superiores  
de Monterrey

### **Industrial Design Bachelors degree**

Kortrijk, Belgium  
2008 - 2013

**Award winner:** Third Place National Vlajo

**Product:** Trivita

## Masters degree



Istituto Europeo Di Design

### **Master in Innovation Strategies and Entrepreneurship.**

Barcelona, Spain  
2013 - 2014

## Diplomas



Estudio Seed Barcelona  
**Generative Modelation In Grasshoper  
Diploma**

Barcelona Spain  
2014 - 2014

# The exiting world of BUSINESS

## Building the company

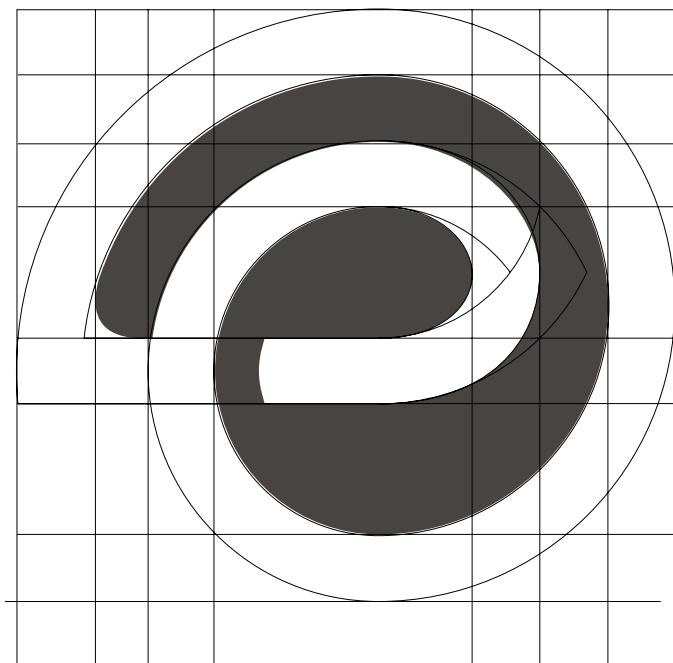
During most of my studies, I worked in a fantastic start-up named 45 degrees in Queretaro city. This experience taught me how the business performed in my hometown. I had contact with clients, Design proposals, payments, and made things happen.

Sure it was a fantastic experience, but unfortunately, the company had to shut down due to different personal interests. Of course, it wasn't the story's happiest moment, but I still tried to see the best of it and realized that moment was an excellent opportunity for me since **it was the correct time to create my own business.**

After months of thinking about how to start, **having just finished my Masters degree and got married,** that only meant one thing. It was the right moment to experiment with creating what I always wanted — having my workshop to create new ways of innovating. The company's objective would be innovating in creating wood products for homes, restaurants, and hotels. The Mexican culture lacks confidence in the design process, so this would be an exciting challenge for the company.

**That's how "Elaboratorio" came to life!**

**(August 2015)**



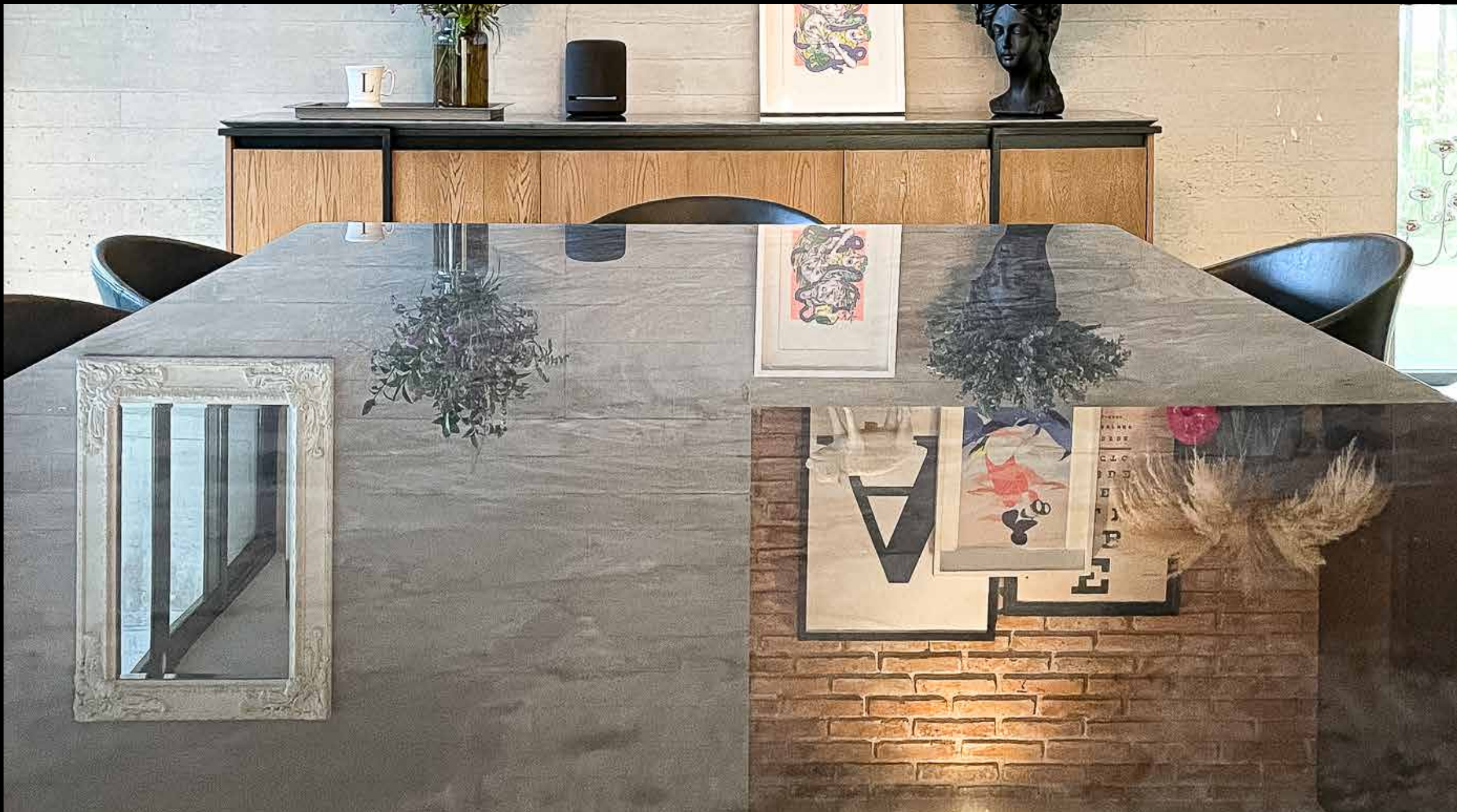
# elaboratorio

The name **"Elaboratorio"** comes from a simple but convincing wordplay.

Elaborate and Laboratory. As simple as it sounds, **describing the philosophy of the company.**

**We elaborate products without the fear of doing experiments, even if that means changing paradigms in a process or culture.**





# Building Trust.

Ok, I understand that a 26-year-old boy running a company is not the stereotypical businessman you will find in the books. How I managed to build trust in the market? **Answer: Being completely honest.** Of course, I made mistakes, but I learned that the essential part of making a mistake **is not how you solve it but the attitude you have to solve it.**



## The Story Starts

Before I knew it, everything was up and running. **Clients began to arrive.** In my mind, the most challenging part was over. Little I knew that there was an entirely new world to learn ahead of me.

## Important:

The pictures you will see on the following pages are taken exclusively from projects we made as a company. They are not necessarily in chronological order, but I will specify their date and project name.



# Finding the Correct Market

As the company started running, we had the opportunity to work and try different markets. It was something exceptional to explore since every piece of information was helpful. **We gather market information**, build profiles for every client, and analyze insights.

During the process, we found that every market needed a furniture producer they could trust who offered quality products and honesty with deadlines. **So we decided to keep exploring** making wooden furniture.

Commercial

Corporate

Residential



Casona - 2016



Uptown - 2018



Elda - 2020

Let me show you a sneak peek of the different projects we made for each market:





## La Casona Our First Hotel

Located in Querétaro's beautiful downtown, inside a protected building by the National **Anthropology and History** Institute, this project had a great challenge since we had to be particularly careful with the material selection and how we intervened walls and floors.

### Areas:

- 23 Rooms
- Lobby
- Halls



Choose a table...



Atocha  
2019

“A good restaurant is like a vacation; it transports you, and **it becomes a lot more than just about the food.**”

After designing and producing a bunch of restaurants, this one was **our graduation**. The one we liked the most, we had the opportunity to be involved in the design process from the beginning, working side by side with the architects, engineers, chefs, and owners.



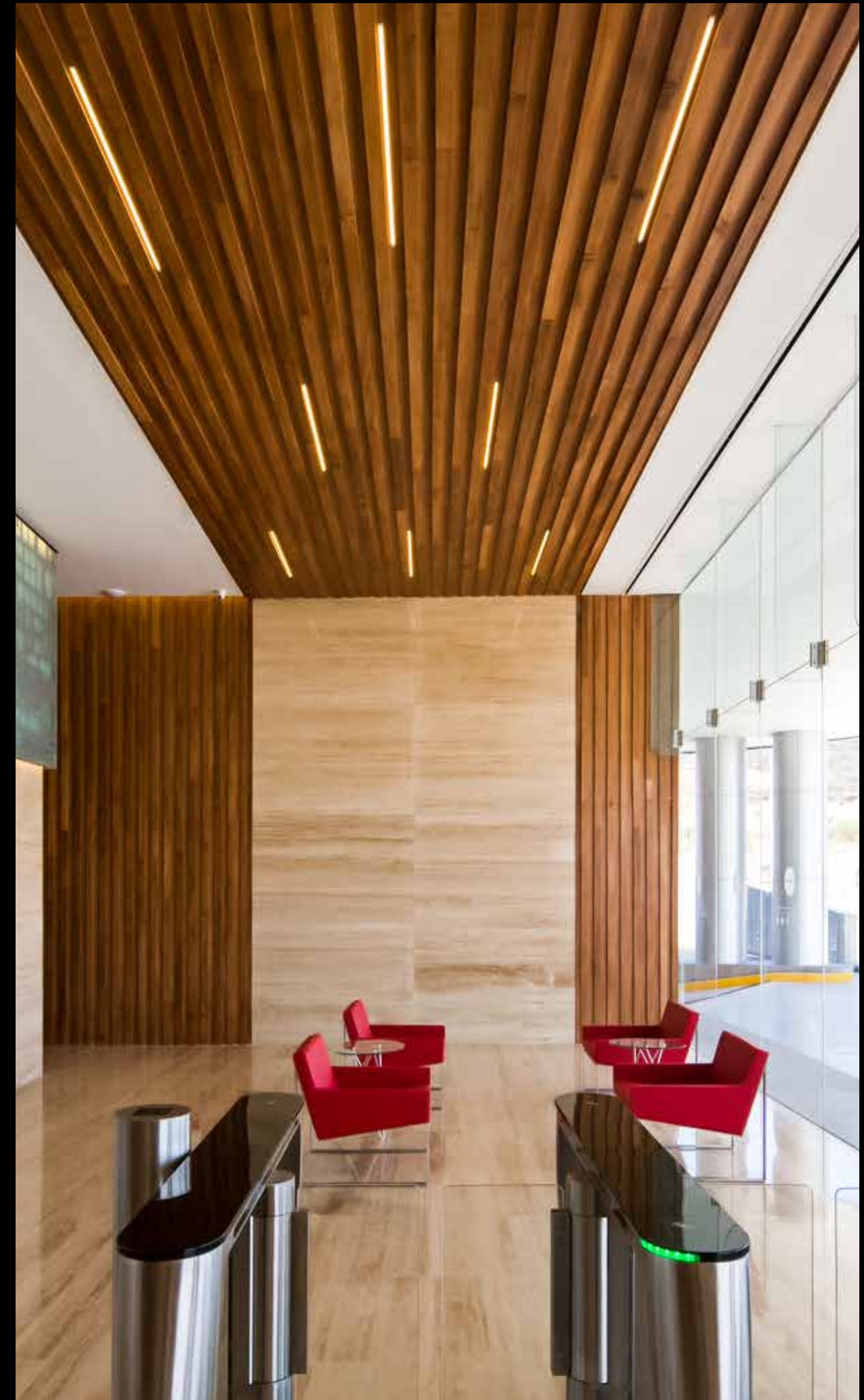


C O R P O R A T I V O  
U P T O W N

С О Б Ъ О В А Т И Л О

## Uptown Corporate Building 2017

This particular building was made for rent, so the challenge was clear, **creating spaces that would go with any corporate** image—establishing a proper space for the arriving business to make their own.







Santa Matilde  
2022

In the process of making the company grow, I found a special feeling working at the heart of every home. Working side by side with homeowners, their hope and expectation, and **seeing how their dreams materialize is heartwarming.** It isn't easy to see the expression of joy and excitement in any other market. Most of the time, **this feeling is enough gasoline to keep us going.**

“Life happens in the **kitchen.**”

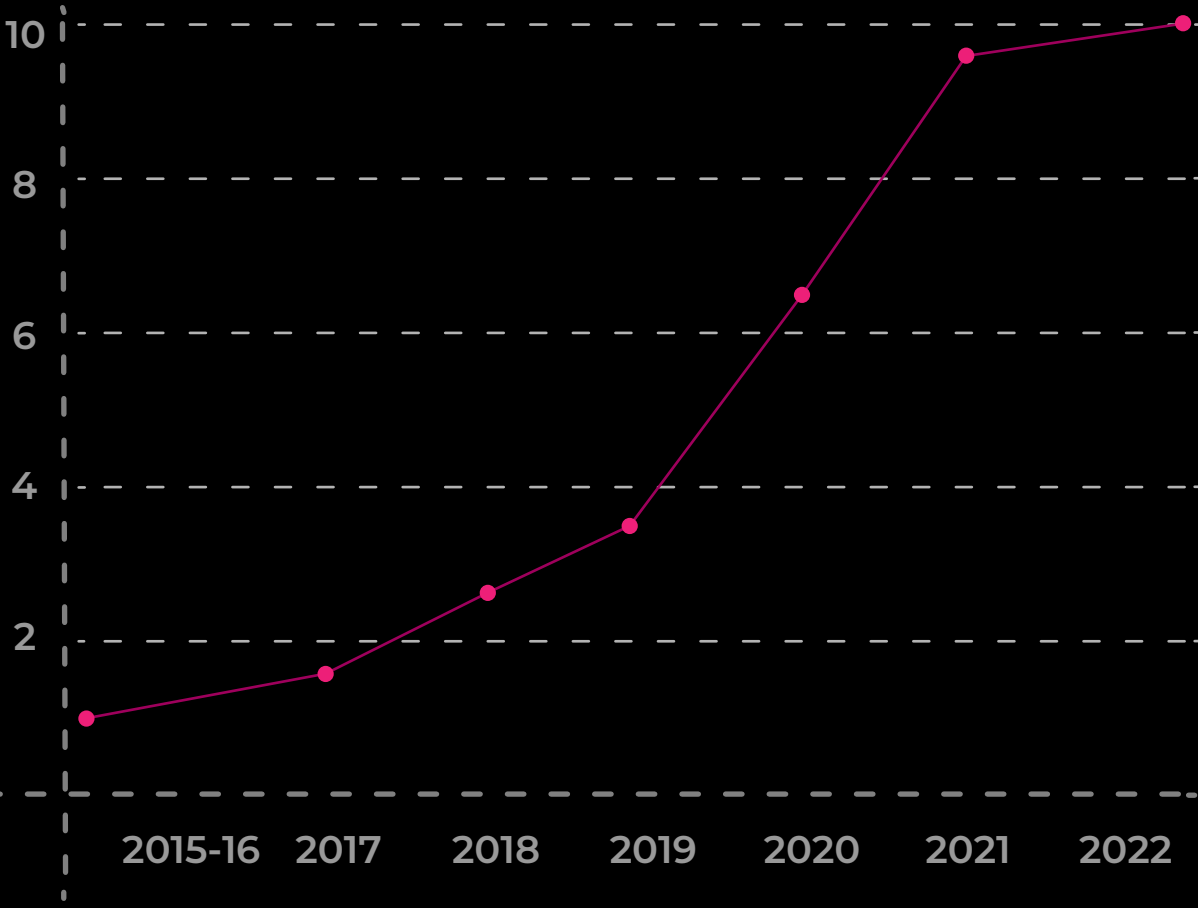




# Let's make this professional.

Elaboratorio opened its doors on August 2015. It has been a great ride, and after seven years of constant work, **metrics are as important as any other project.** As a designer, I know that Excel is not as fascinating as Sketchup, but the feeling of scanning the company has its charm.

## General Overview



\*Growth in sales during the past 7 years.  
\*2022 is considered till september.

**187**  
Projects  
Fulfilled

Among

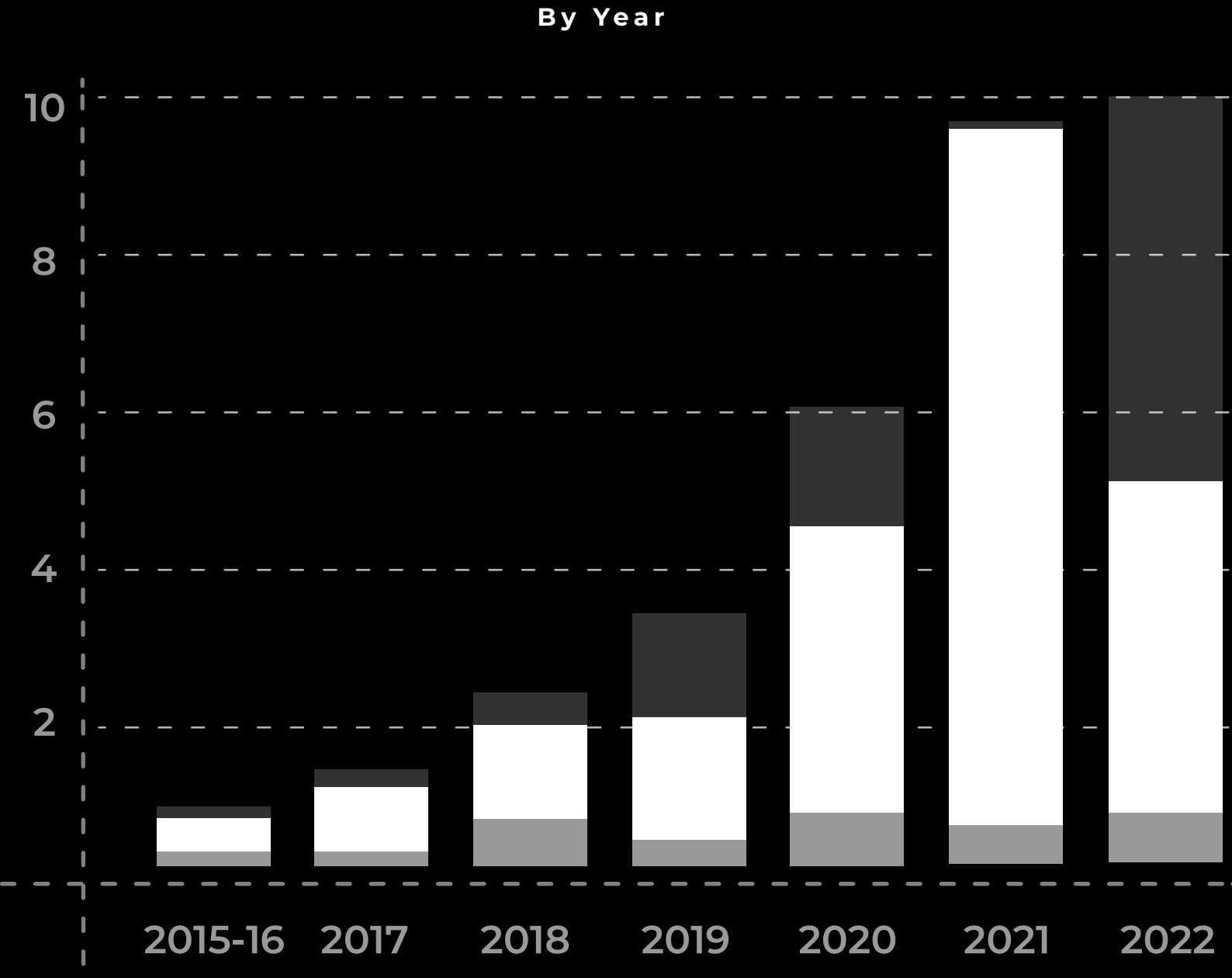
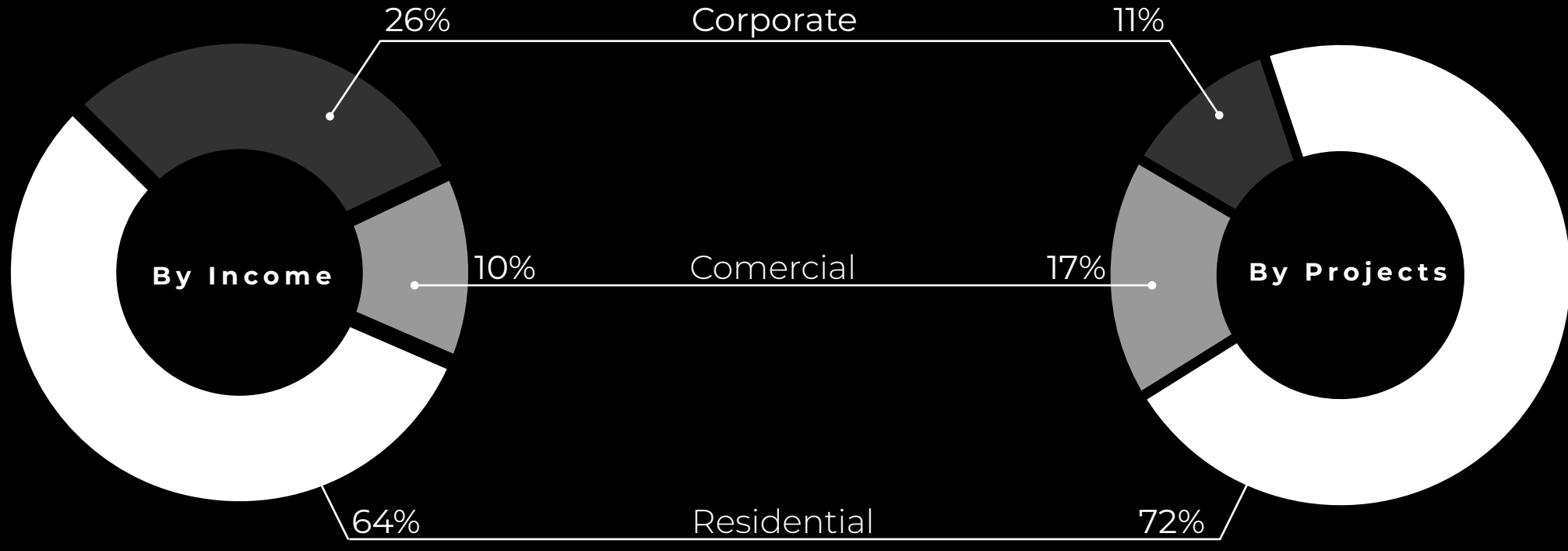
**72**  
Different  
Clients

**7**  
Years of  
Observation

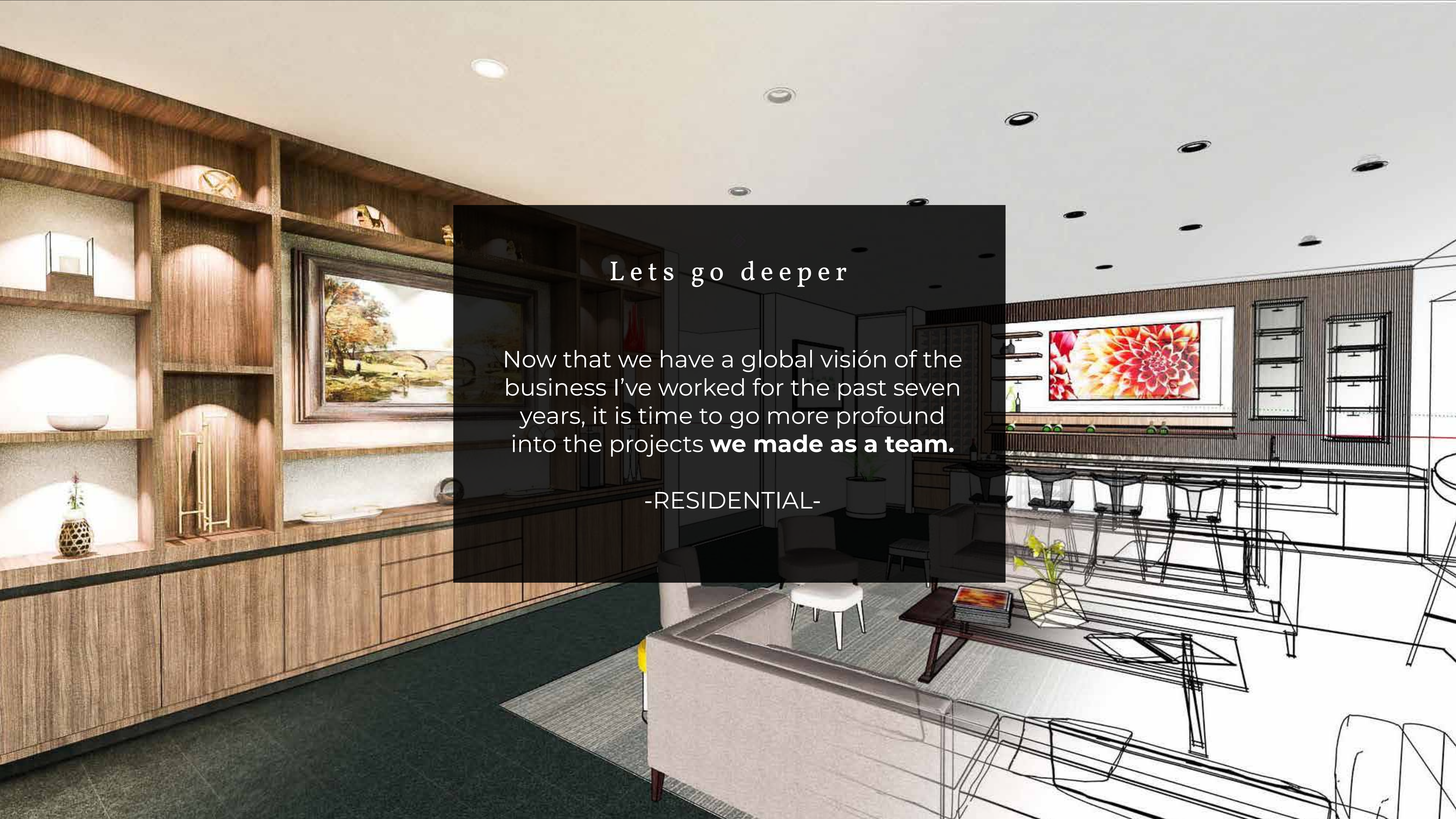
**52**  
Employees

**3**  
Project  
Categories

## Project Distribution.







Lets go deeper

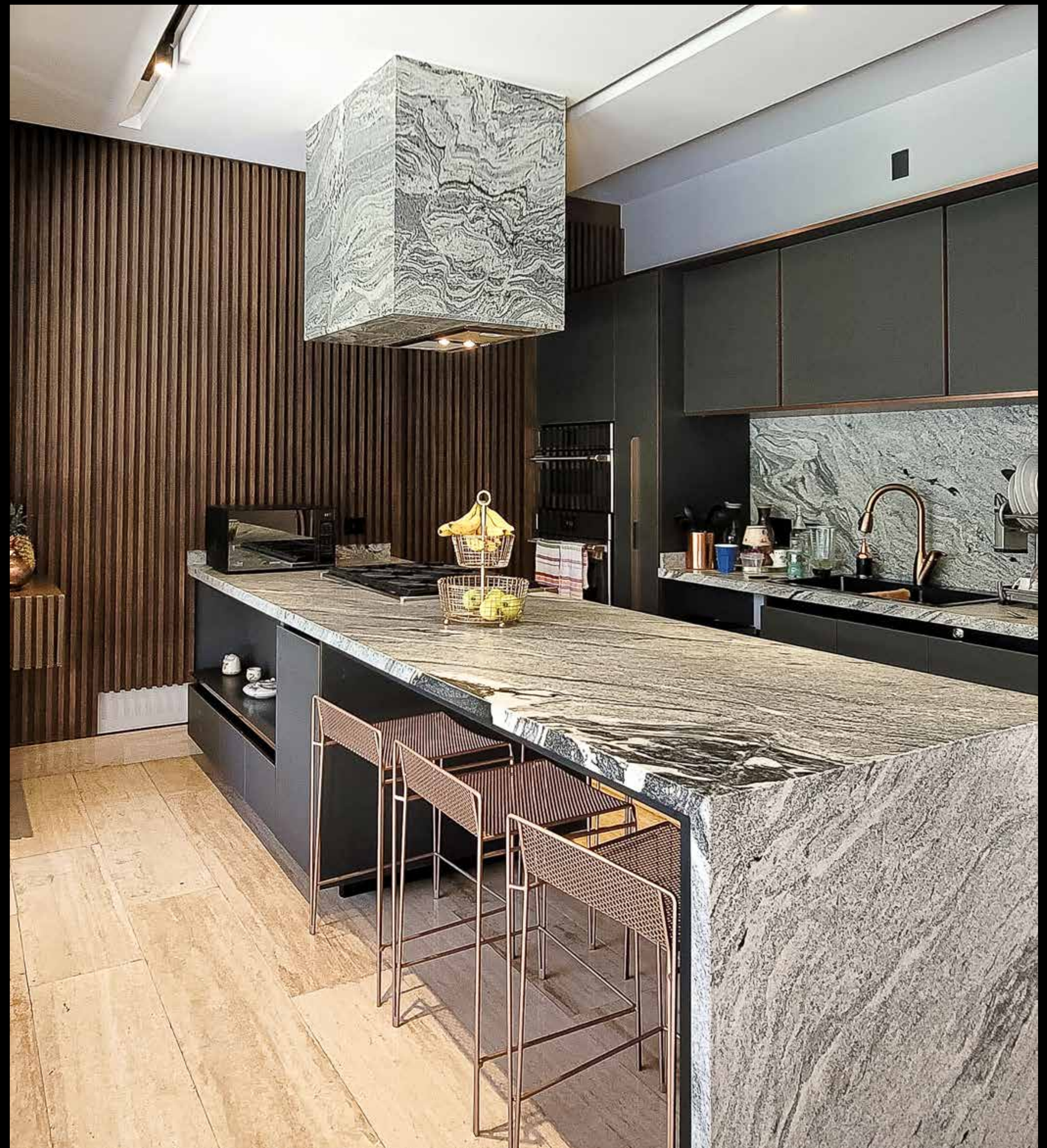
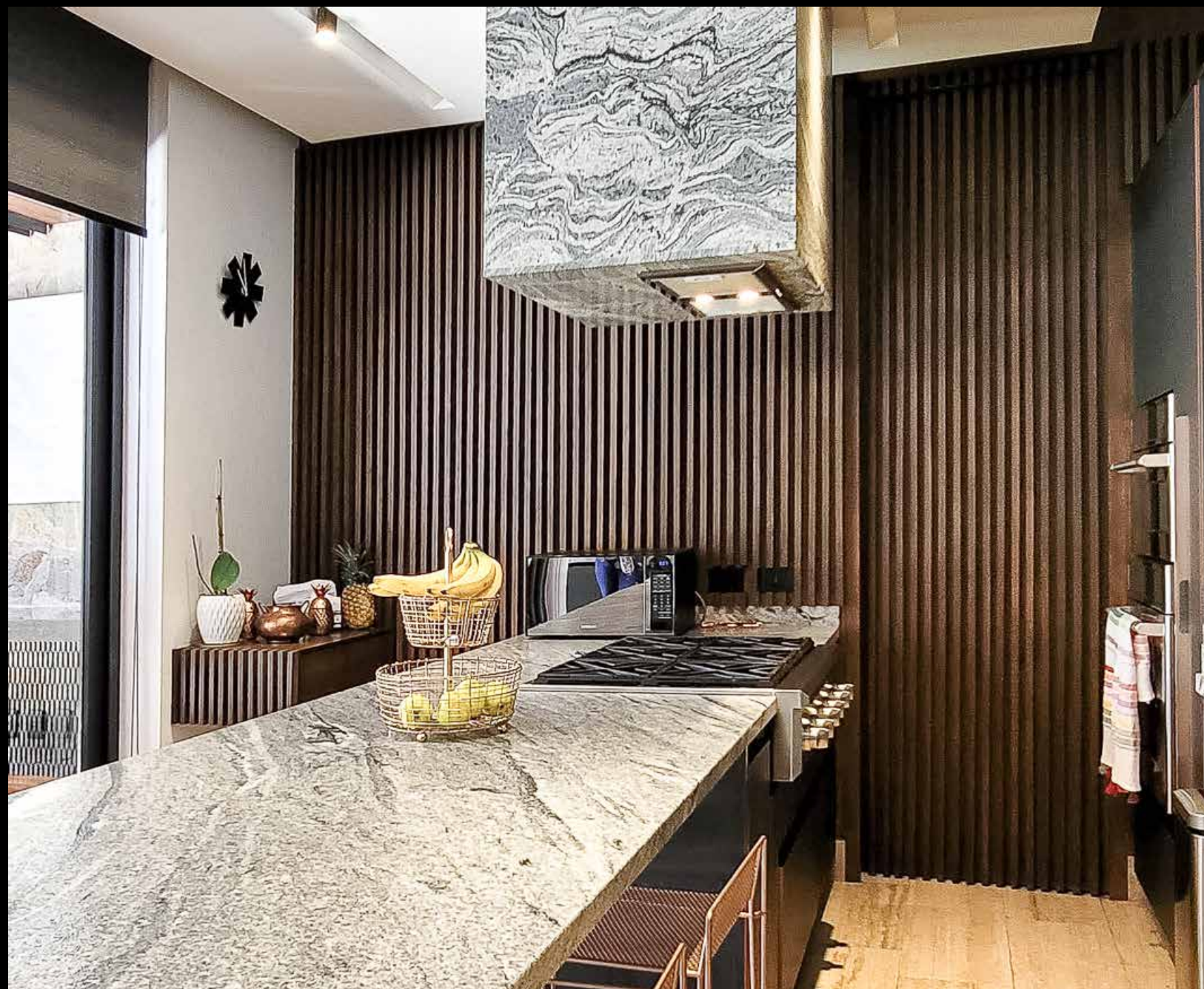
Now that we have a global vision of the business I've worked for the past seven years, it is time to go more profound into the projects **we made as a team.**

-RESIDENTIAL-

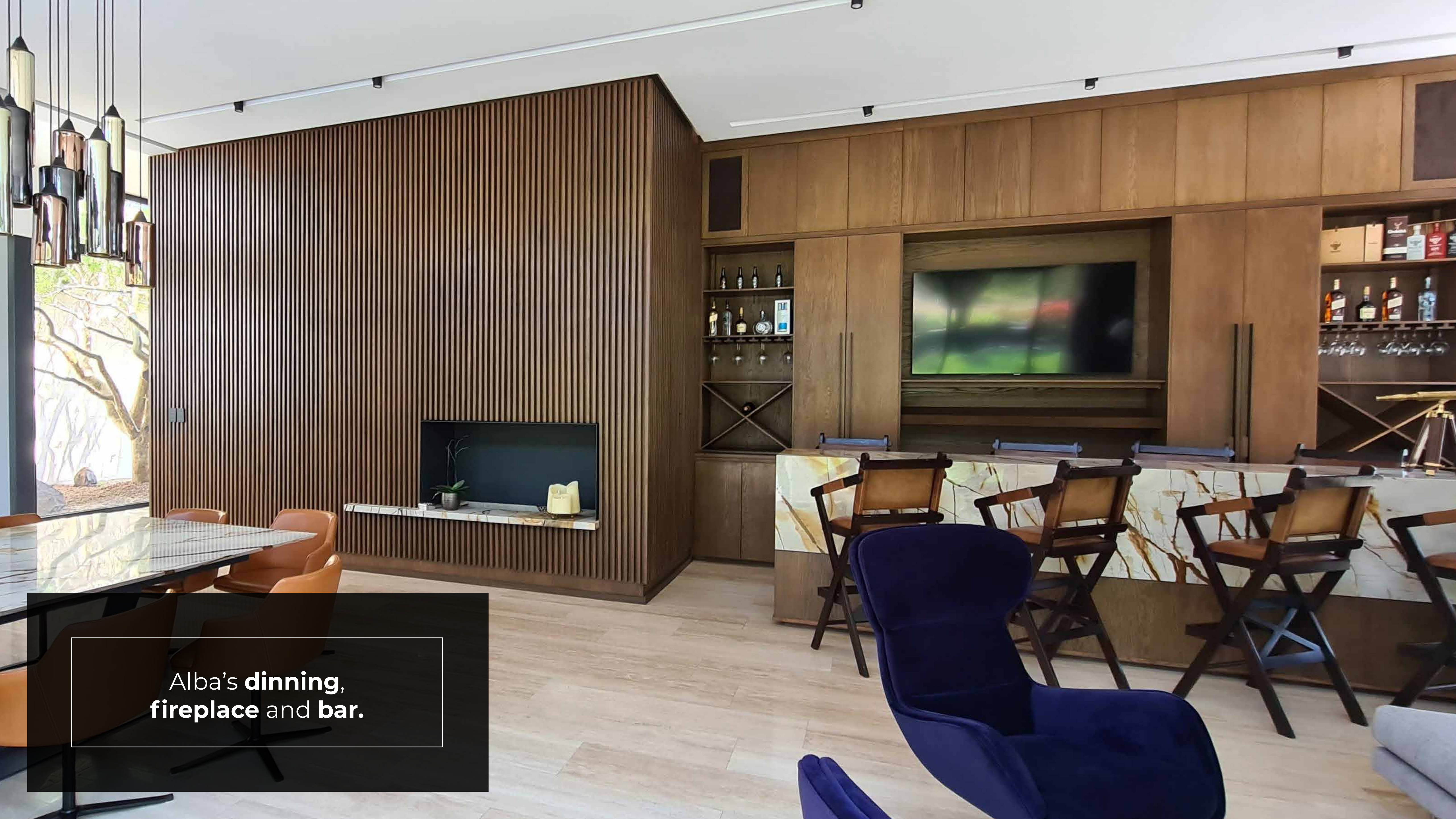


# De Alba 2020

So we start, our first house in which we had more than 10 different carpentry pieces to work. Kitchen, dining table, bar, walk in closets, closets, decoration, tv furniture, wall decoration, beds, and different furniture around the house. Well, this was the result...







Alba's **dinning,**  
**fireplace** and **bar.**



## Material Selection.



As a request of the clients we should use **trendy materials** without omitting about the **warmth that the wood communicates.**







Alba  
Walk In  
Closet

15  
Linear Meters

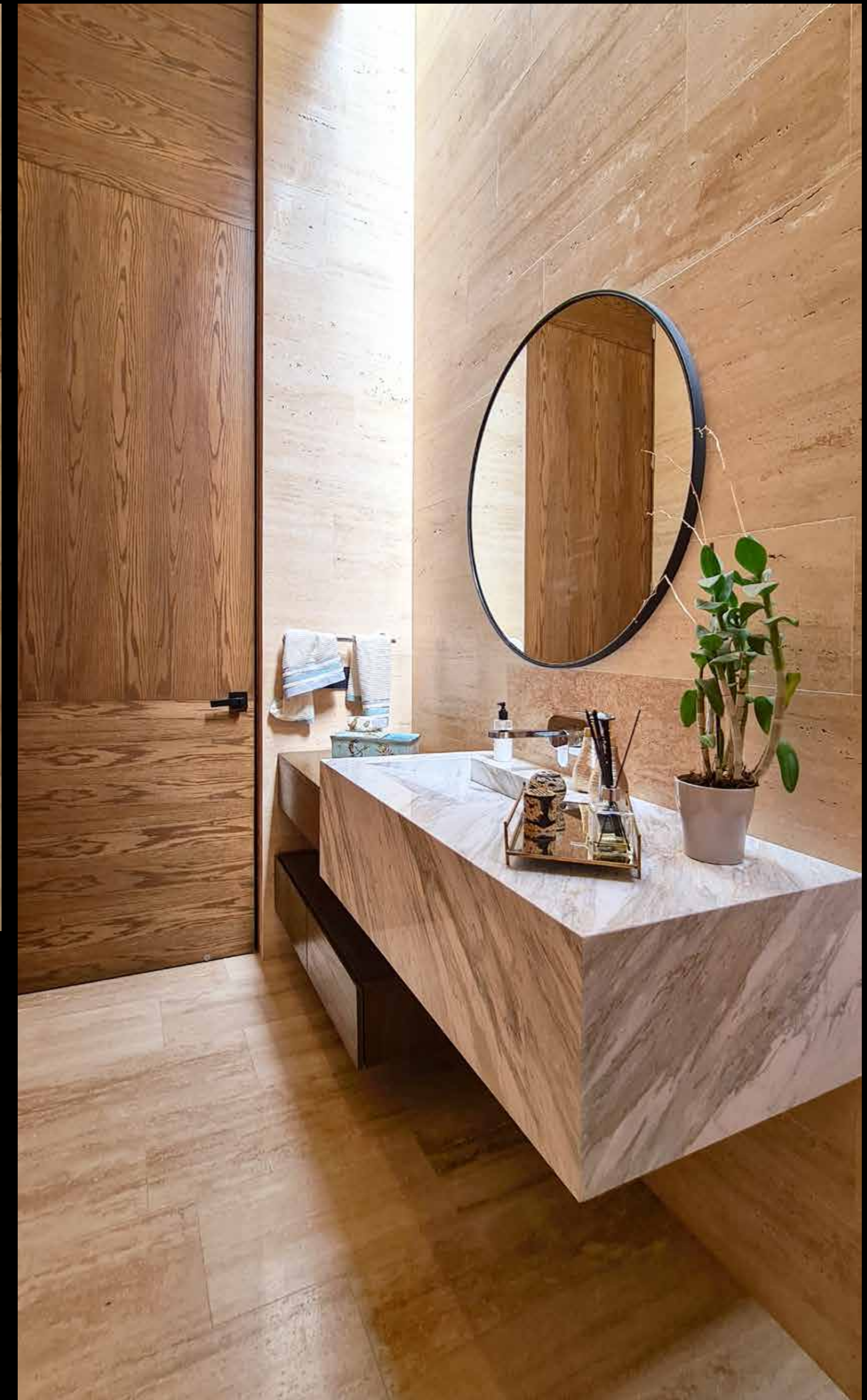
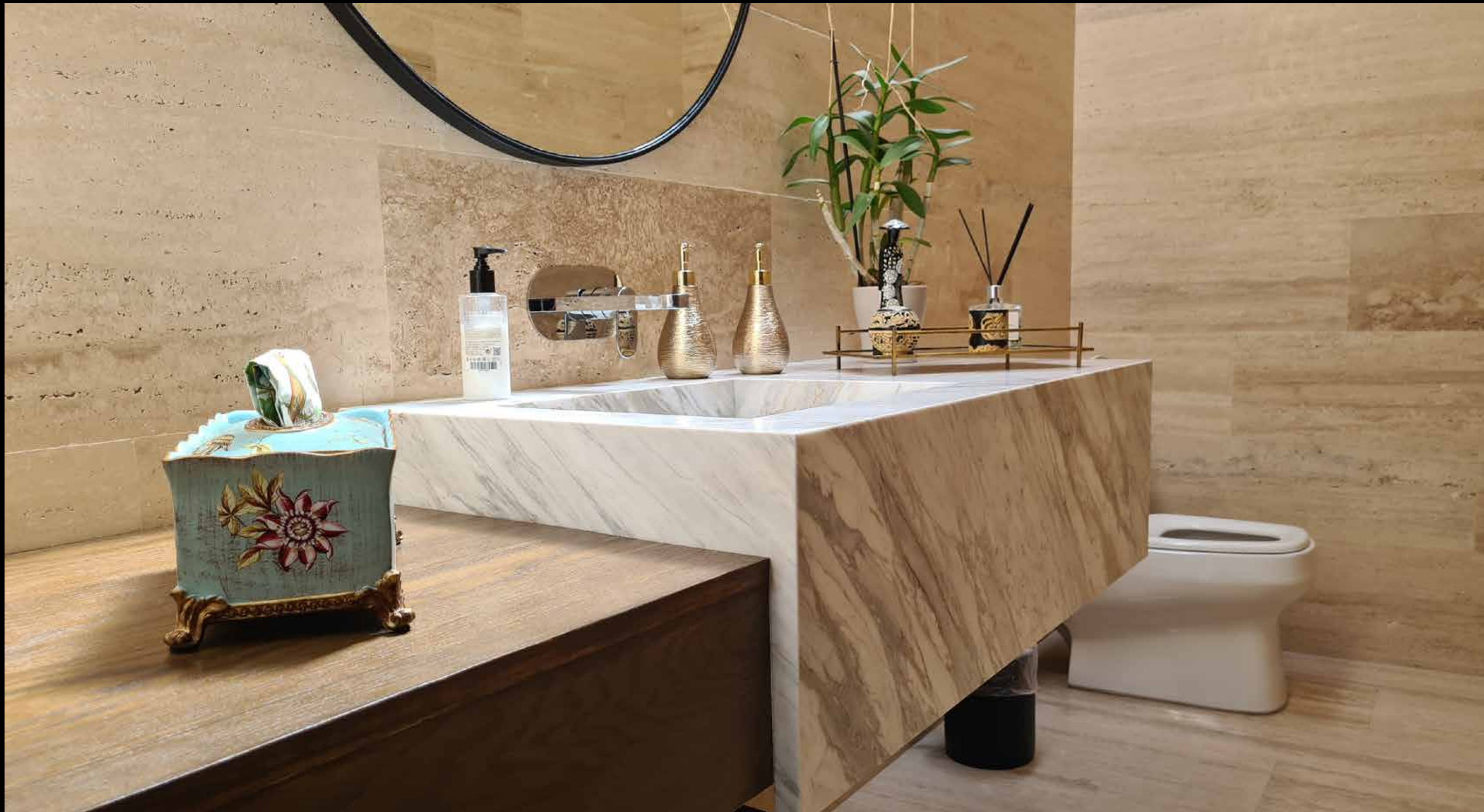
LED  
Illumination

Oak  
Wood

Volakas  
Marble





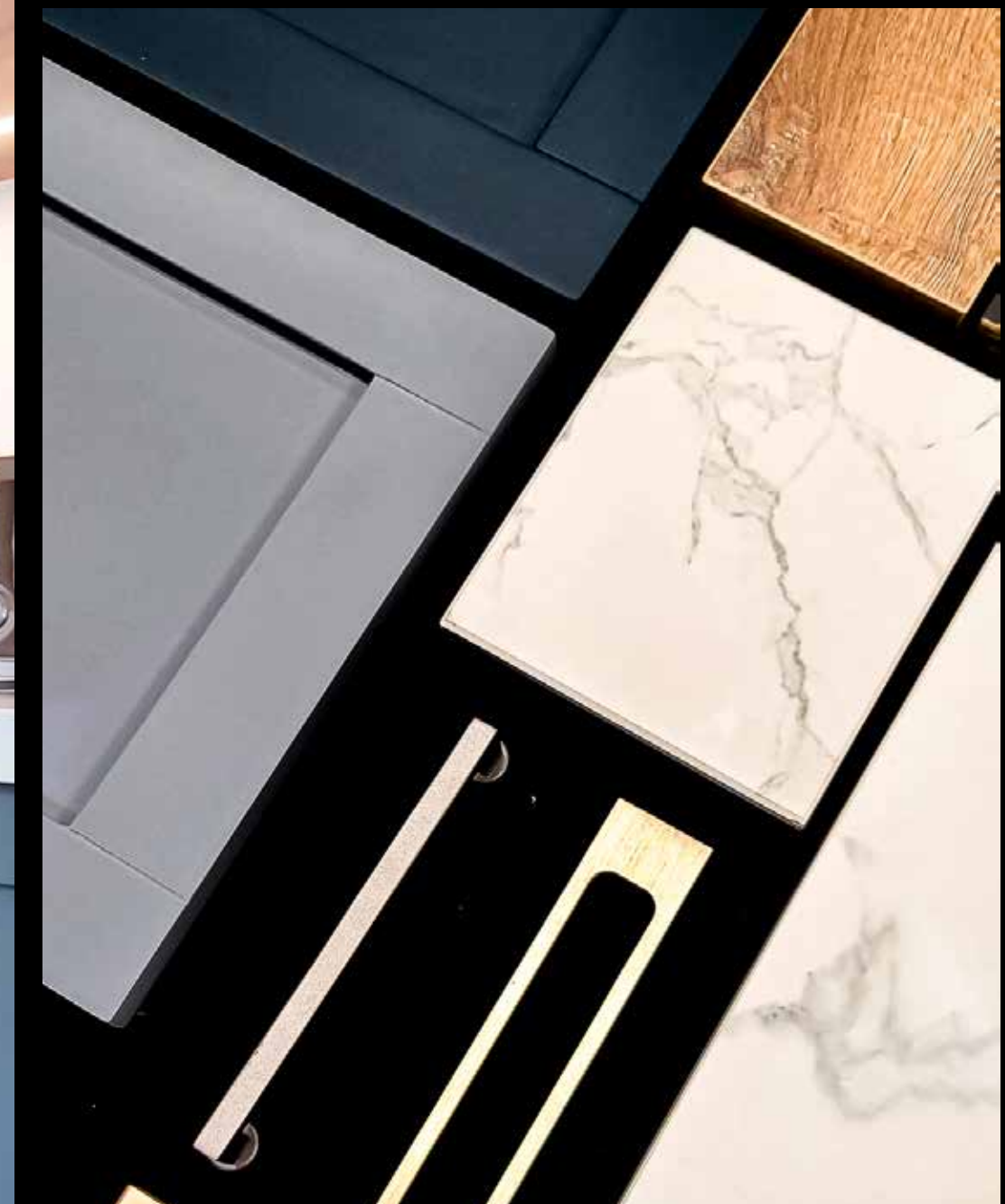


“Simplicity, carried to  
an EXTREME becomes  
**ELEGANCE.**”

-John Franklin



Kompalka  
2021



A new challenge. **We had to restore the kitchen completely, throw the old kitchen away and start from scratch.** The challenge? Using same water, electrical and gas instalations. Another challenge? Doing it in under a 2 week period. It was a great oportunity to challenge us, to make sure that we were capable to work as a team and so we did.



2019

# Capuchinas

**The construction was ready** for the cabinets and carpentry. Walls prepared to receive the wood finishing, cabinets, and doors crafted in the workshop. **Everything was running smoothly. Suddenly... COVID.** Clients were excited to move, and **the construction had to close.** We learn about patience and making the best of every problem. As the industry started running again, we were ready with our tools and the energy **to keep everything moving.**







Capuchinas  
**Walk-In Closet**

Walk-in closet made out of solid oak and veneer. This particular walk-in closet had its challenges since the walls were designed at an angle and not 90 degrees. The result satisfied all the necessities the client asked for and a little bit more.

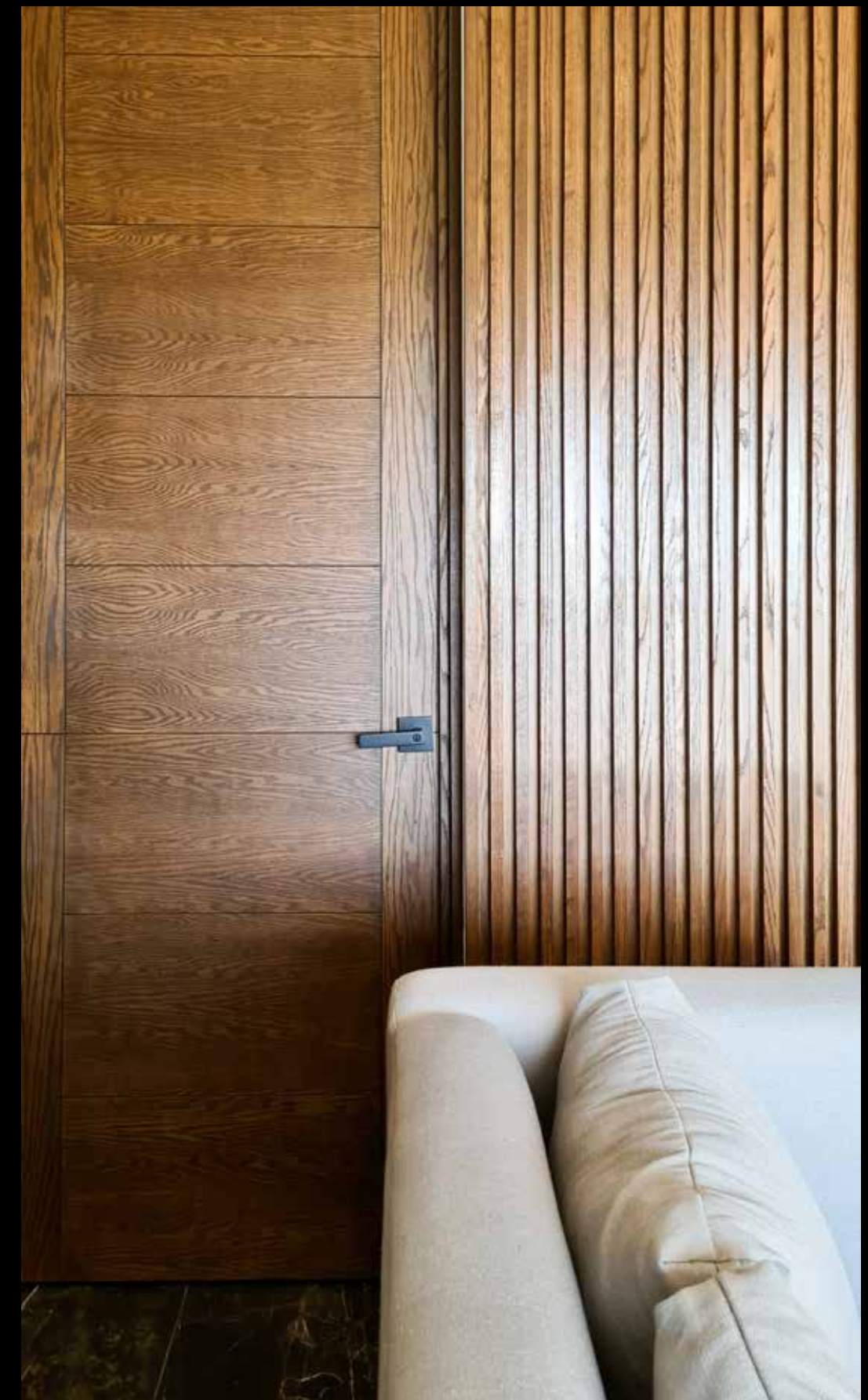
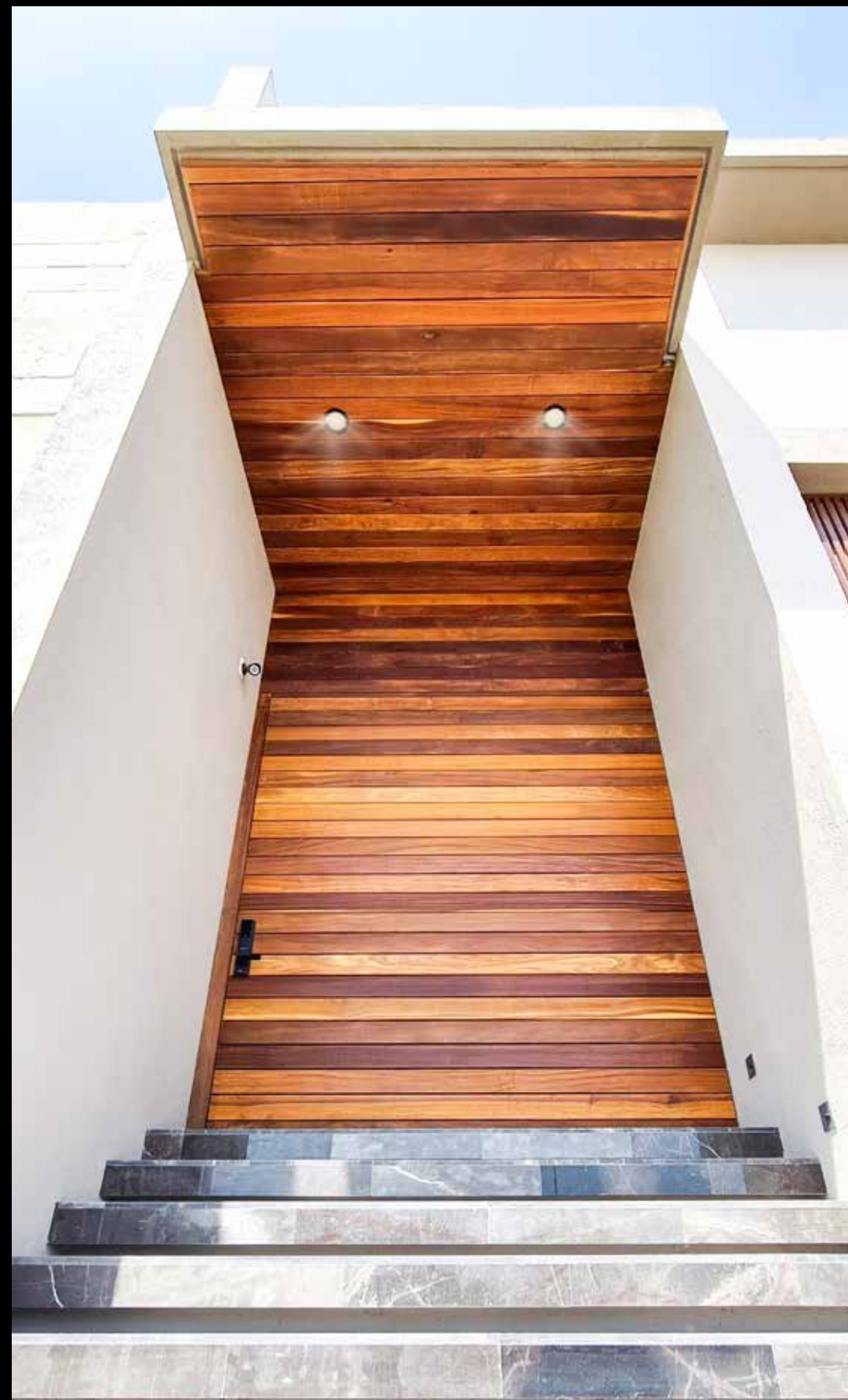




## Closets

We developed closets for the children, the pantry, and the laundry that were explicitly **intended for the family necessities**. The objective was that every space worked during all the stages of their children's growth.

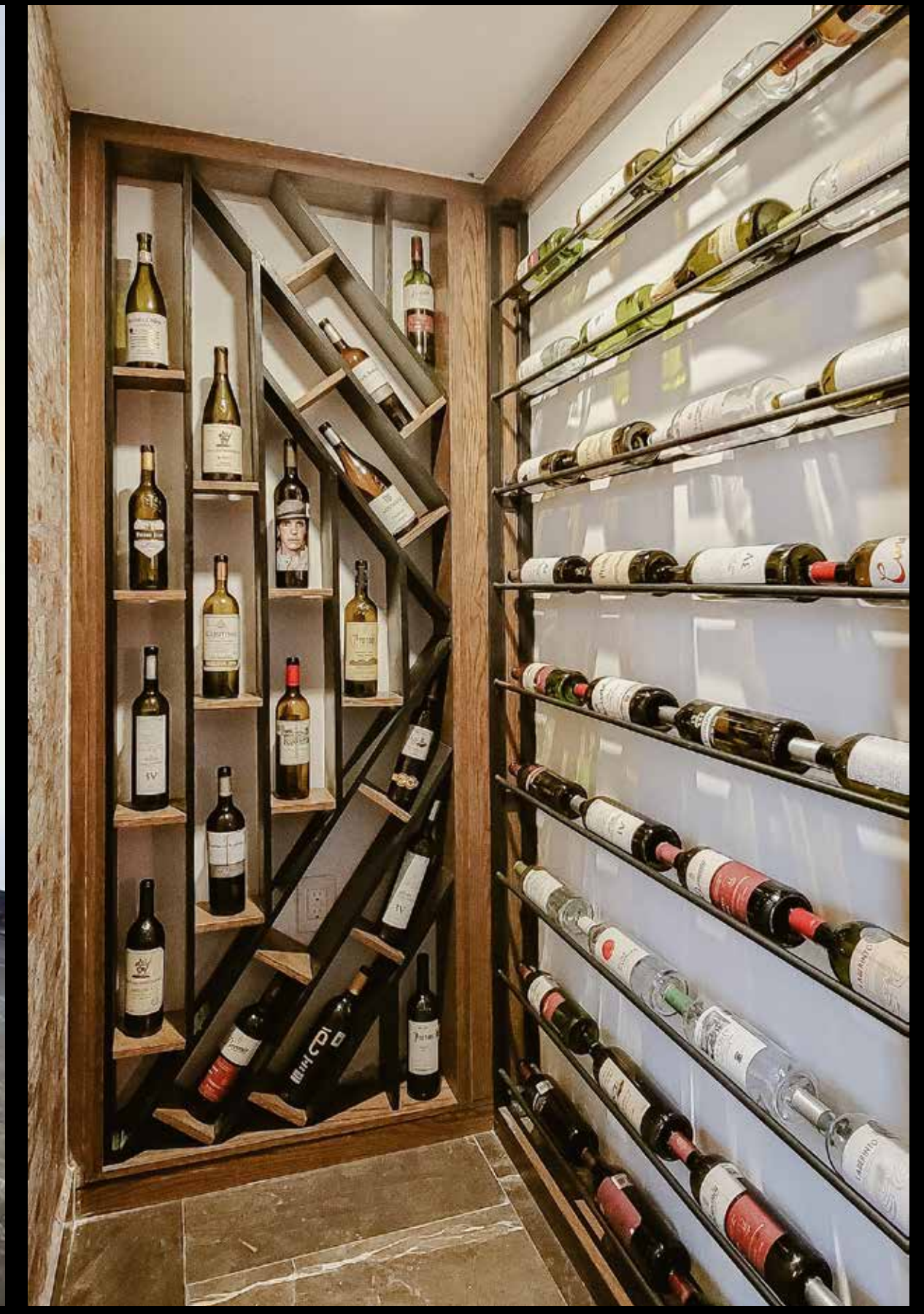
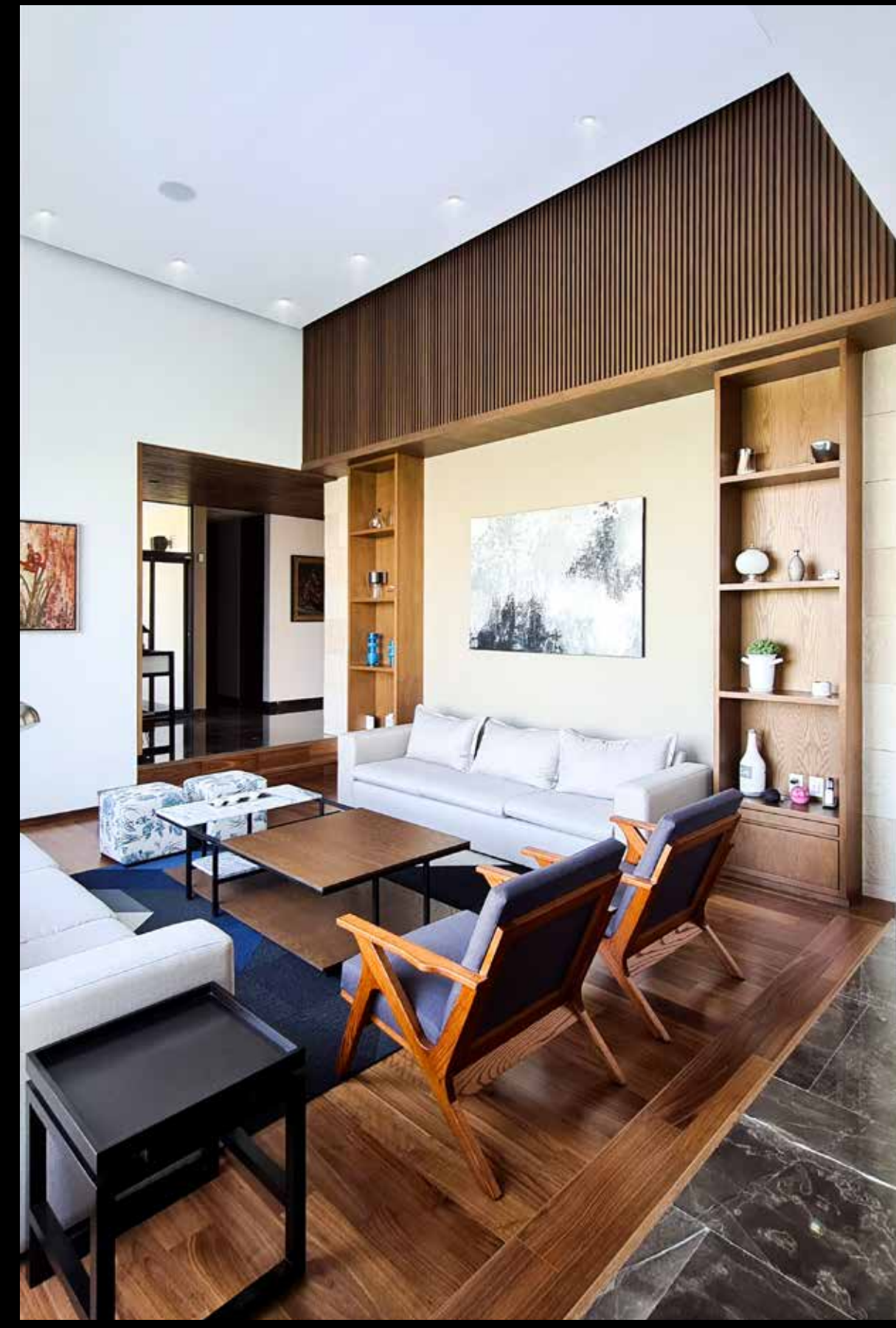




Capuchinas  
Miscellaneous

“Home is not a place..it’s a feeling.”





We had the opportunity to work in every room; **Bathrooms, dining, living room, tv room, office, and even the bar.**

Capuchinas  
**Furniture**





Capuchinas  
**Cinema**

The cherry on top of the cake!  
**A private cinema.**





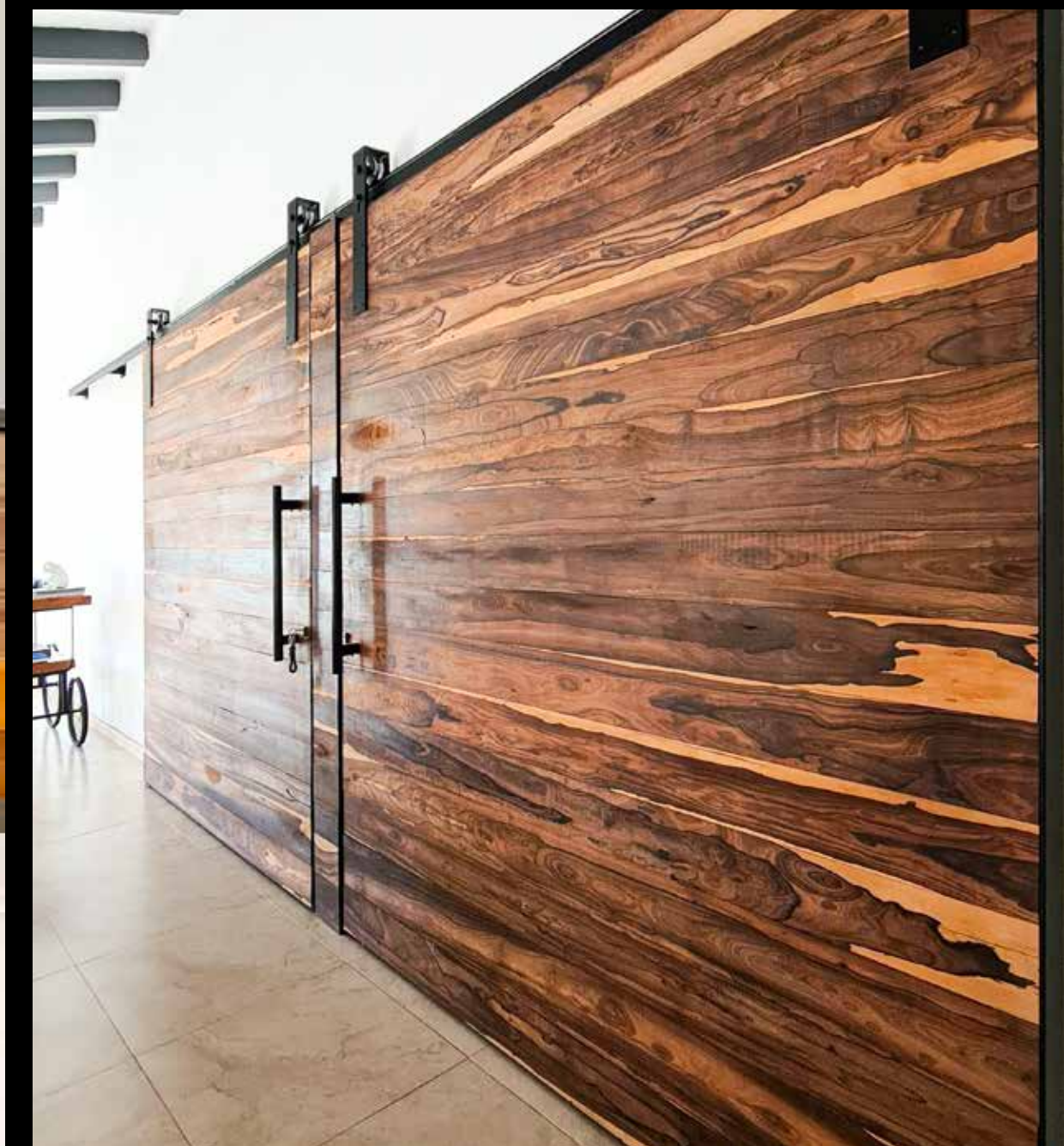
Balvan  
2018

Moving on but talking about particular spaces, How about this **private library and trophy room**? Made from MDF, pine wood, and a complete electrical installation for every spotlight.

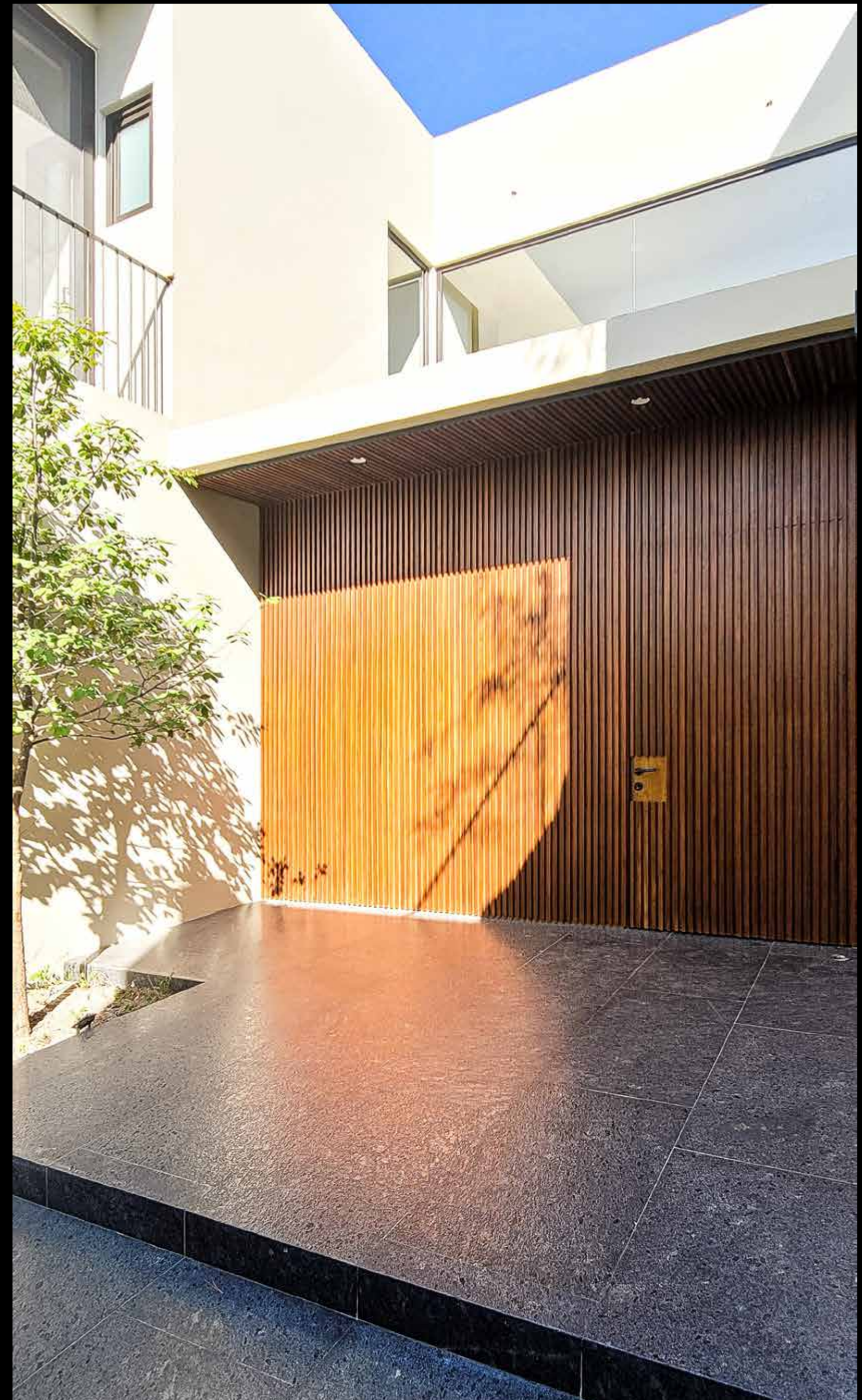
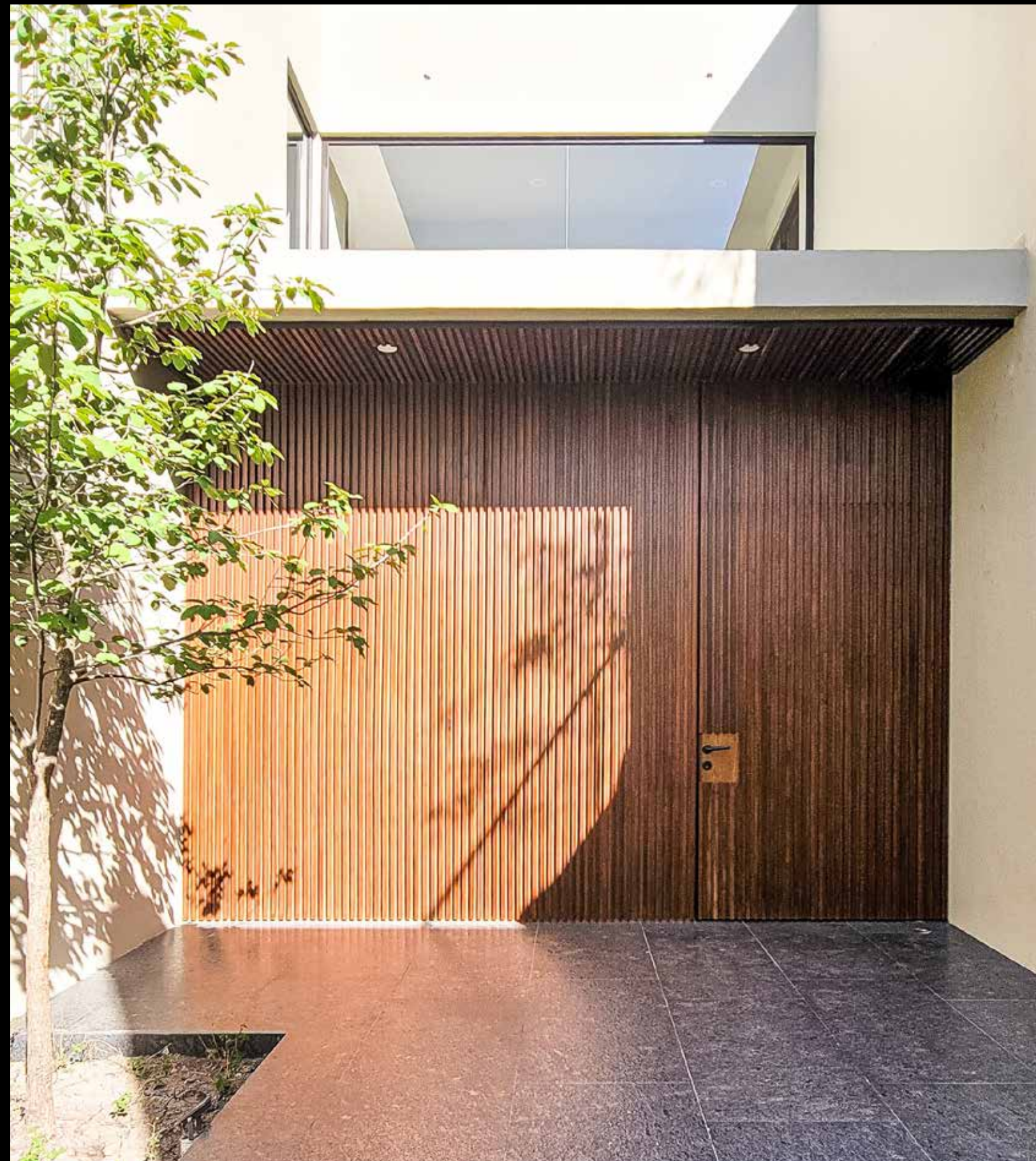


2017  
SM Plaza

This space is conceived inside the **San Miguel bullfight plaza** as a premium Air BnB. We experimented with new tropical wood types imported from Belize and Guatemala (Cocobolo and Chechen). The main objective was to create a contemporary design with a touch of rustic details going along with the city.







2021

## Sto. Domingo

Extraordinary access door made out of **solid Walnut wood**. We Worked from the metal structure and door functionality to the finishing and lighting.





From **render to reality**...

Sometimes things go differently than planned. Above I show the first render we delivered and the result. Design is a process in which the client must be involved. We must always remember the importance of client needs.





“A room should feel  
**collected**,  
not decorated.”

-Albert Hadley





S.W.  
2018

Textures and contrast are what this kitchen was all about. Searching for **a space full of personality**, we got to this result in which clients were amazed by the work of the wood highlights, and I can't blame them. They seem fantastic to me, also.



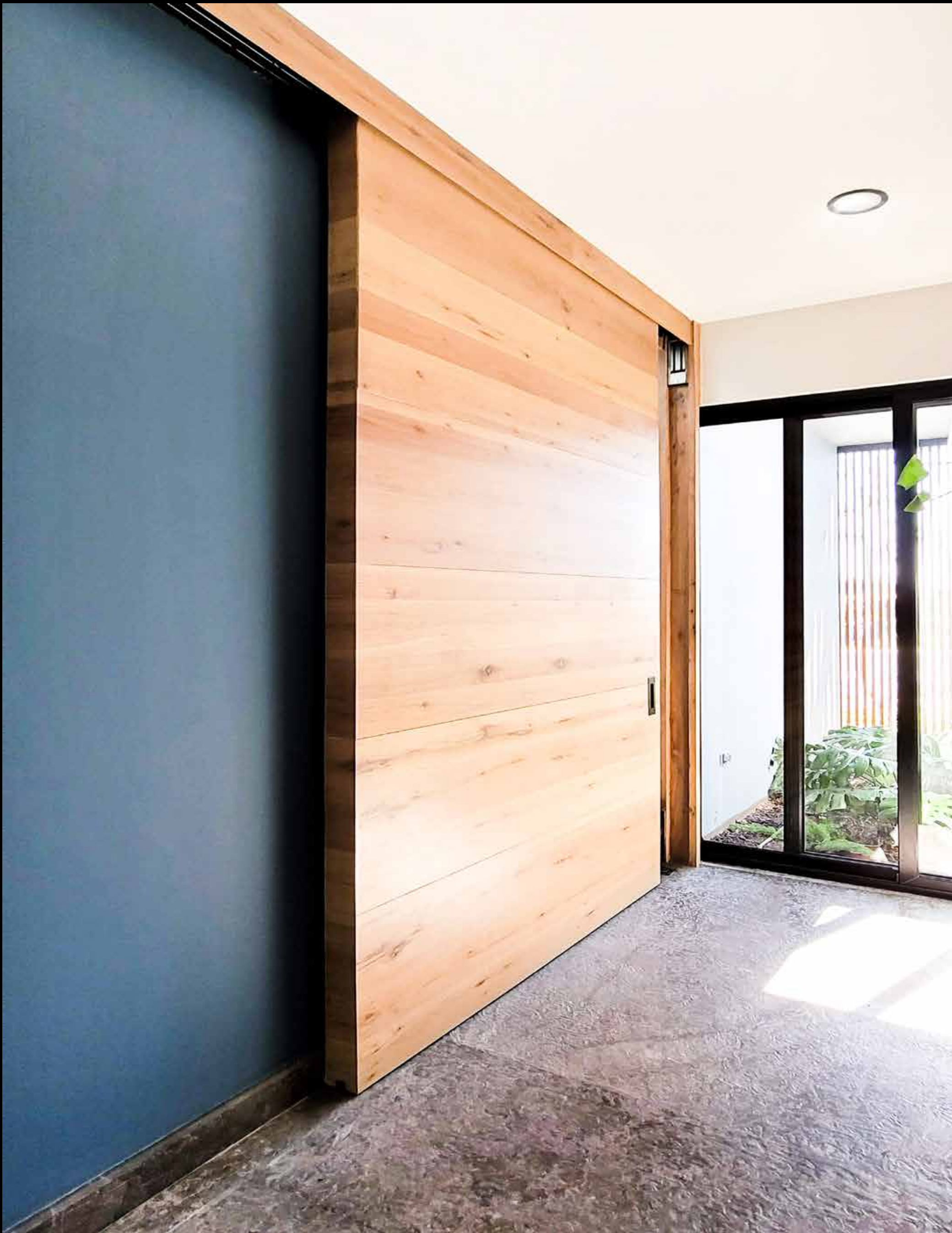


2019

## La Espiga

There is something **enigmatic and charming** about an ultra-matt black kitchen and furniture





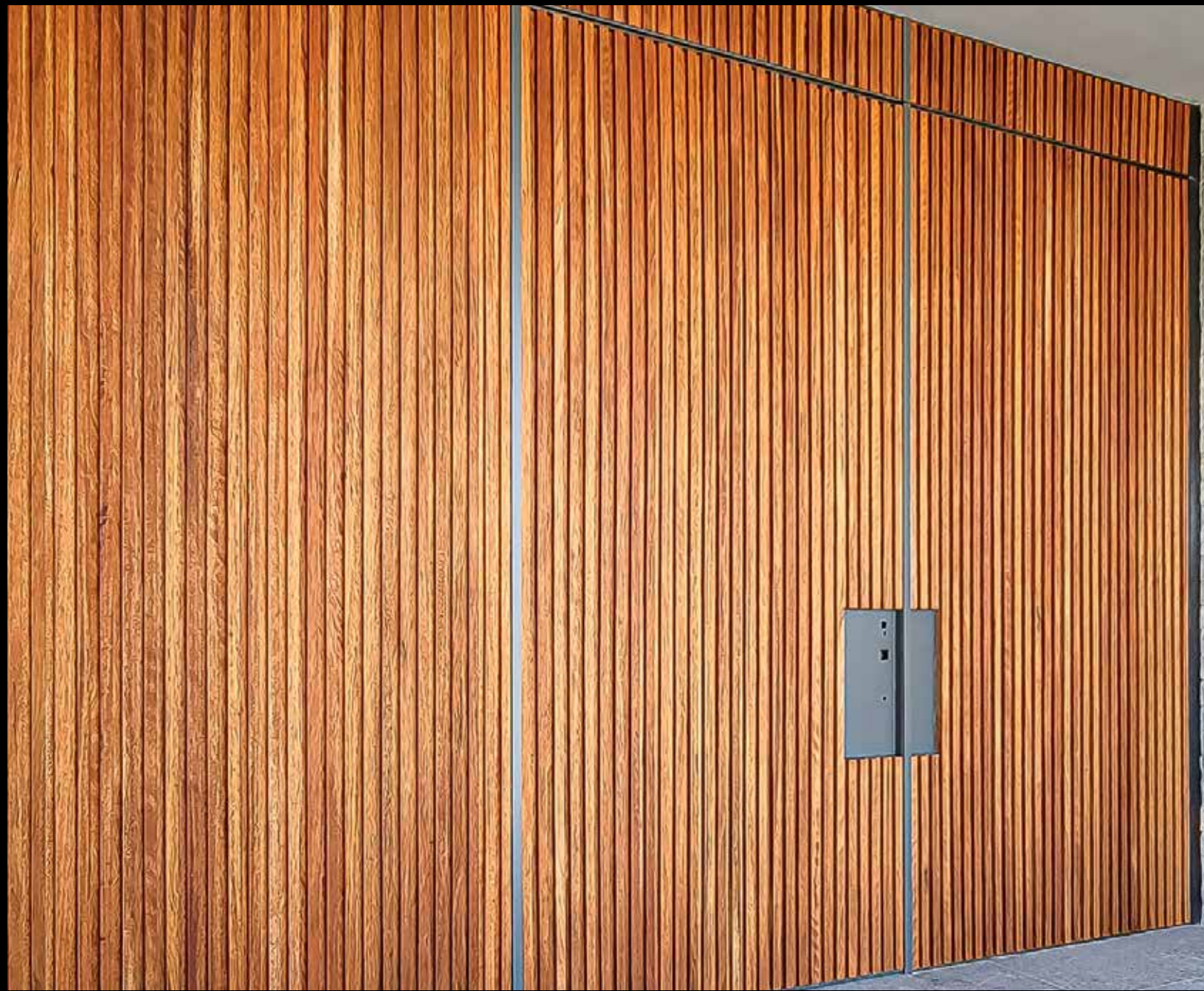
2022

## Trinidad

It may not seem like it, and that's the main idea, but this **security door** was constructed with a soul of solid metal structure. It weighs around **one and a half tons**, which is impressive, but the most remarkable part is the sliding system.

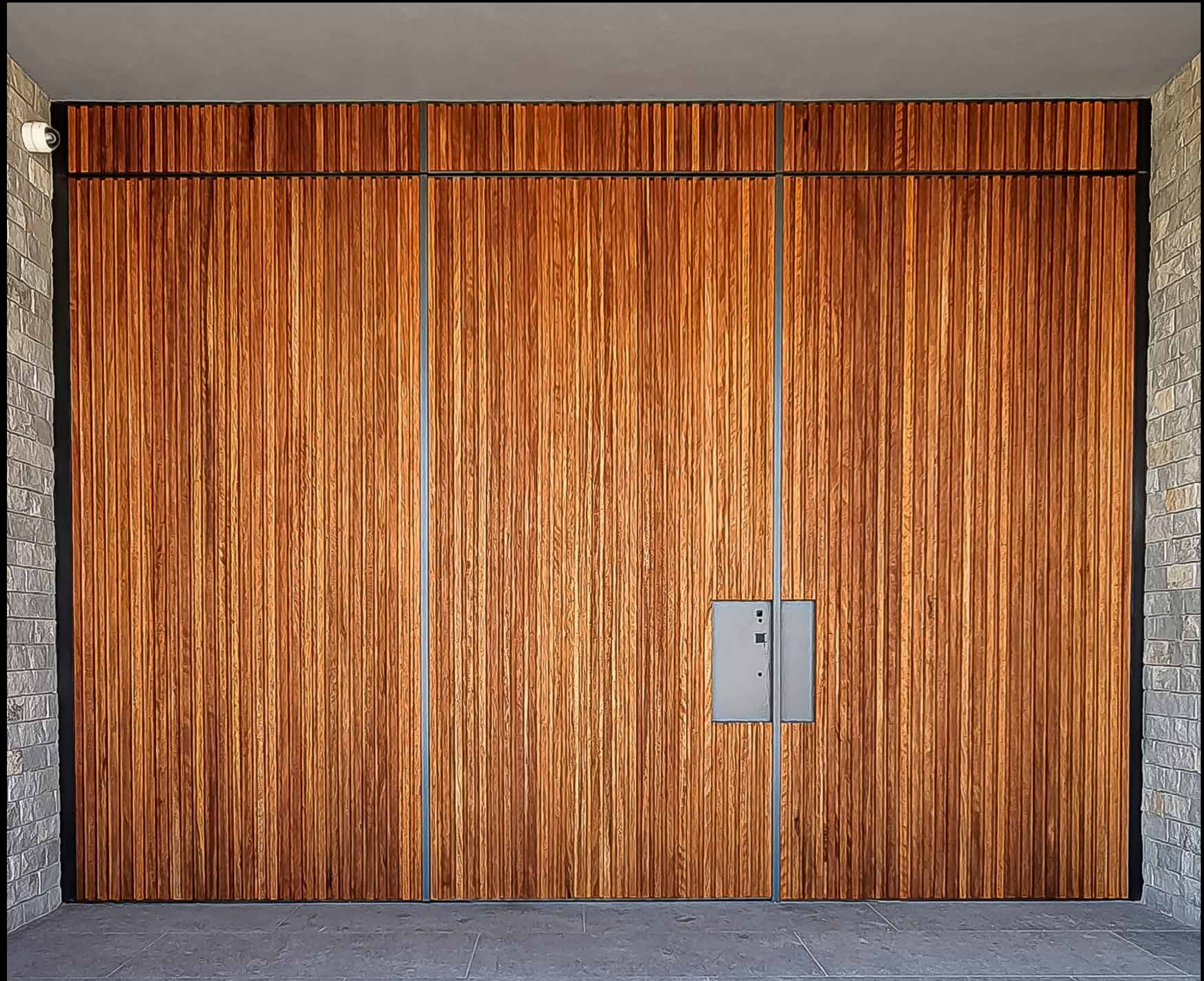




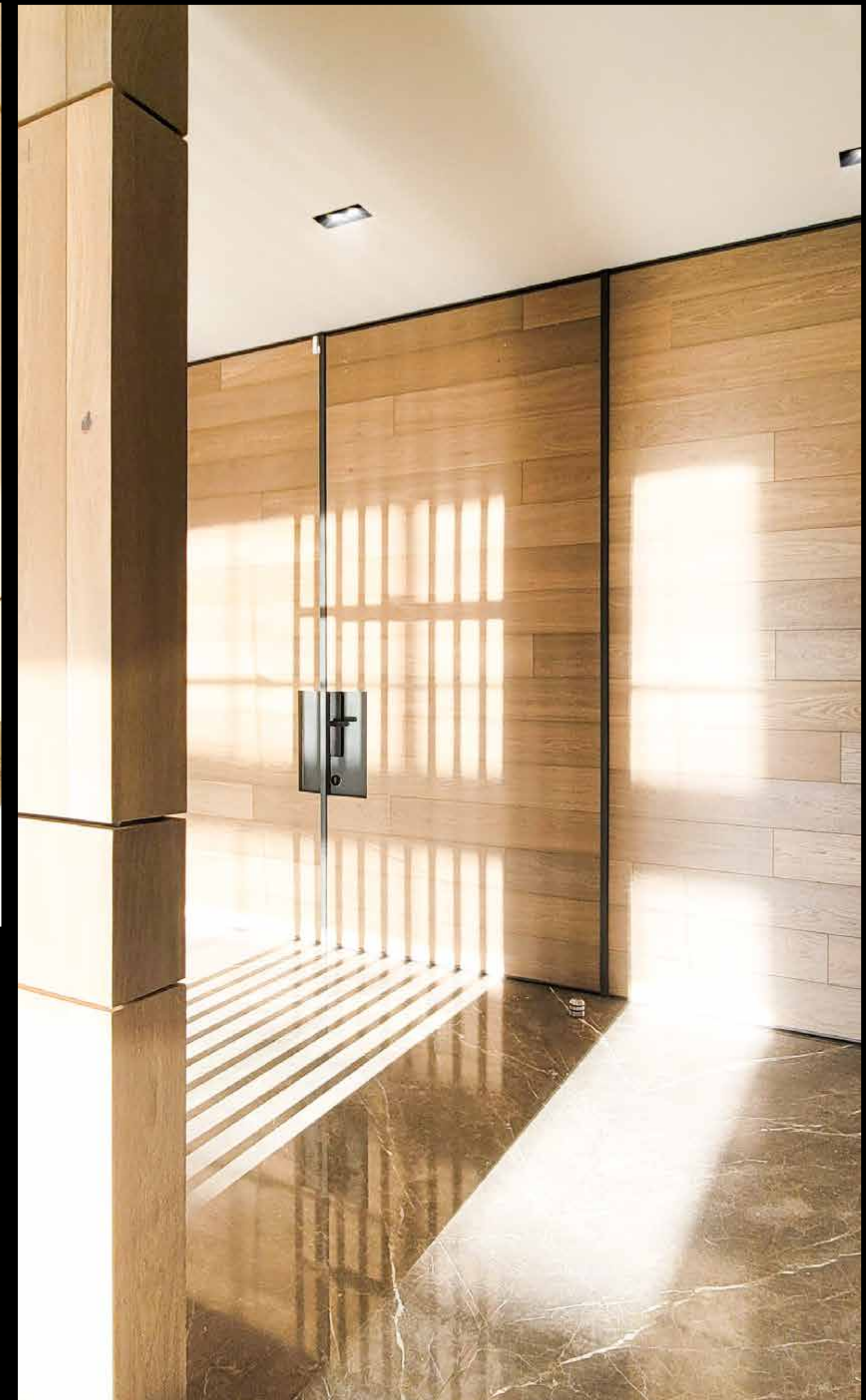
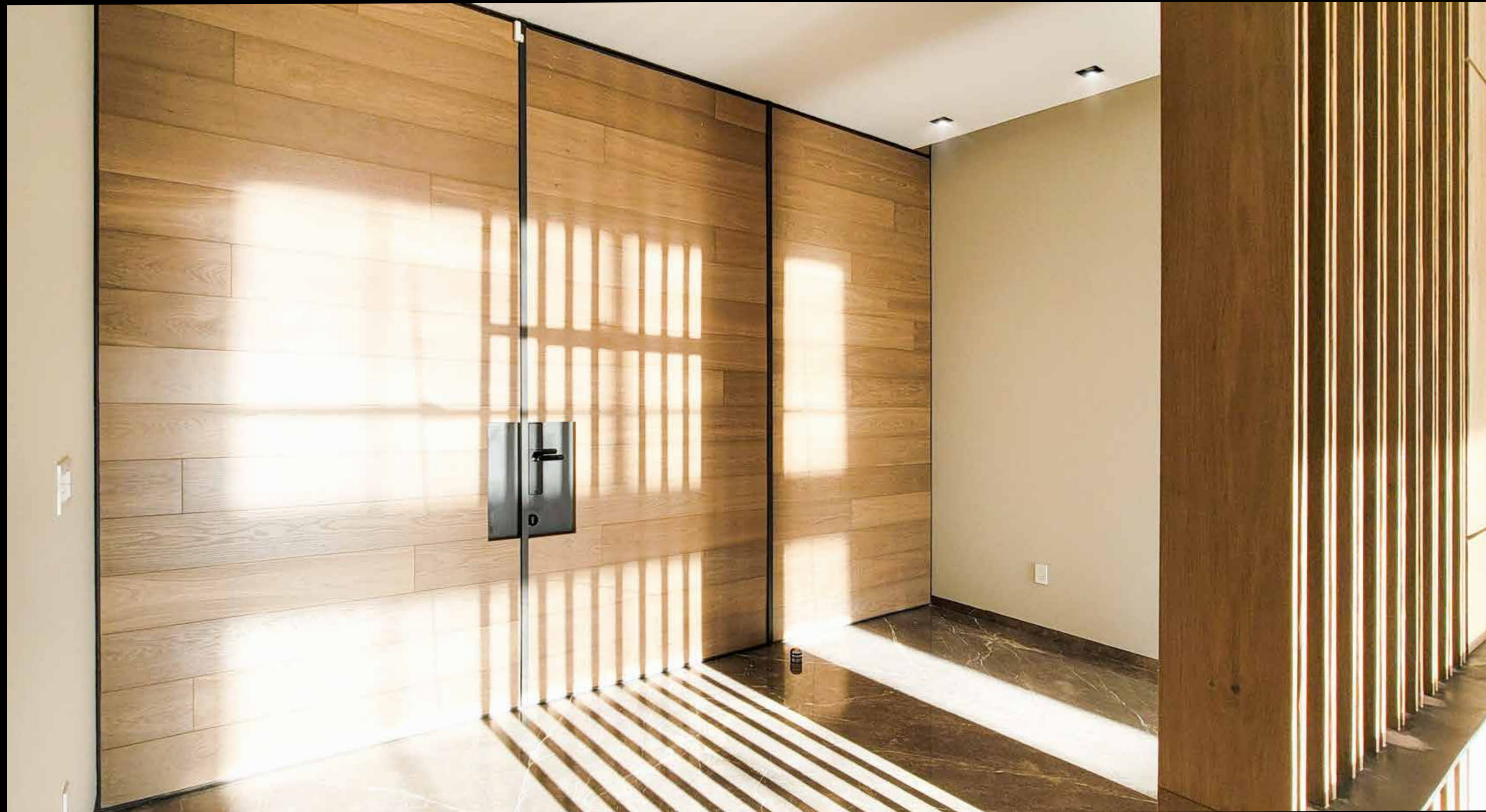


2022  
C33

Talking about doors, this one is one of our favorites. The size is 4.5 meters by three meters. Made out entirely of “tornillo solid wood,” this door can handle any climate, and of course, it has a soul made of metal. If this is the exterior looks, imagine the inside...







2022  
C33

Ok, I can make you don't have to  
imagine it any longer. Here you have it!  
Amazin, isn't it?

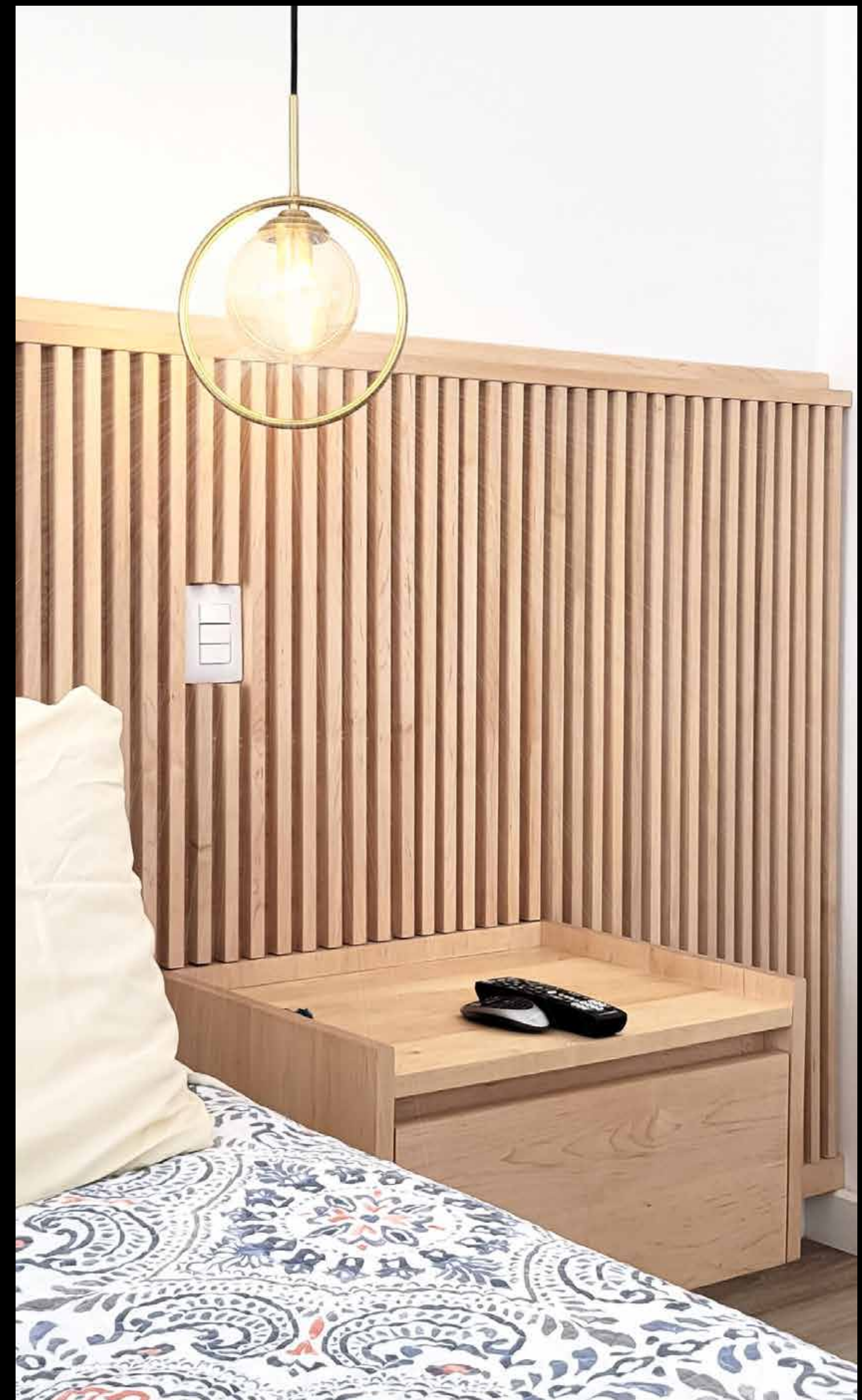




Thompson  
2021

Just remembering this project gives me a feeling of excitement. A couple of Canadians moved to San Miguel. It is widely known the fame Canadians have with woodworking. Well, they were woodworkers in their family. That, my friends, is something that puts a **high standard** immediately. We used exclusively **Canadian Maple wood** for this furniture and treated it with beeswax. Not only did we achieve the quality standard we were looking for, but **we also achieved the standard the family was expecting.**





A bedroom is a personal  
sanctuary.





2021  
**Concord**

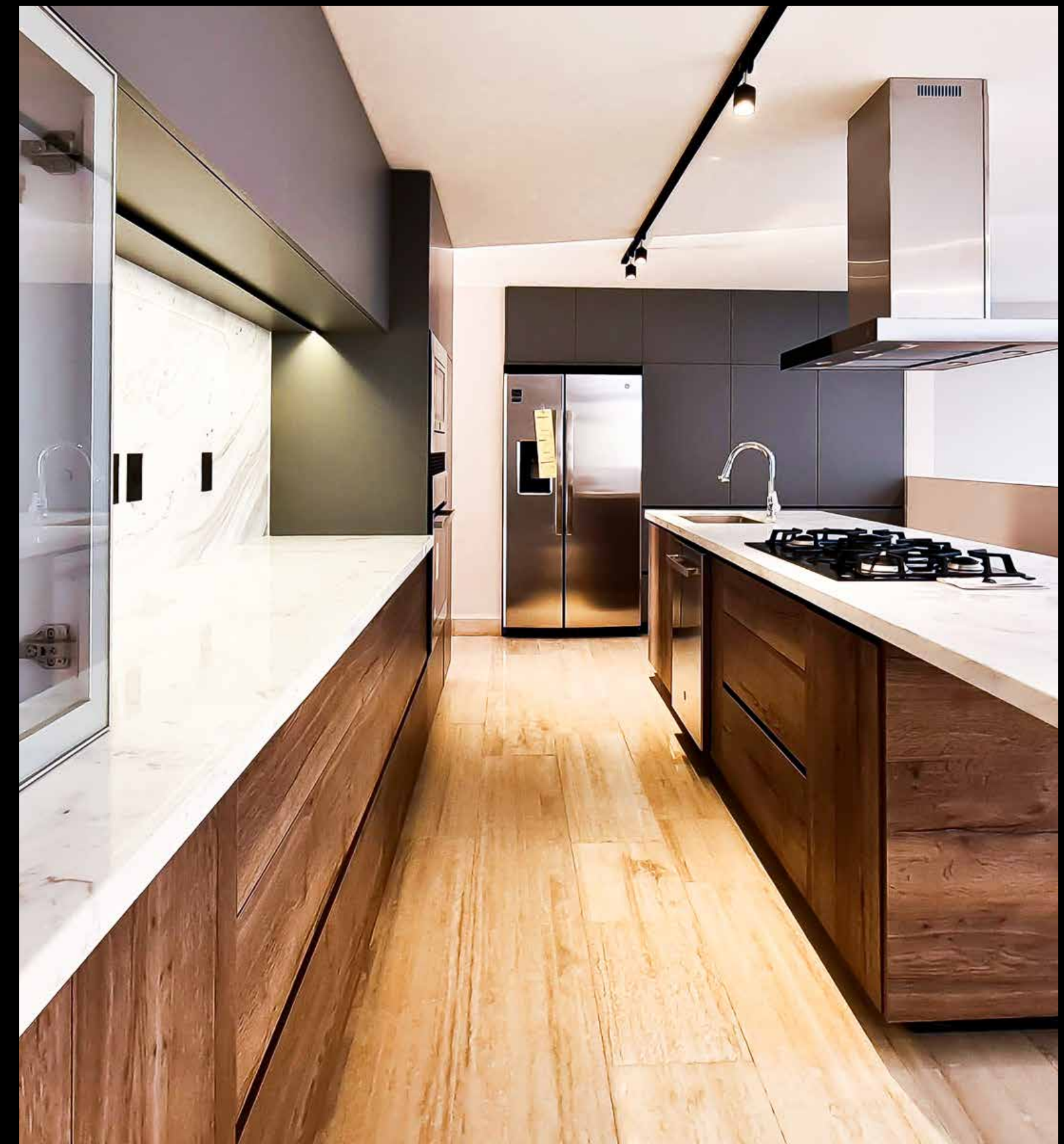
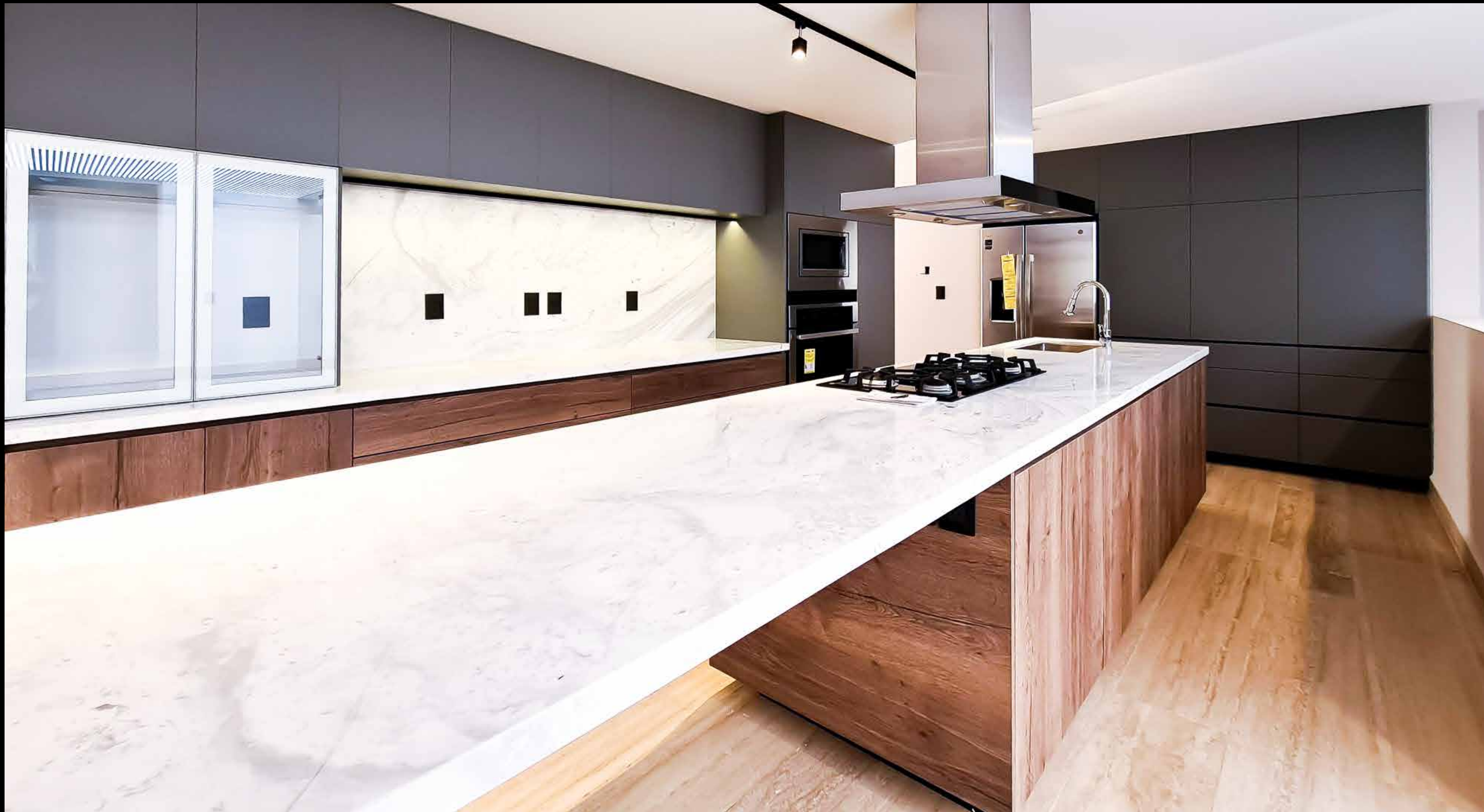
A personal favorite.

Before

After







2020  
CCQ

**“The kitchen is the most important place in any house. Visit your family, and that’s where you’ll end up. Got to a party, that’s where everyone congregates..”**

-Michelle Dockery





Closets  
CCQ

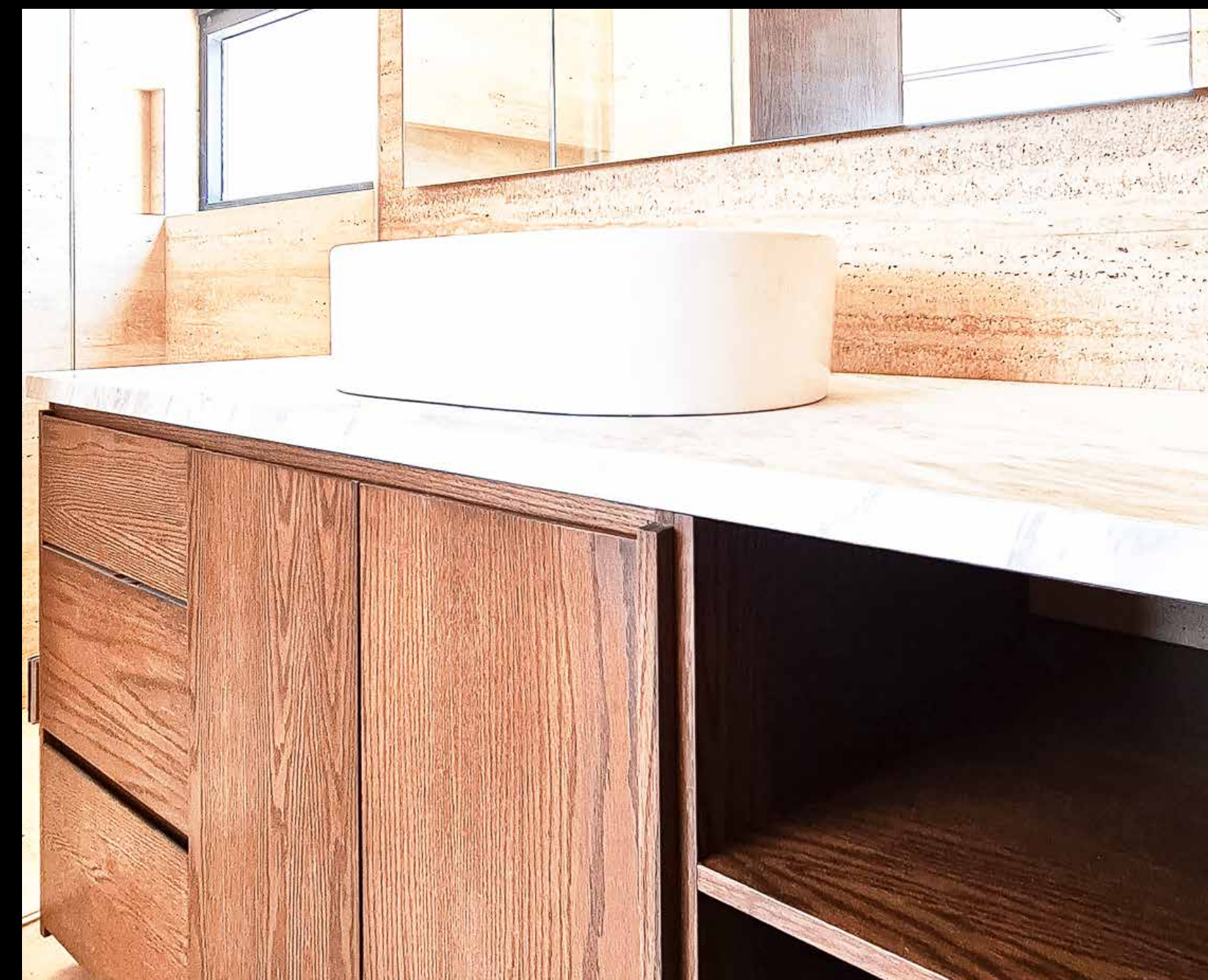
The challenge of creating a closet to serve any guest. These closets were designed for several guest rooms in the house. The client asked for something **simple but well done**, with quality materials and a sober design..



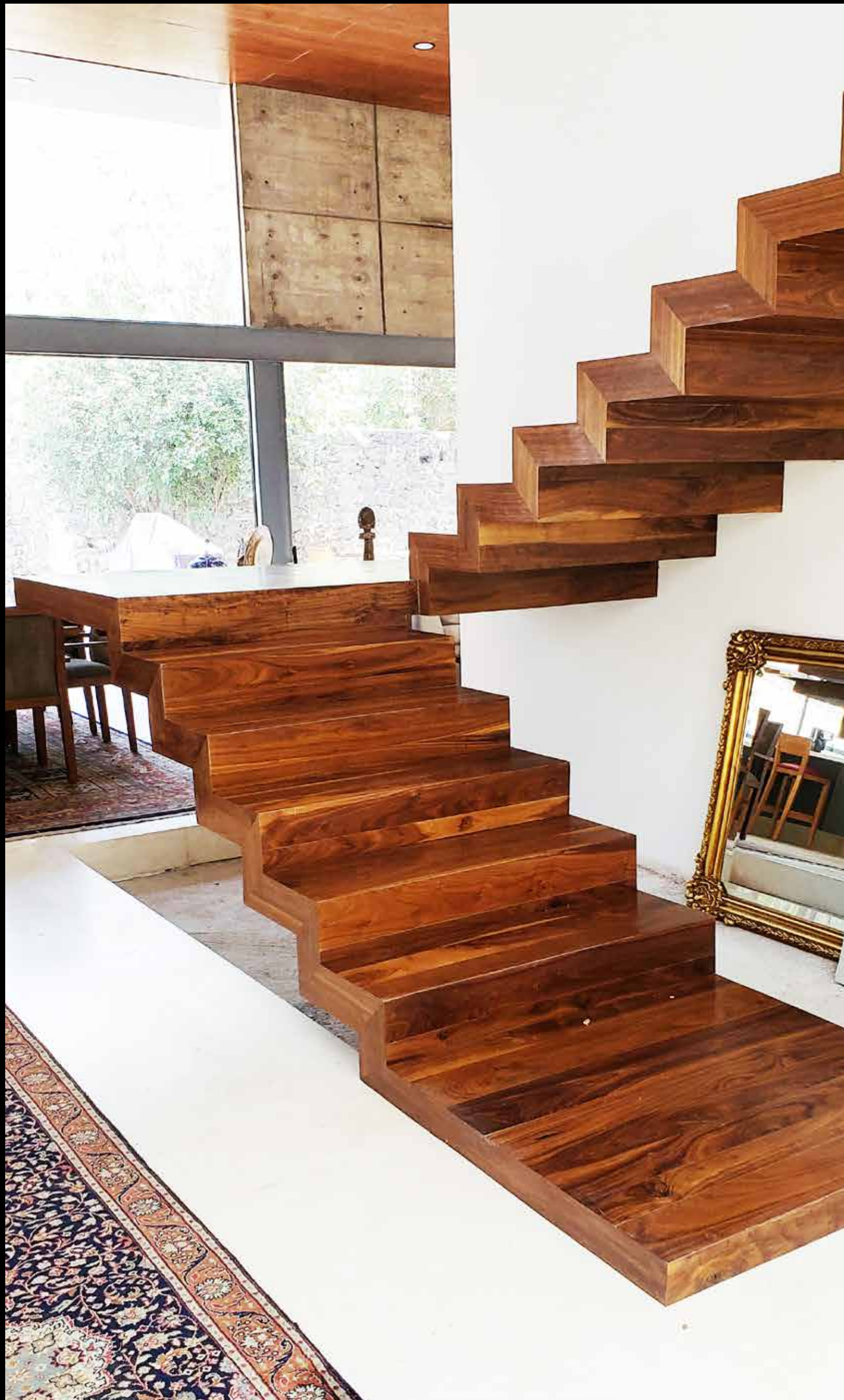


Vanities  
CCQ

The vanities of this project were created following the closet's design, simple and elegant, **connecting the room and the bathroom**. We used oak veneer and volakas marble.







2017  
Pino 6

A unique challenge. To create a floating staircase made from a metal structure covered entirely with solid walnut wood, we had to assemble every corner in a **perfect 45-degree** joint. It was a job full of detail, but the final result made every minute spent on this stair valuable.







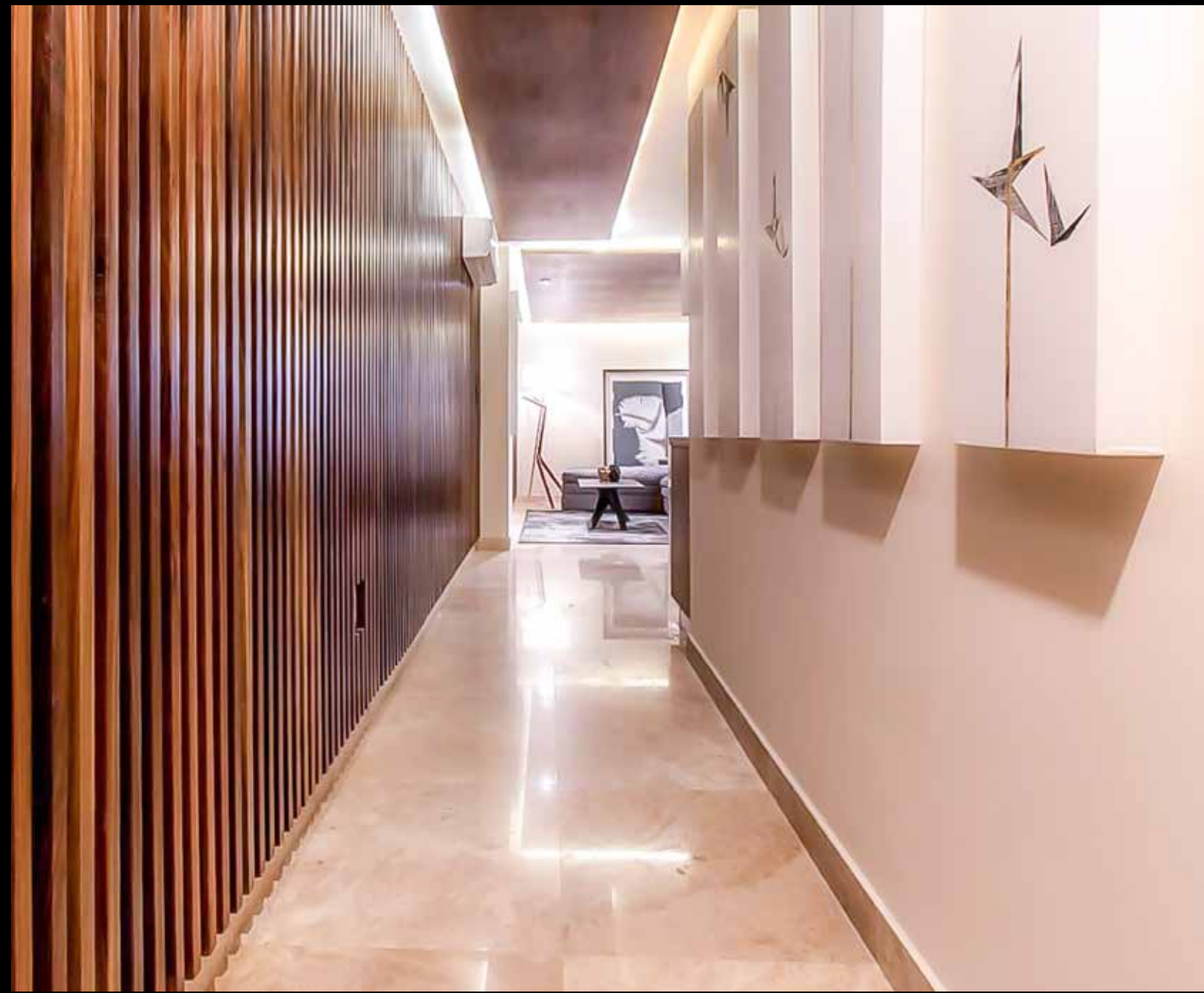
Deisgn

Produce

Deliver







2019  
Mazatlan

This project allowed us to remake a department with a **magnificent ocean view**. The client wanted to change how the construction turned out. We accepted the challenge to change the monotony around the department to a **luxurious style** following the environment where it was developed.





2017  
Lago 6

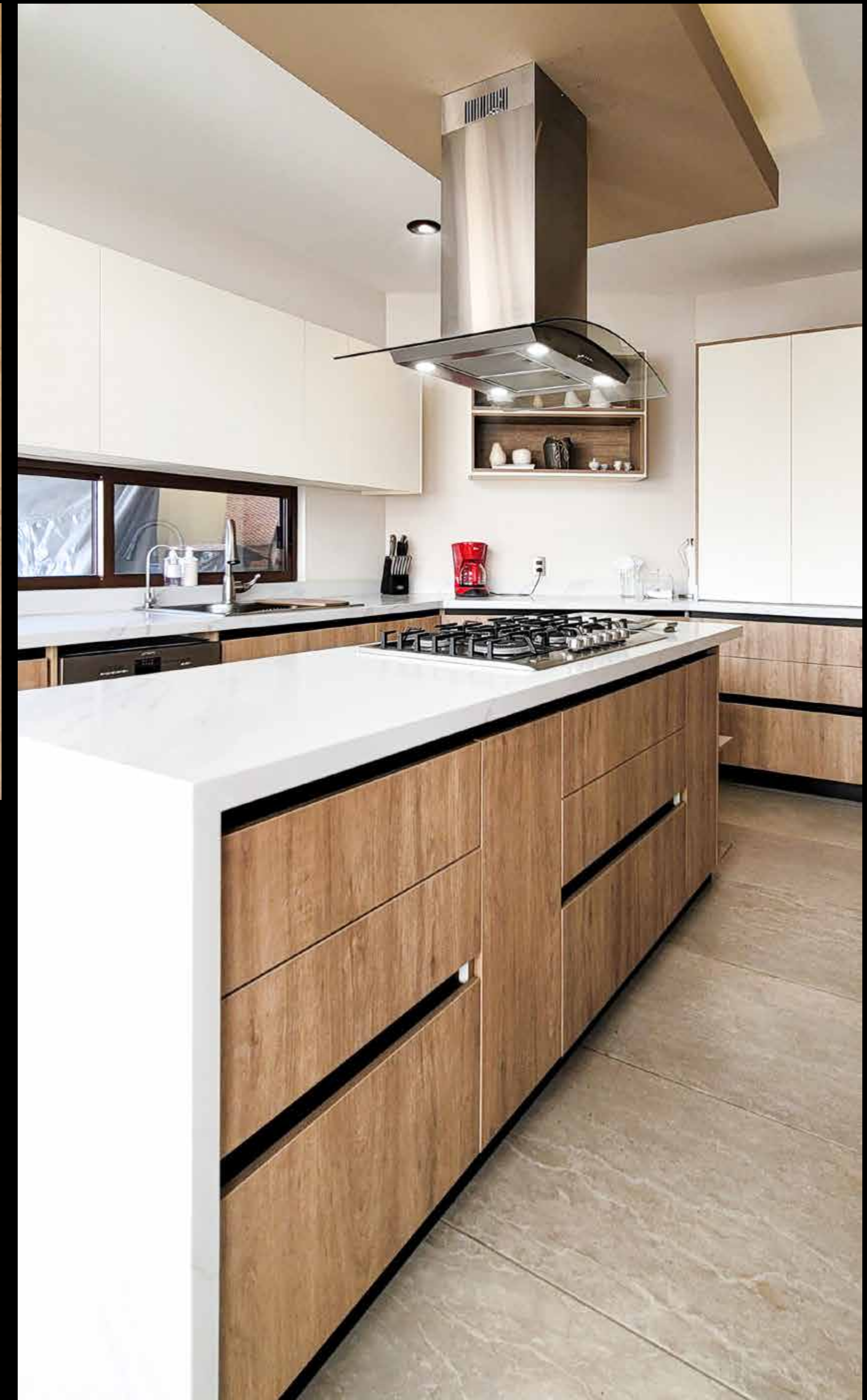
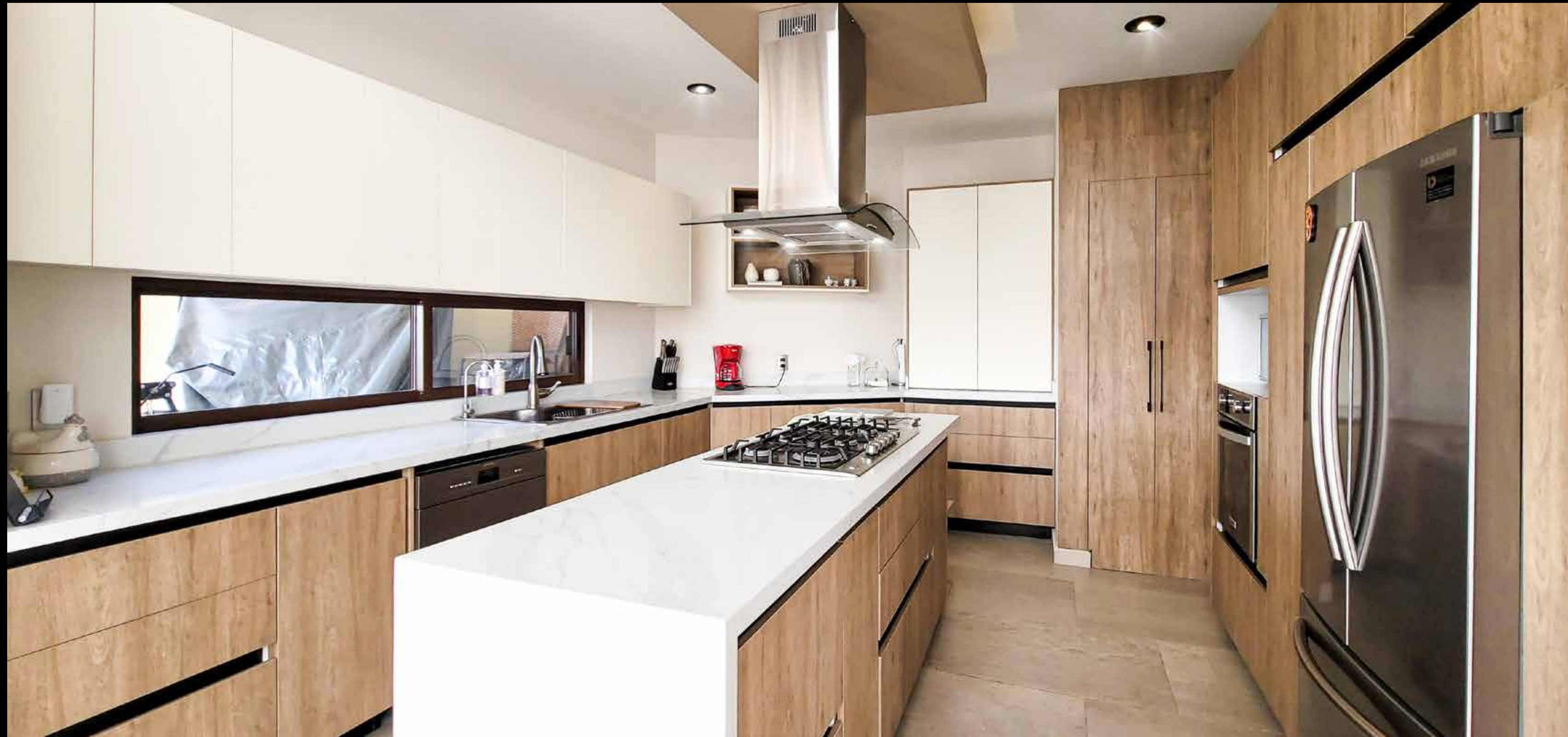
Lago 6 forms a big part of our history since it was one of our first kitchens. We had previous experience making all kinds of furniture at the moment, and sure we made some kitchens, but this one was full of specific design needs. **Creating this kitchen was a great experience, and we sure had a great time.**





Lago 6  
Closets





2021  
Rebe

It's always about the client. Every kitchen will have its way of being used, sometimes by the whole family cooking simultaneously; another might be for a single person living alone or for a professional chef.

We must design for the correct scenario. **Since the kitchen is vital in every home, it must be perfect for every lifestyle.**





2018  
MyR

I can't deny the feeling of nostalgia writing every project. This project was the first of many we made with a fantastic architect, which became a great client and a wonderful friend and coworker.





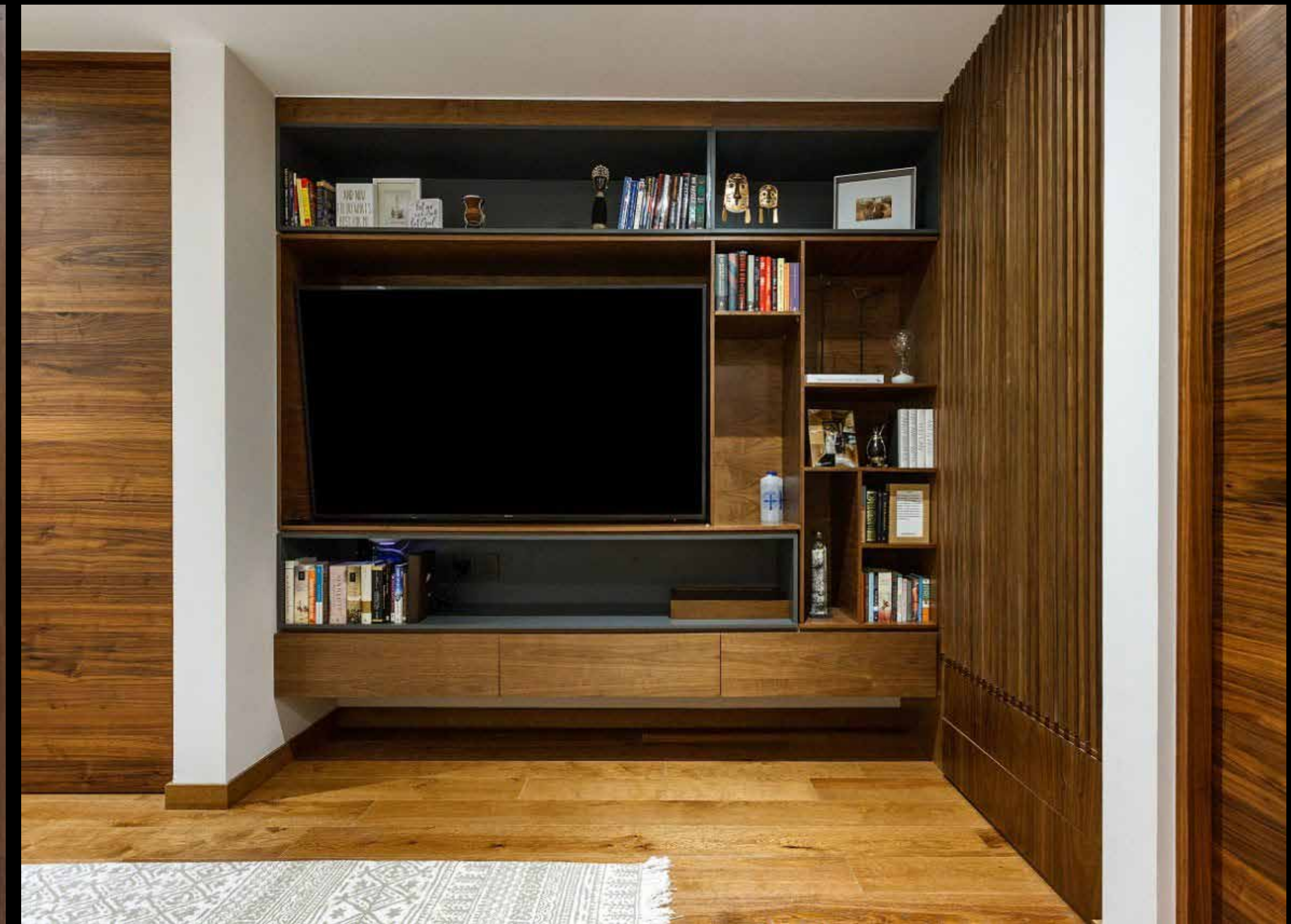
2018  
MyR

Every room had its charm. This one was particular since we designed a basement where the clients could receive guests and could **turn into a cinema** whenever they felt like it.



“Creativity is allowing yourself to make mistakes.  
**Design is knowing which ones to keep.**”

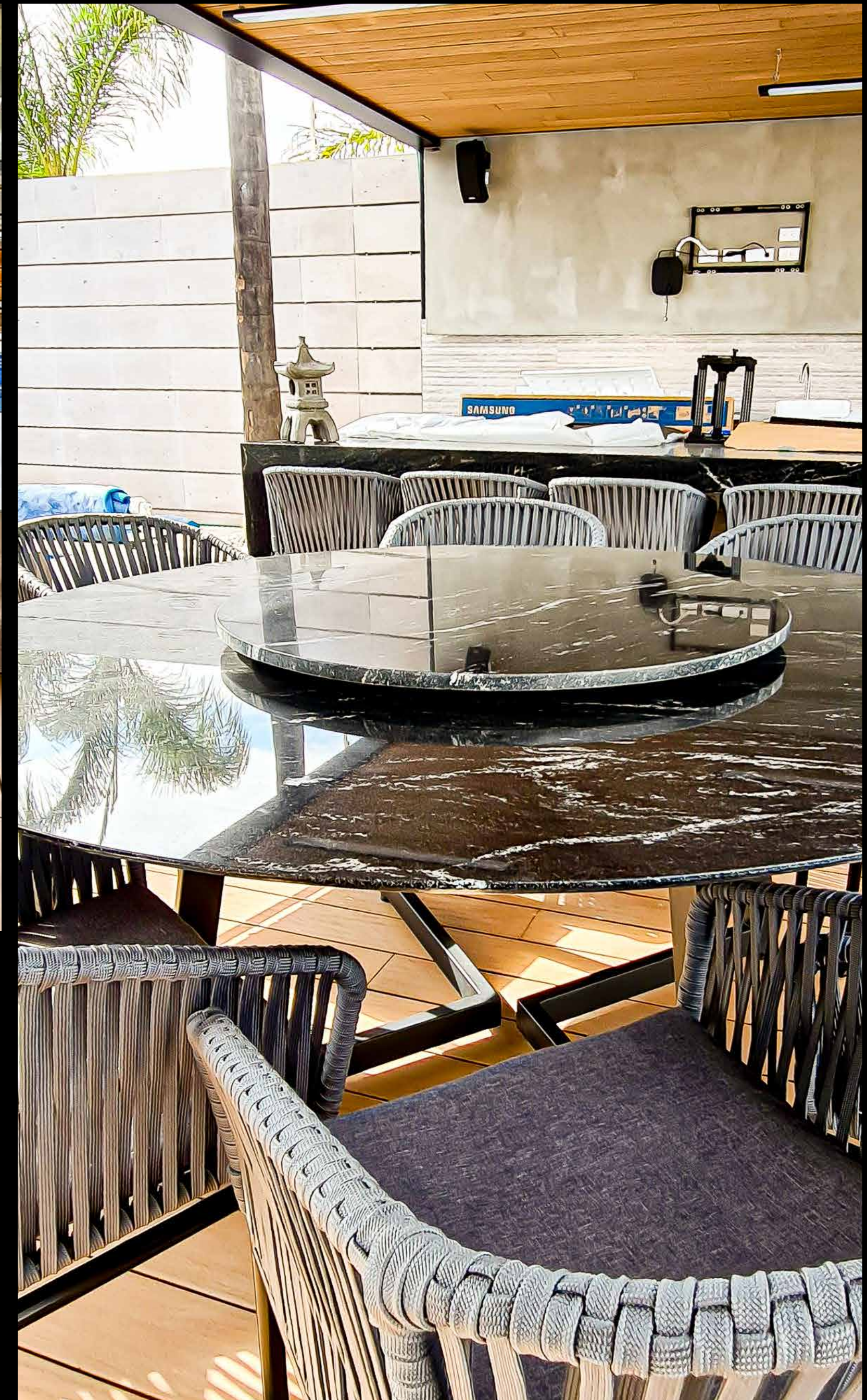
-Scott Adams











2020  
Hausa

“Luxury is in each  
**DETAIL.**”

-HUBERT DE GIVENCHY





Corporate





Corporate





2018  
Gordon

A magical kitchen. The owners had to move to San Miguel from Canada, and the request was to **recreate the kitchen they had back home** in the new space. Of course, it was a big challenge, but in the end, we even found a way to import the same wood they had, and we couldn't be happier with the result.



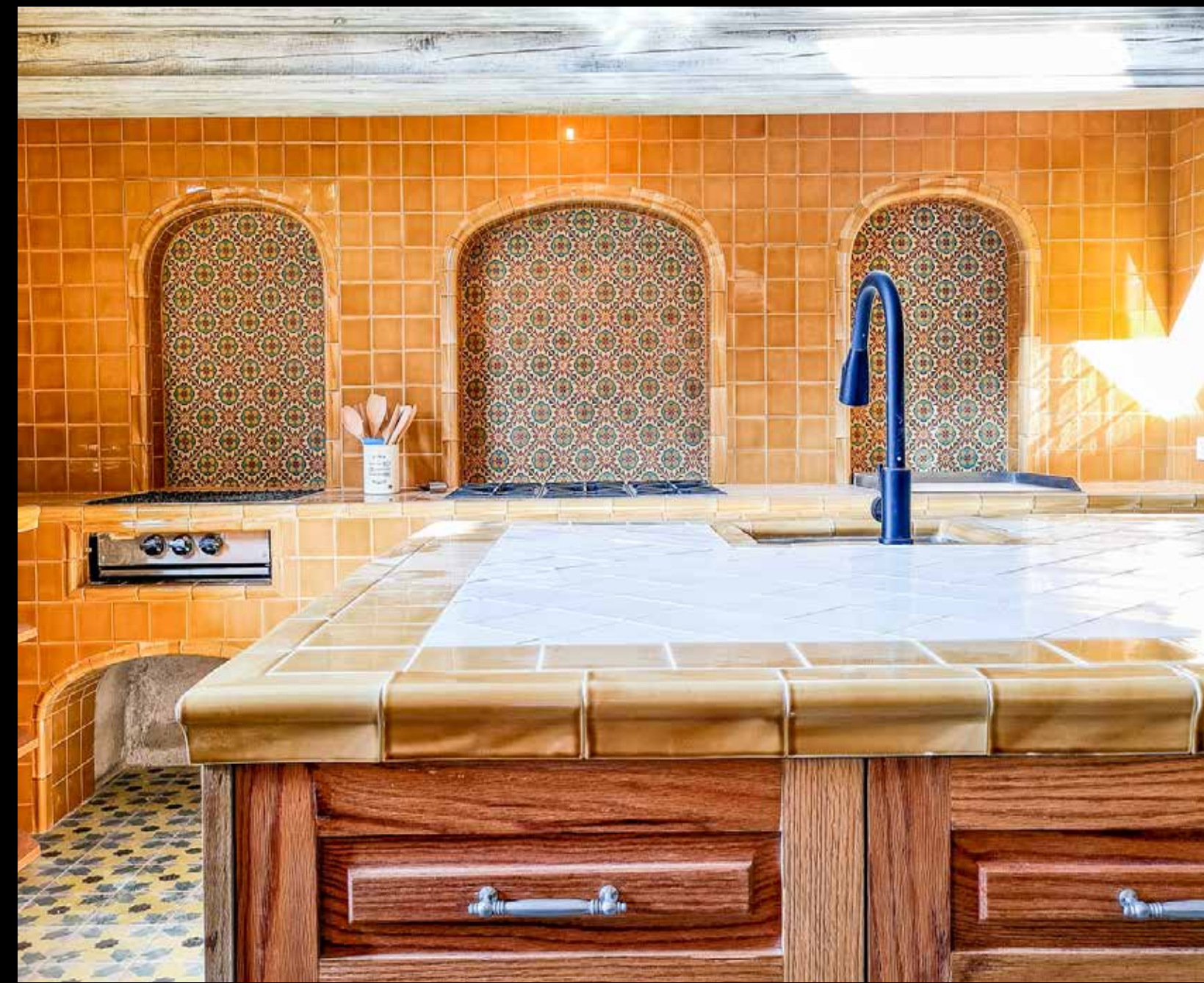
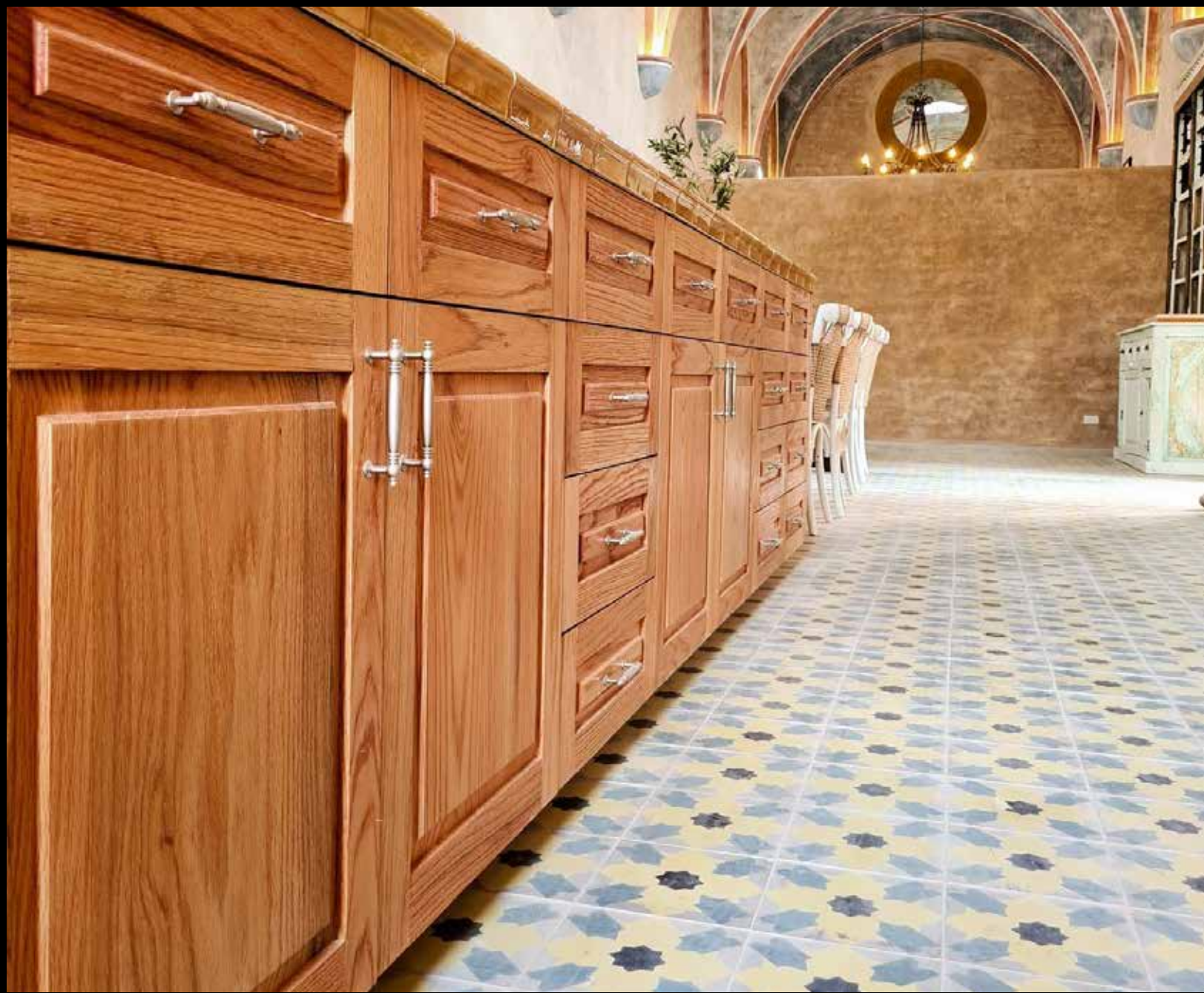


2021  
Salitrillo

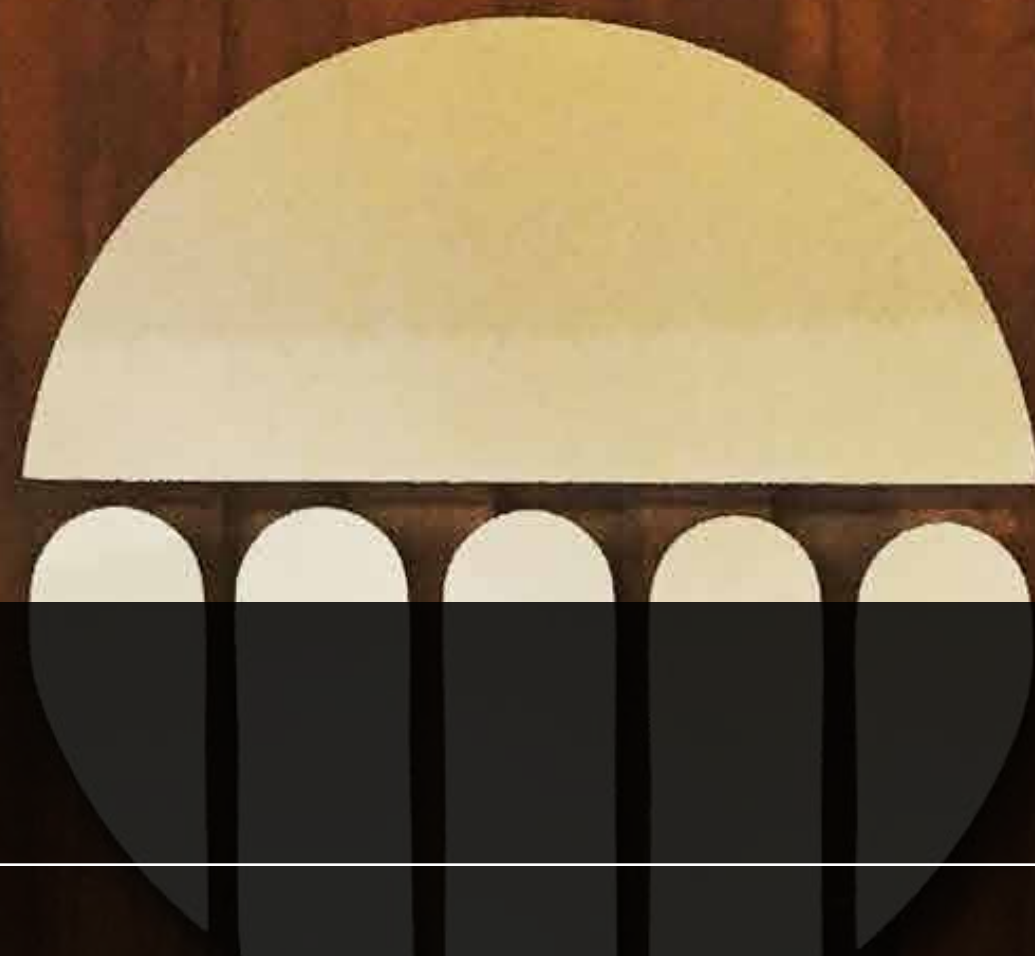
With this project, we get to the end of the residential section, and it is time to move on. **This one is the right way to close this section.**

Salitrillo was a kitchen made on a ranch in the middle of nowhere. Getting to the site was a challenge in itself. The organization had to make as few visits as we could. It took some time to make the correct preparations. **In the end, the clients were delighted, and we made new friends.**







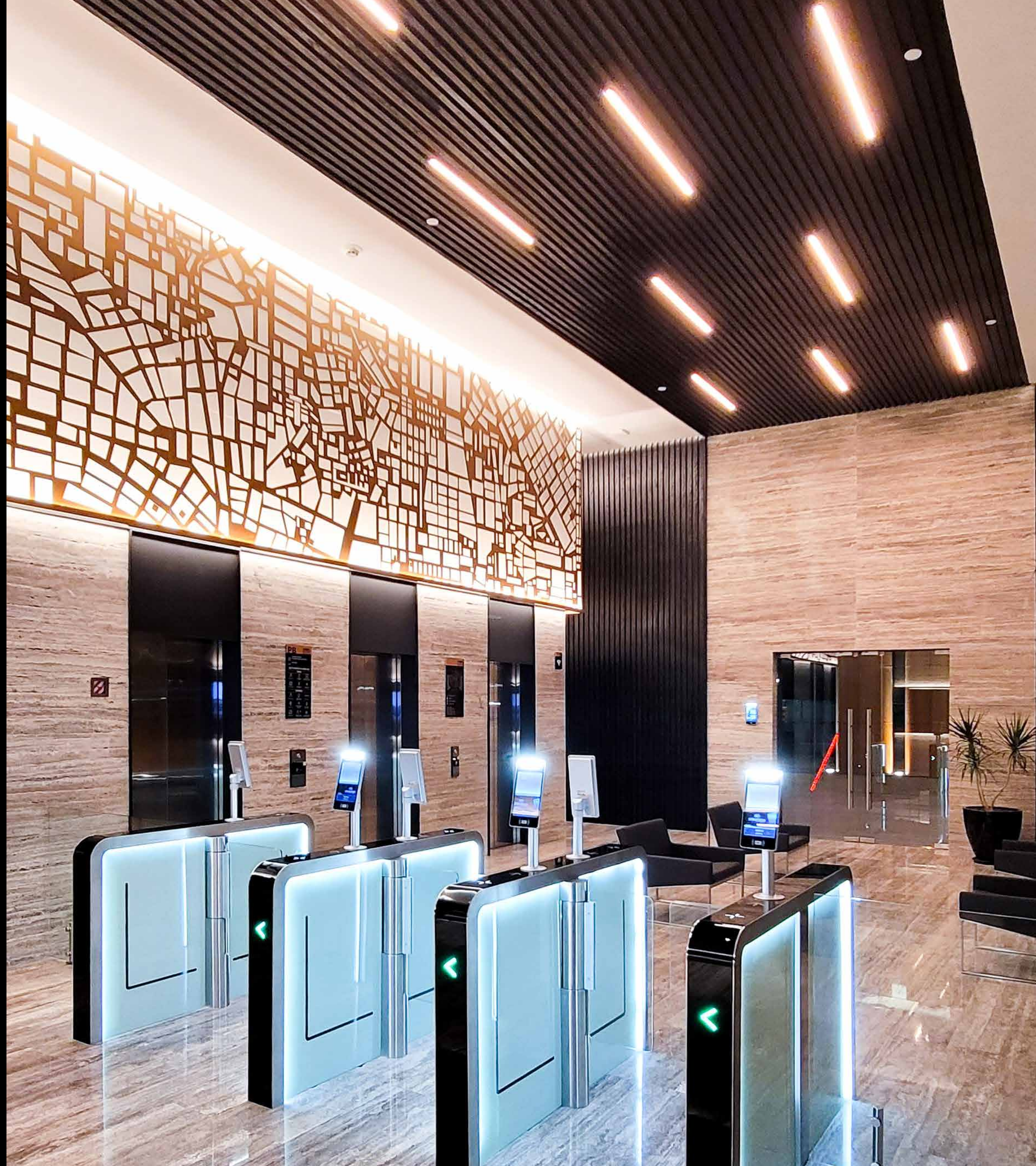
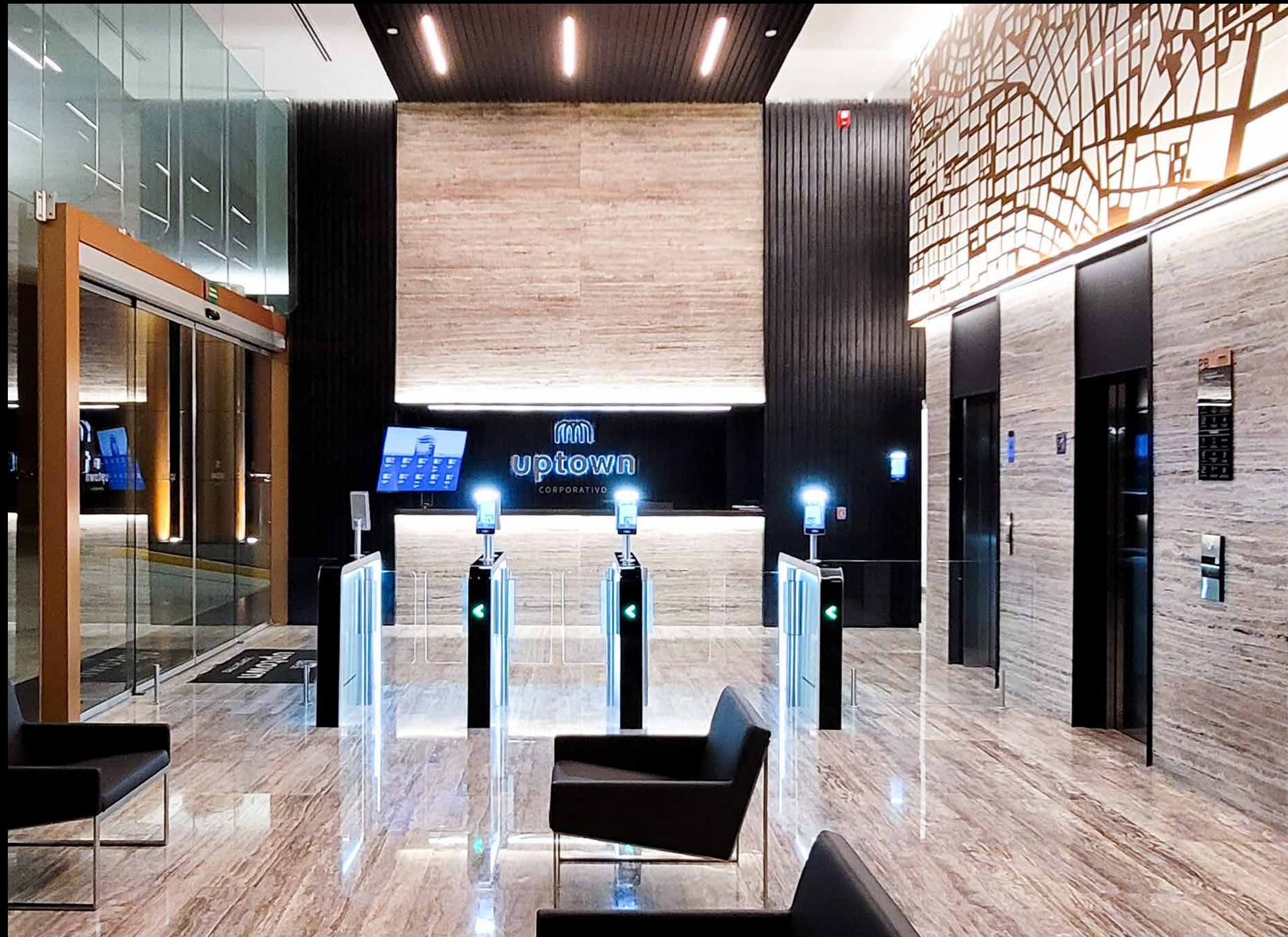


Corporate

It is time for a **new perspective** on the  
business

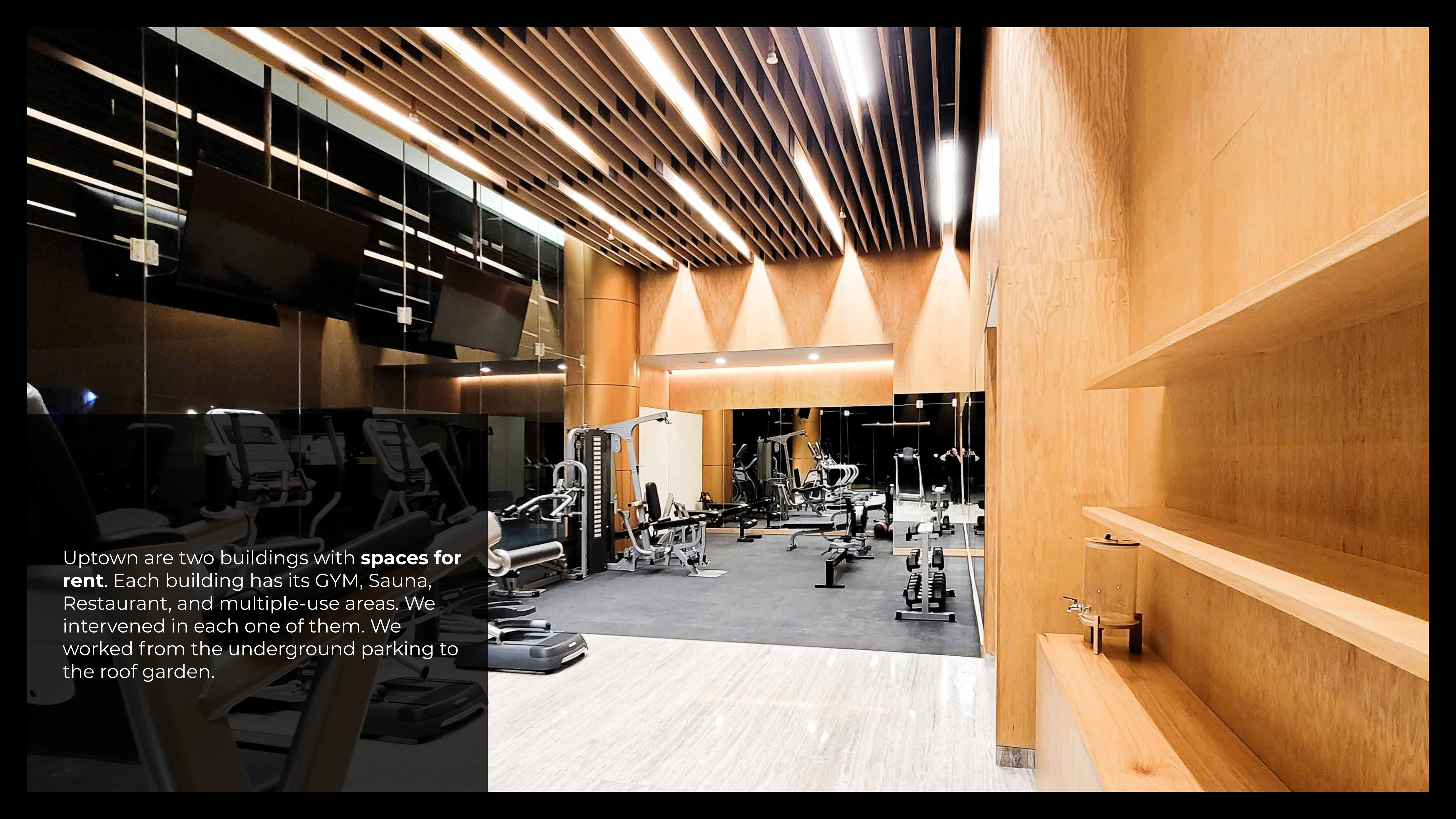
C O R P O R A T I V O  
U P T O W N





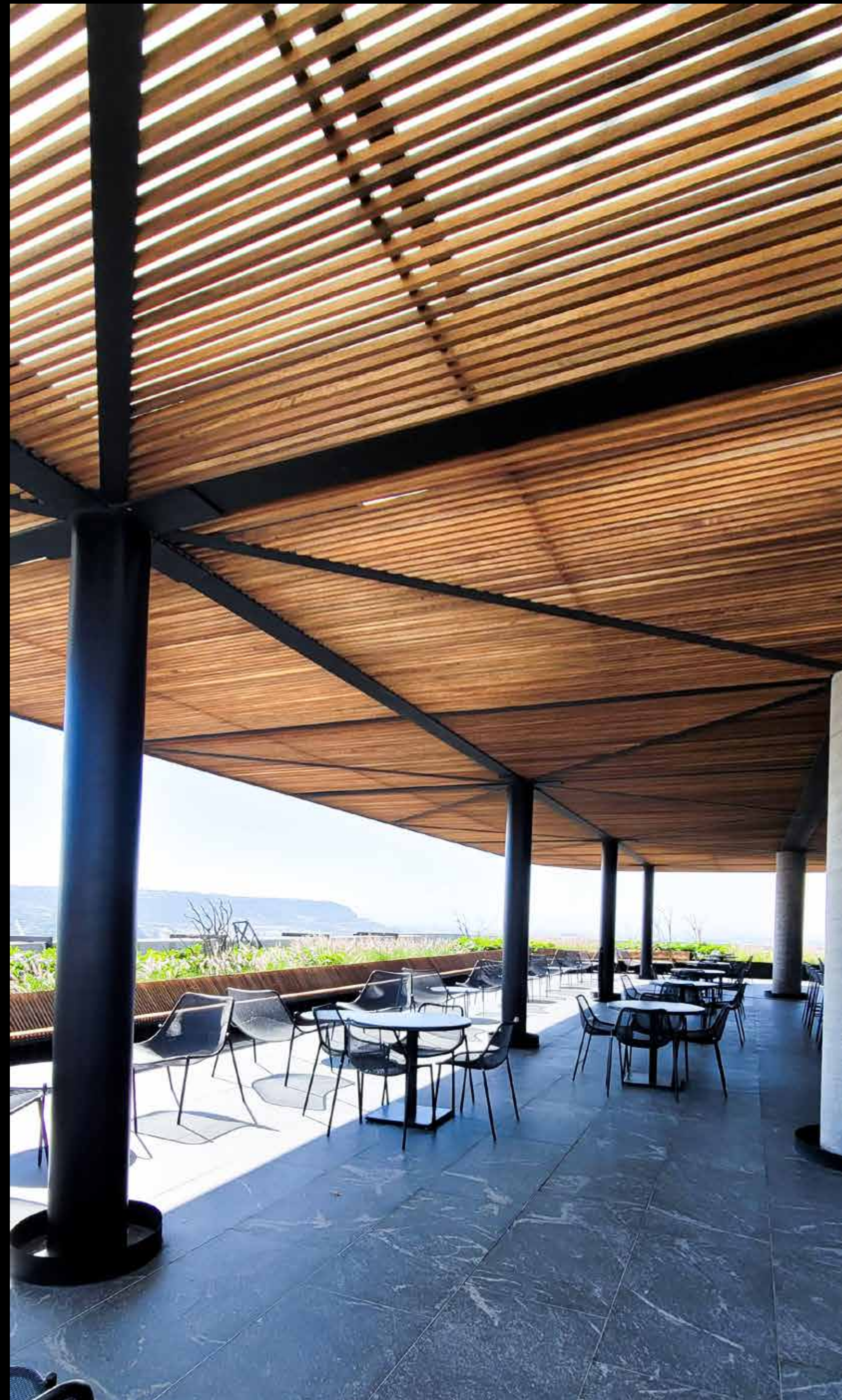
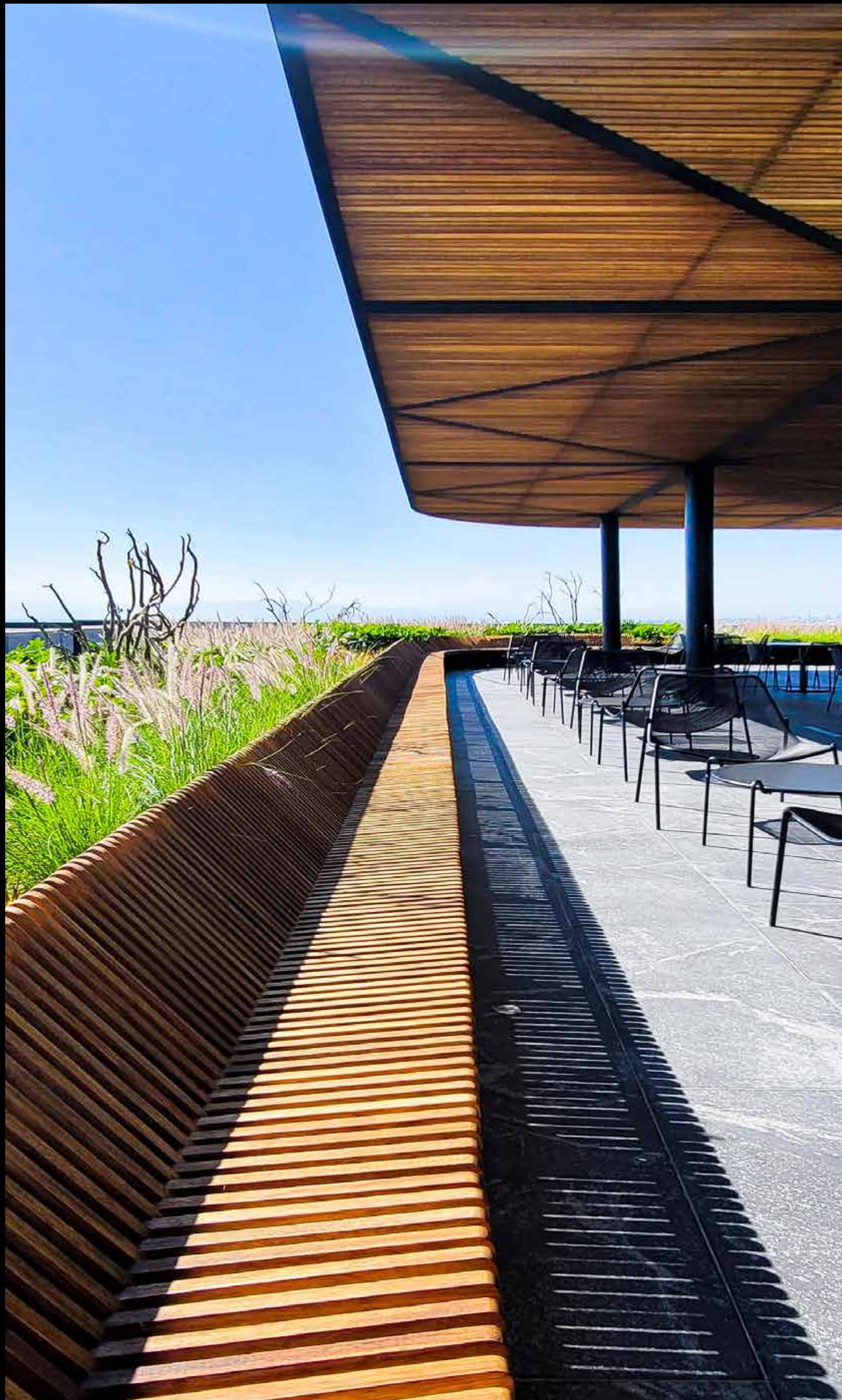
2022  
Corporate  
Uptown II





Uptown are two buildings with **spaces for rent**. Each building has its GYM, Sauna, Restaurant, and multiple-use areas. We intervened in each one of them. We worked from the underground parking to the roof garden.

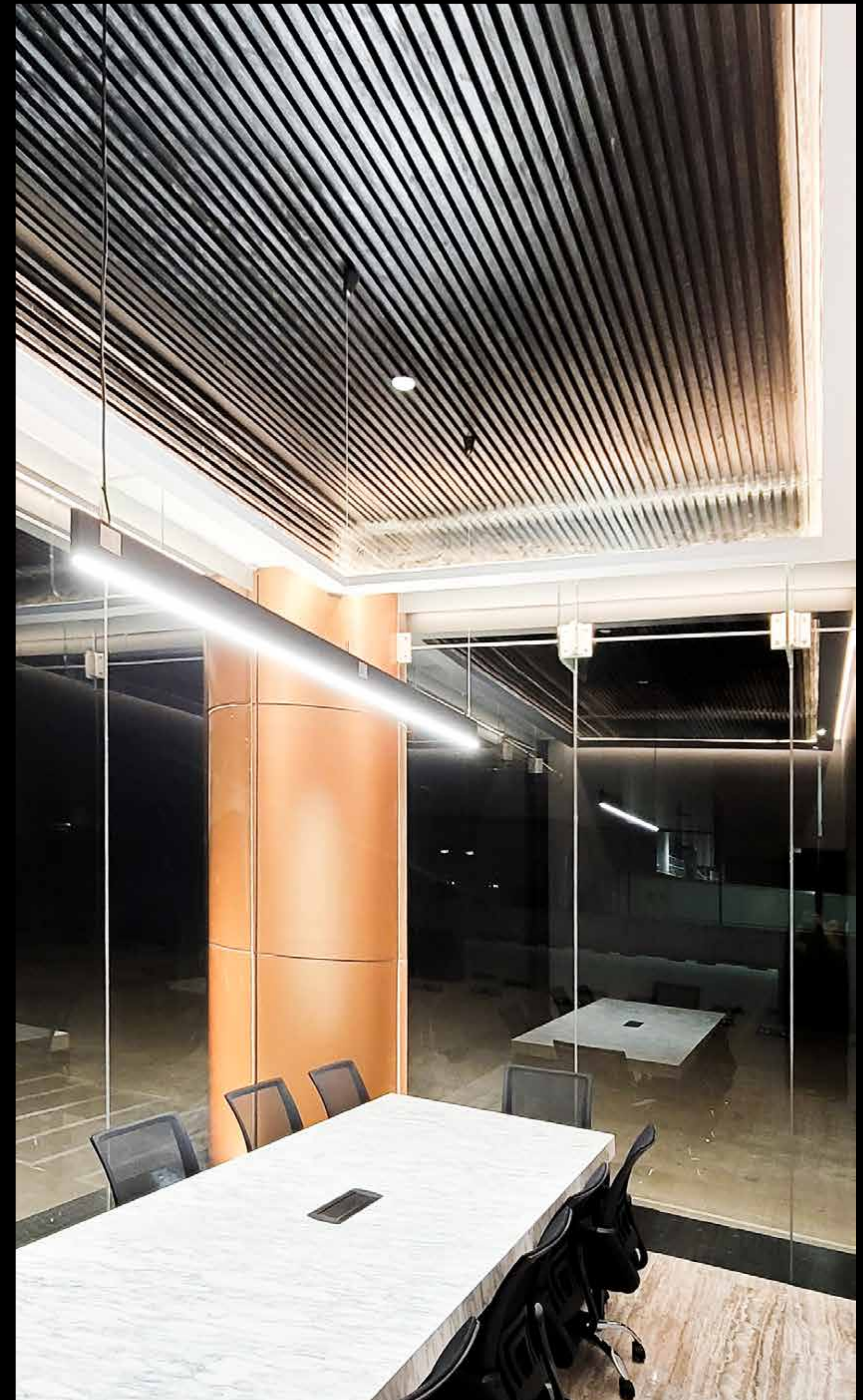
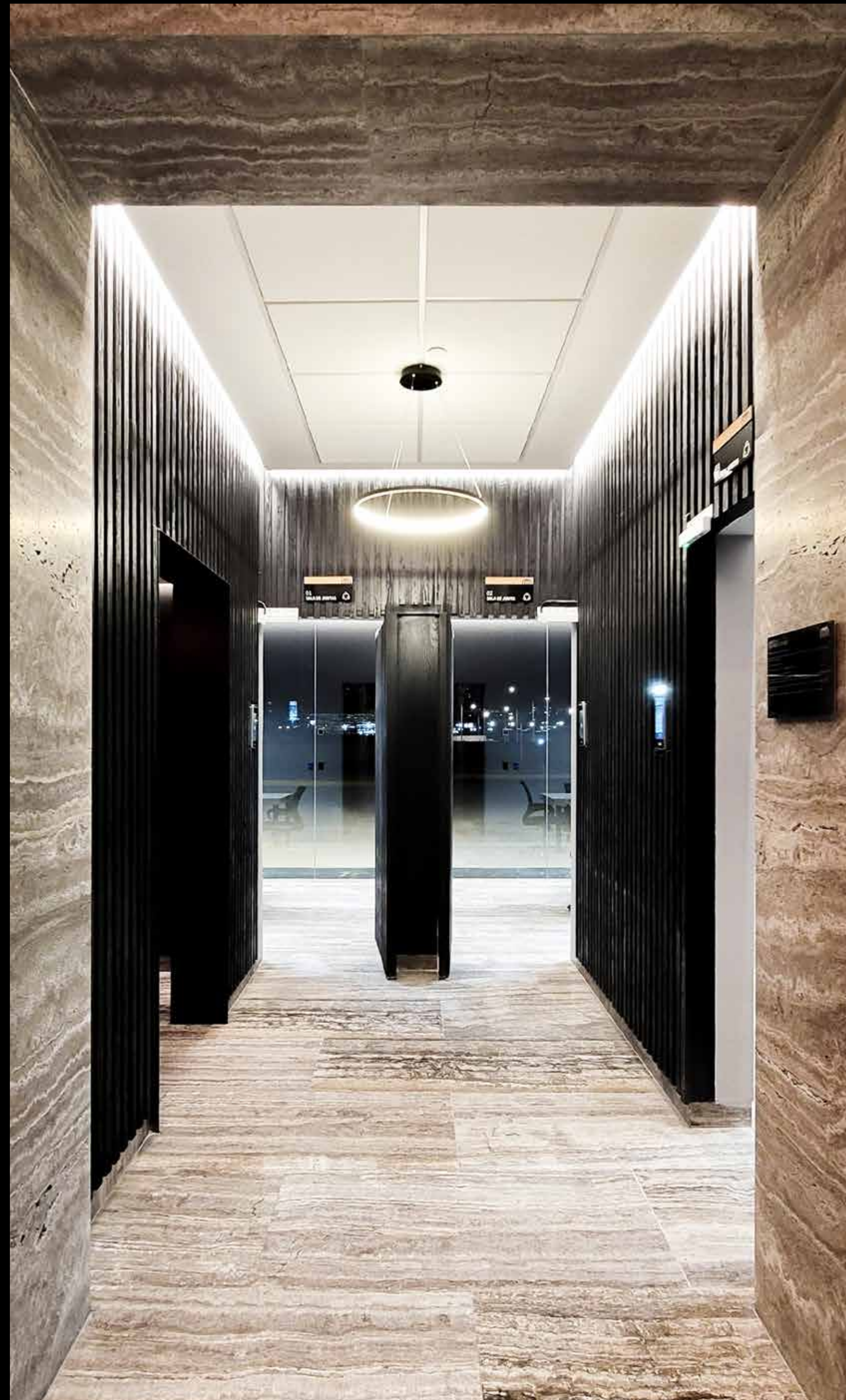
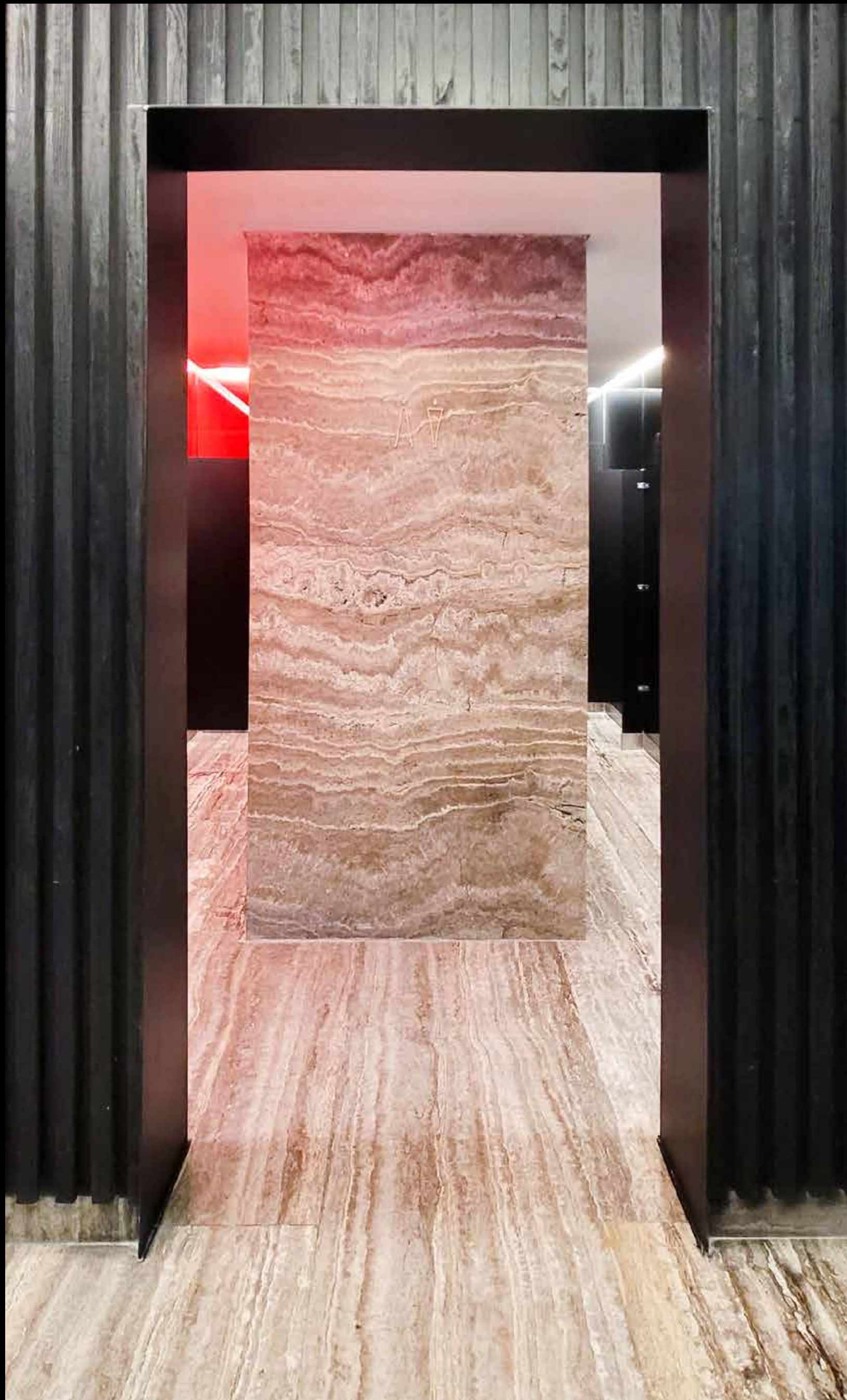




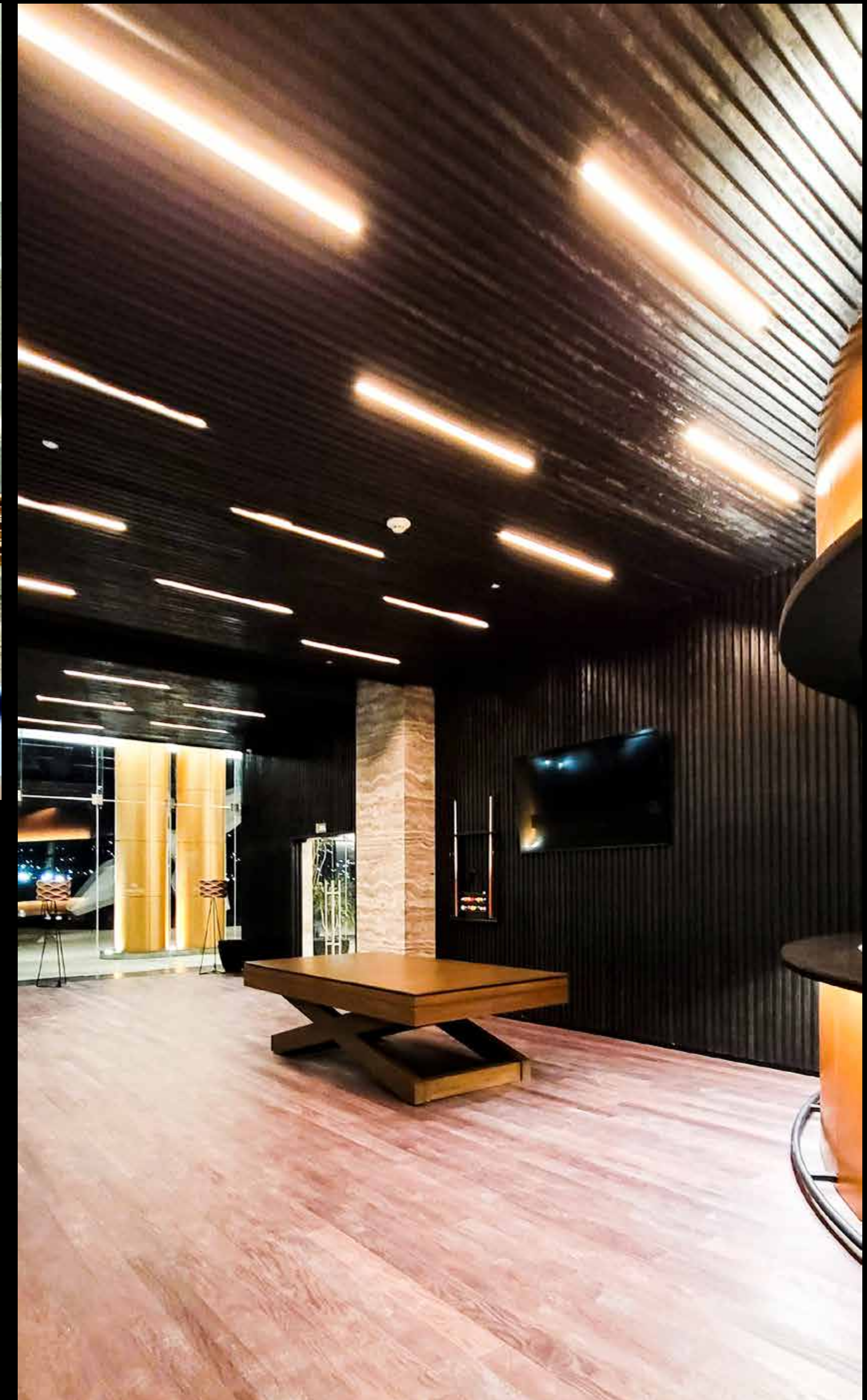
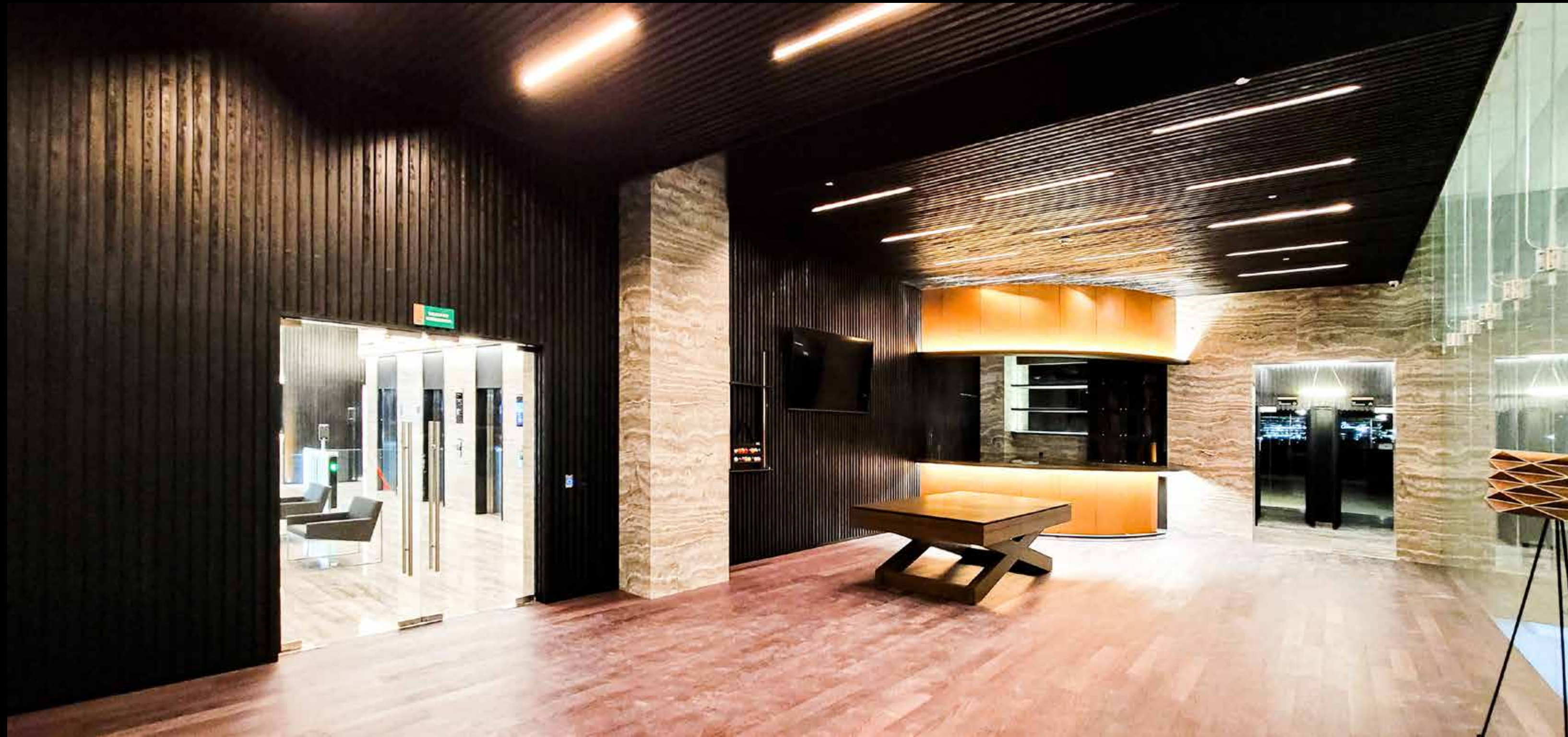
## Uptown II Roofgarden

The roof garden was a huge challenge since we worked with a continuous striped design made from “Tornillo” Tropical wood. **We placed more than 3 miles of stripes individually**, creating an incredible visual effect.









“Design is supposed to give a good image of the company when you arrive and be **both ‘simple and warm’**”

-Catherine Le Téo





2015  
**Fine Floors**

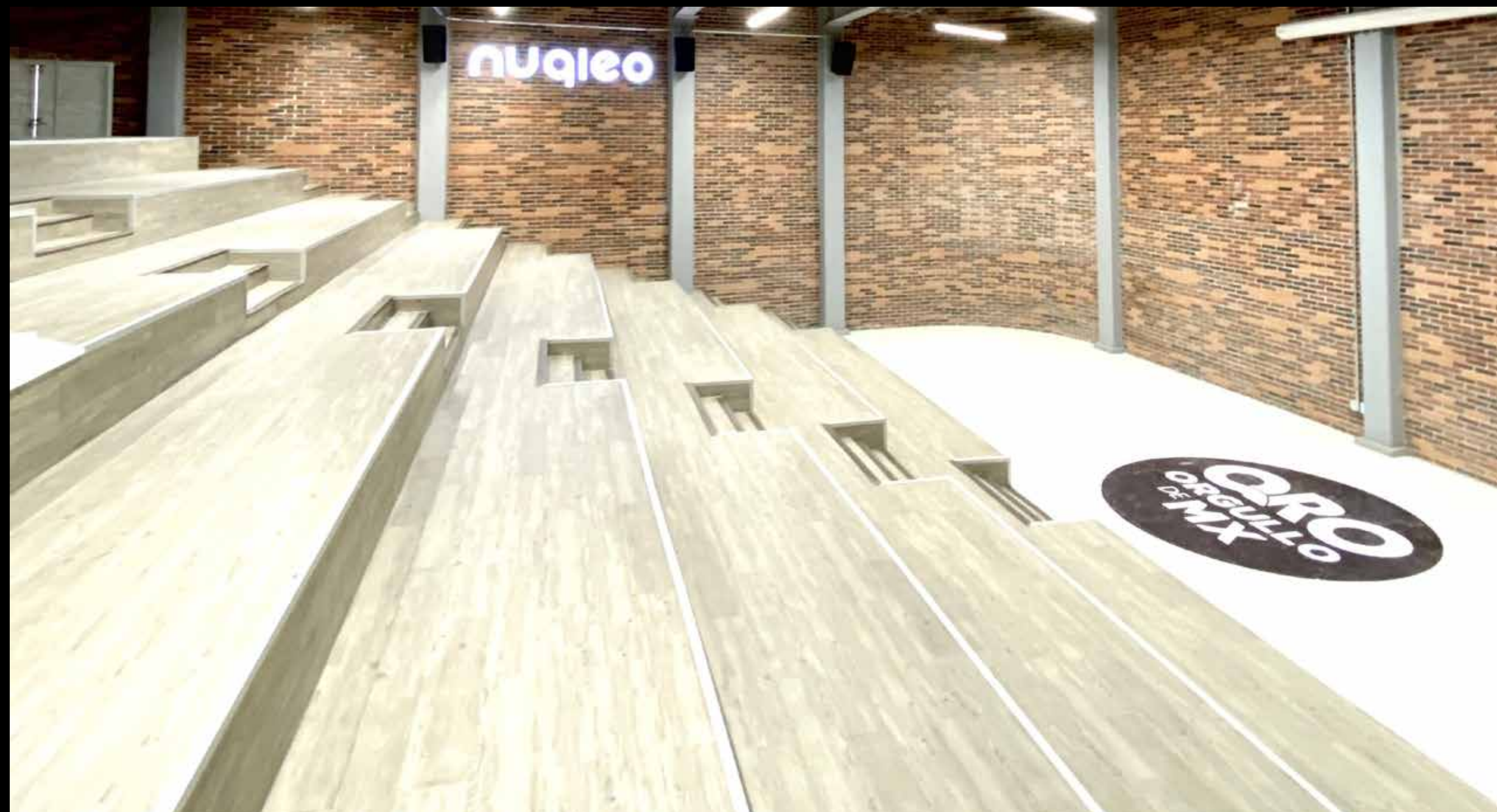
Fine Floors was **our first office furniture**. We remember this project with love since we learned a lot from it: how the user interacts, how the customer feels and creating the right environment for an exclusive store.





2020  
Signot

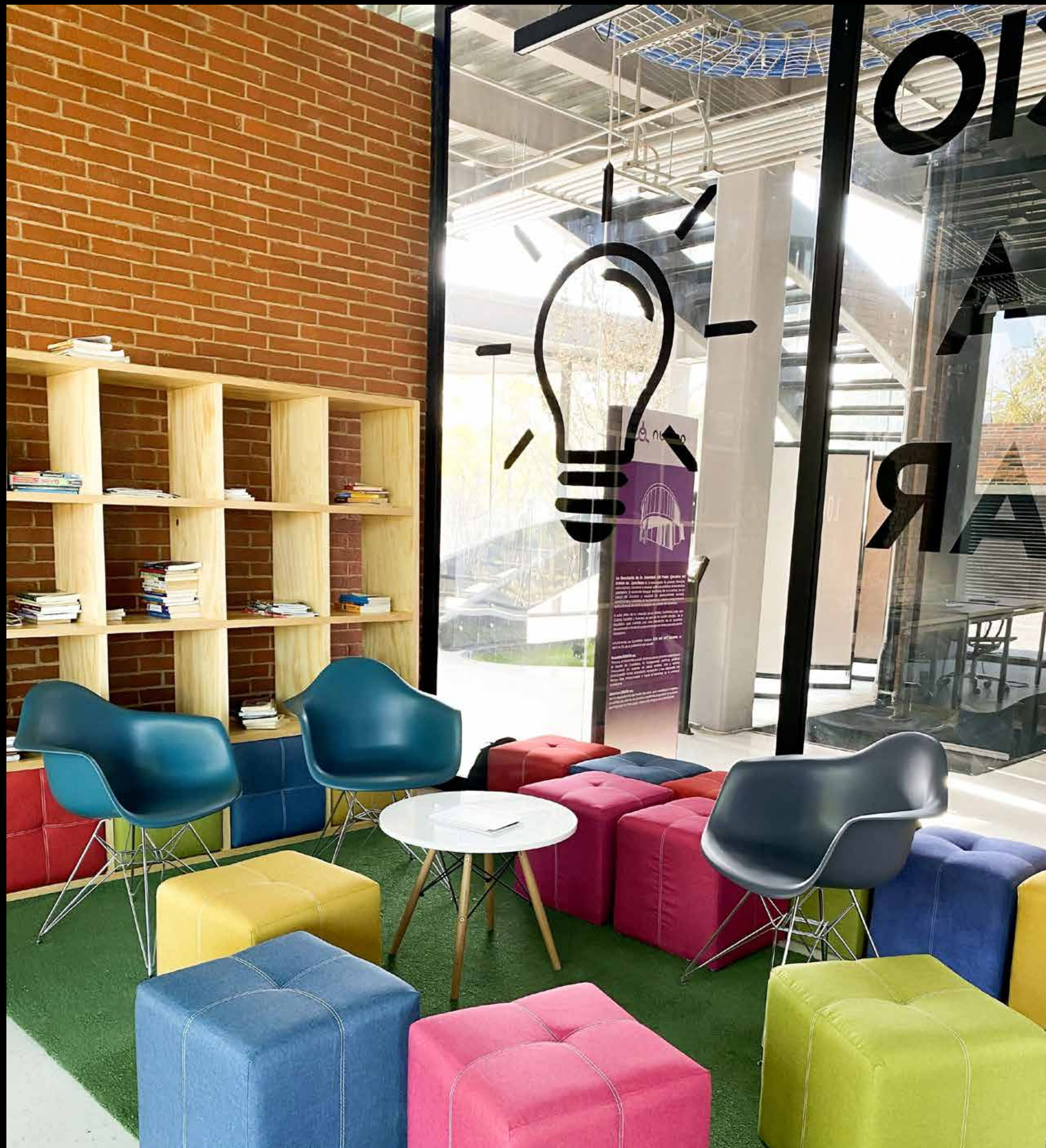




2019  
Nuqleo

**Nuqleo is a free coworking for young entrepreneurs** constructed by the state government. Working with public institutions is a challenge. Not only do the design decisions have to be checked with different departments, but there is a ton of paperwork to work on.





2019  
Nuqleo



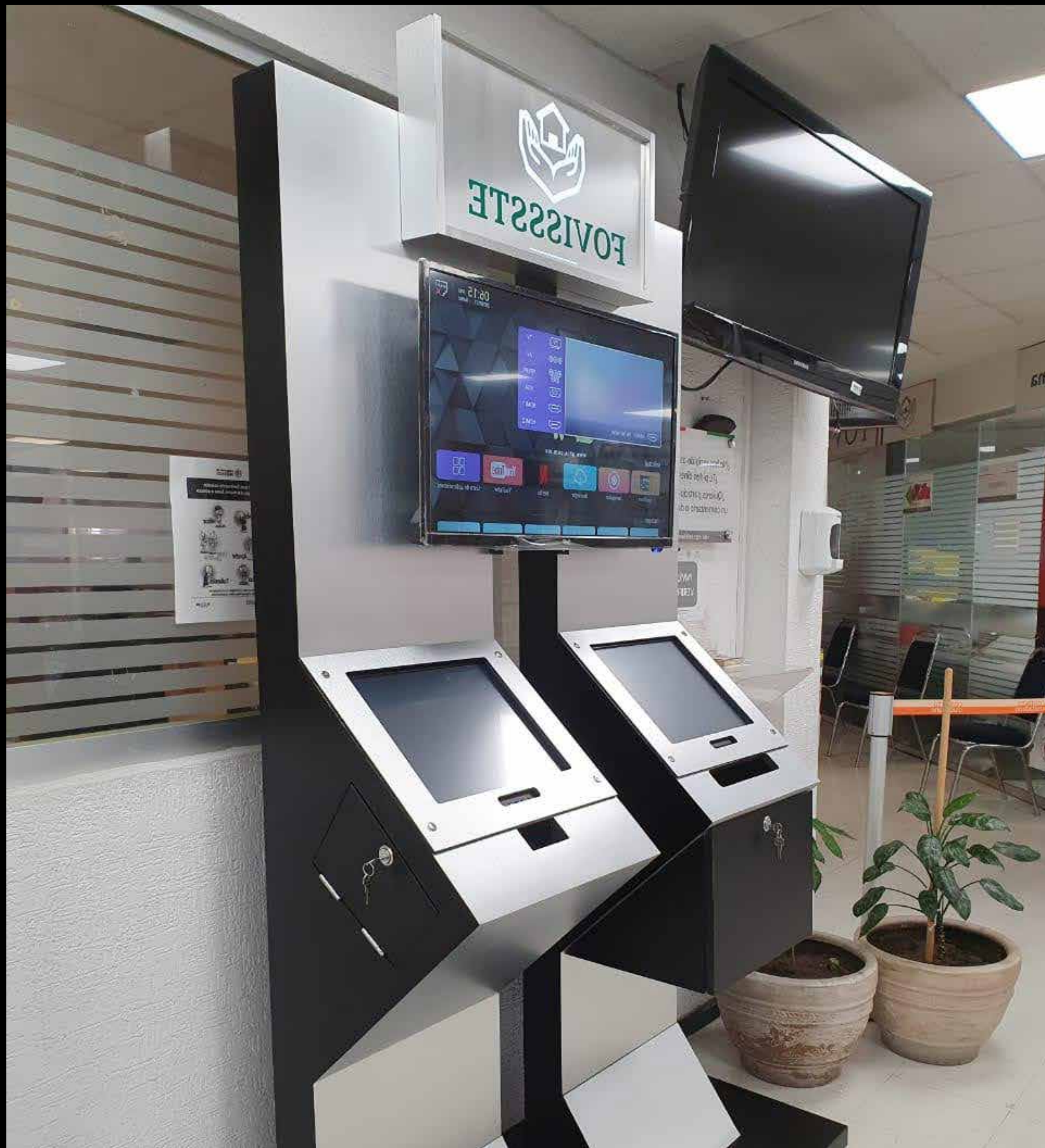


2018  
Corporate  
Uptown I

Uptown I; The first chapter of the story working with Uptown constructors.







2019  
**Fovissste**

A new challenge, fovissste was a project for every state in the country. This project was a great challenge. We were in charge of delivering every product in the final destiny.

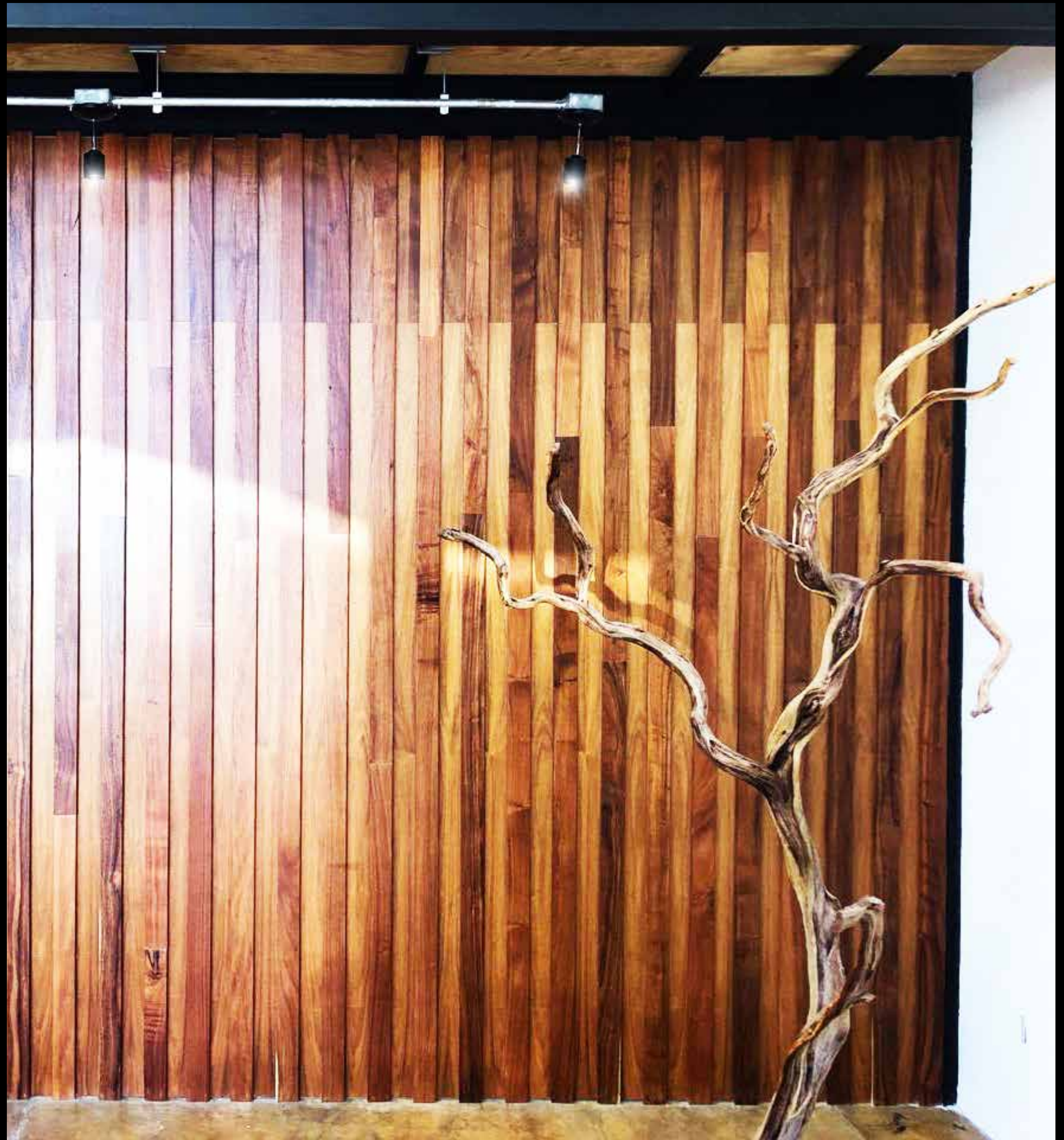
**Sixty products were delivered to fifty five offices around Mexico.**



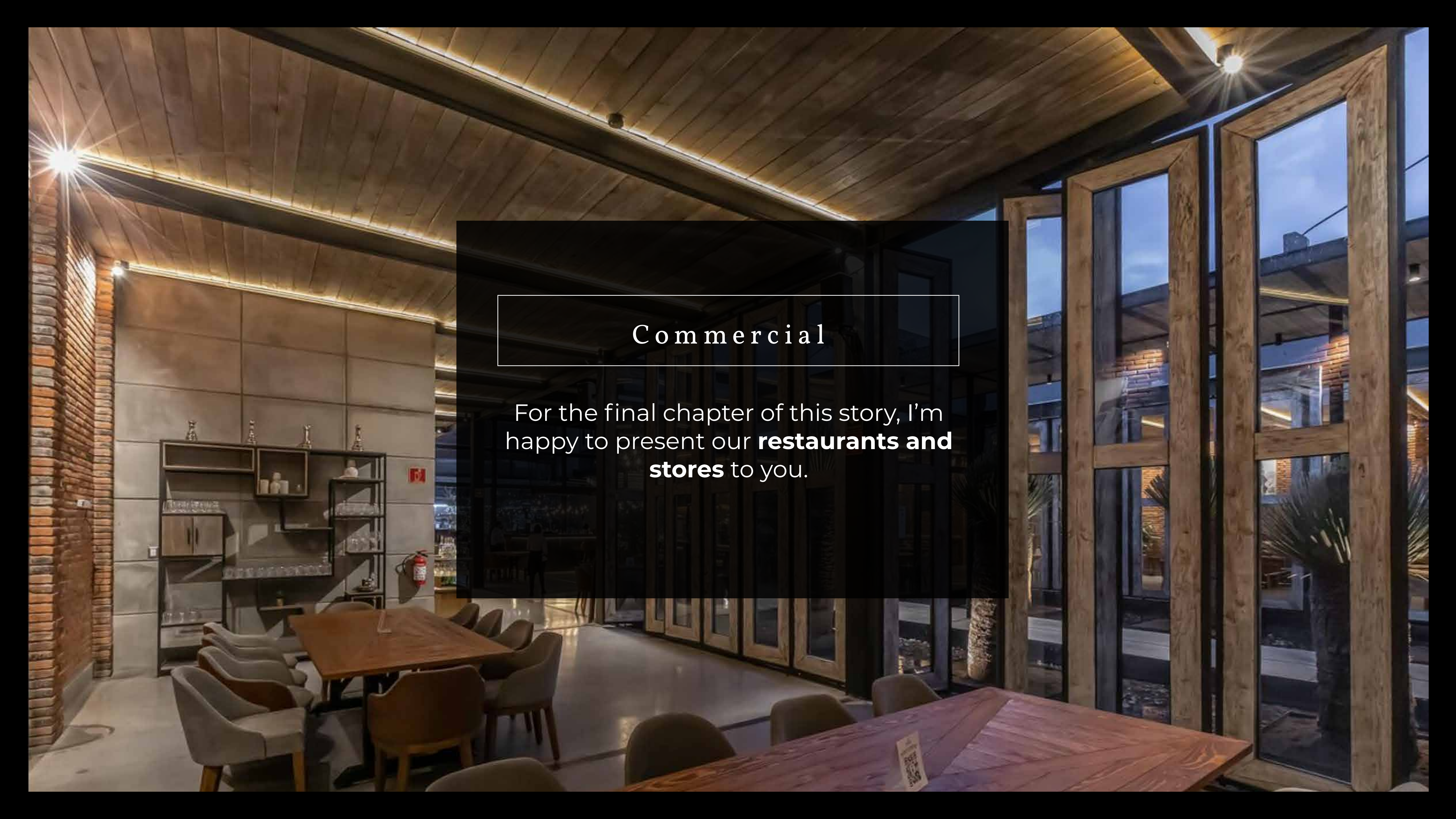
2021  
C.G.

**“Have no fear of perfection -- you'll  
never reach it.”**

-Salvador Dalí



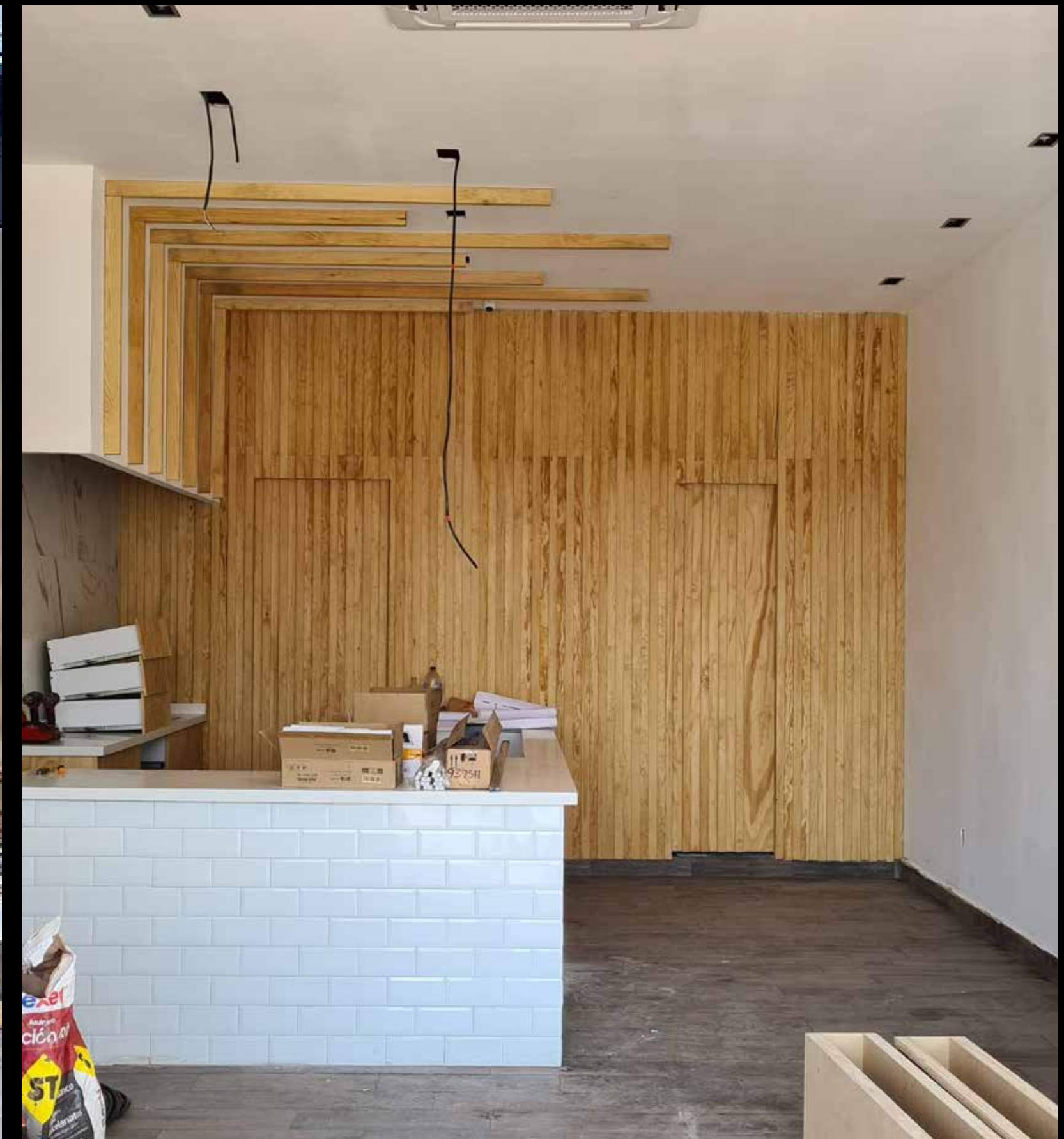


The image shows the interior of a modern restaurant. The ceiling is made of horizontal wooden planks with recessed lighting. The walls are a mix of brick and light-colored panels. There are several wooden tables and chairs. A large window on the right side offers a view of the outside. The overall atmosphere is warm and contemporary.

## Commercial

For the final chapter of this story, I'm happy to present our **restaurants and stores** to you.





“A good restaurant is like a vacation; it transports you, and it becomes a **lot more than just about the food.**”

-Philip Rosenthal





2017  
Pescattus





2019  
**Rosmaní**  
**Mc Allen**

Rosmani was our first restaurant outside Mexico. The most significant challenge, aside from the design and the U.S. restaurant norms were the logistics since **all products should fit in a single container.**

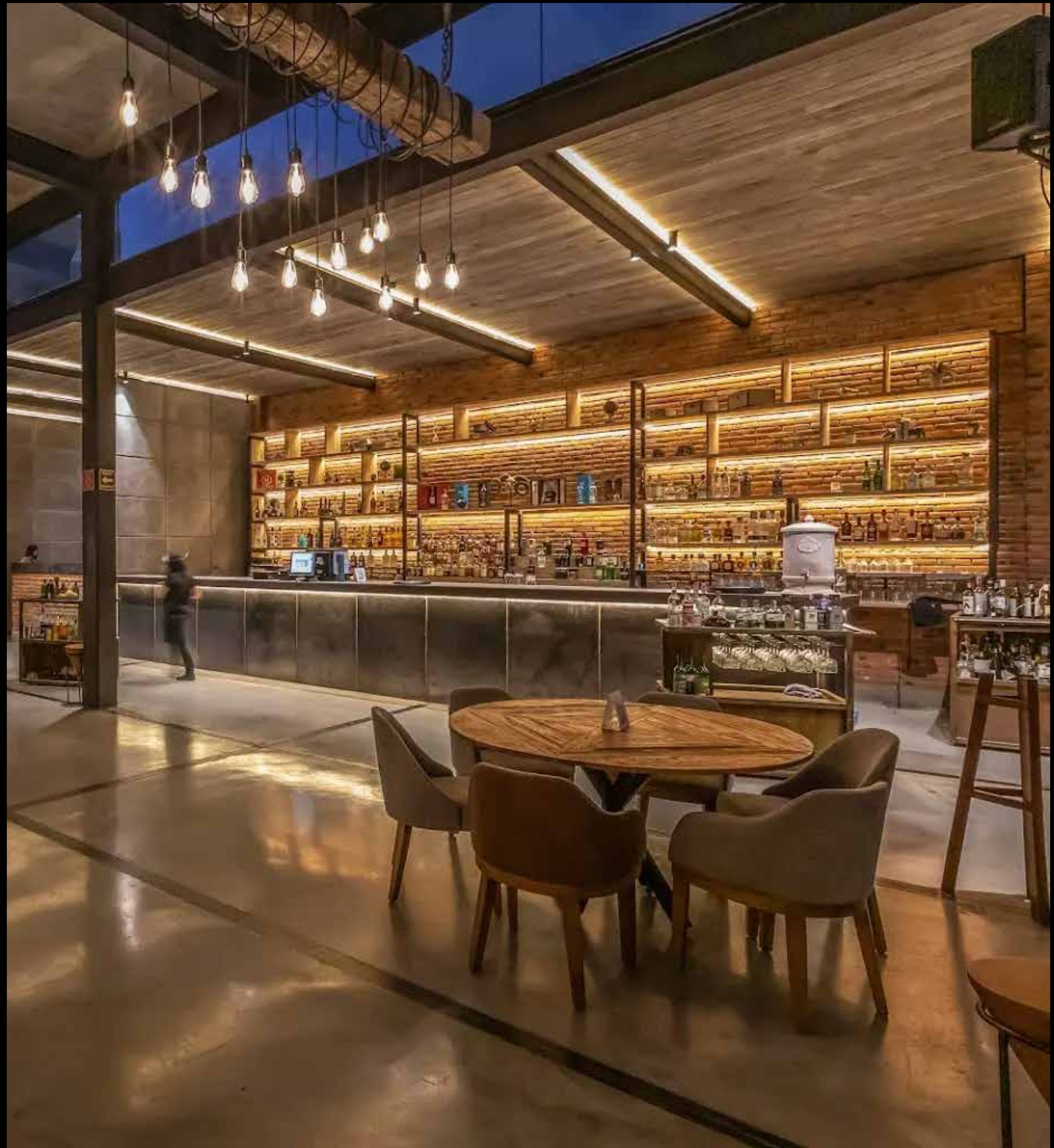
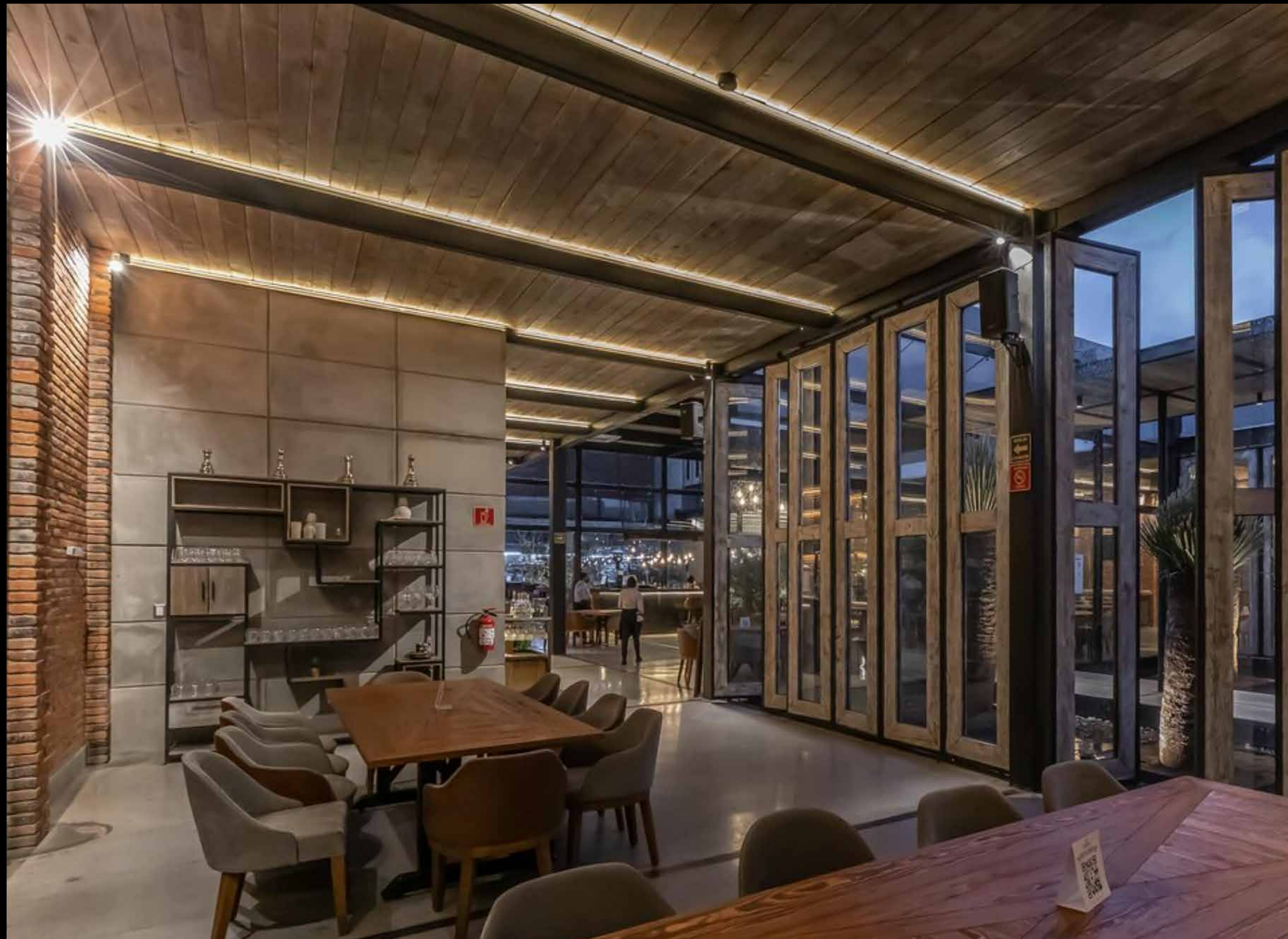




2019  
Rosmaní  
Mazatlan

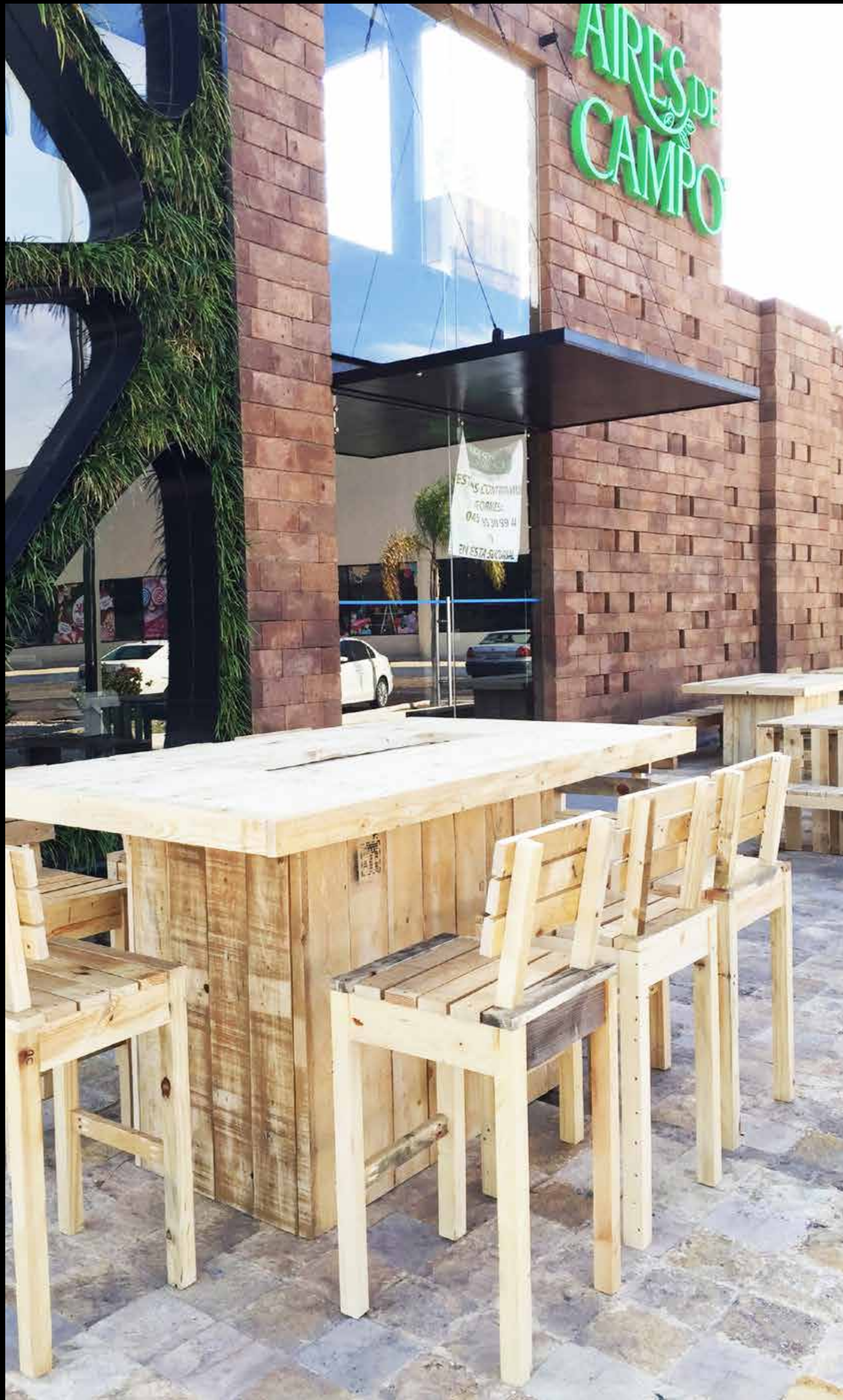
Several years later, and **two U.S. restaurants**, Rosmani extended to Mexico.





2019  
Atocha

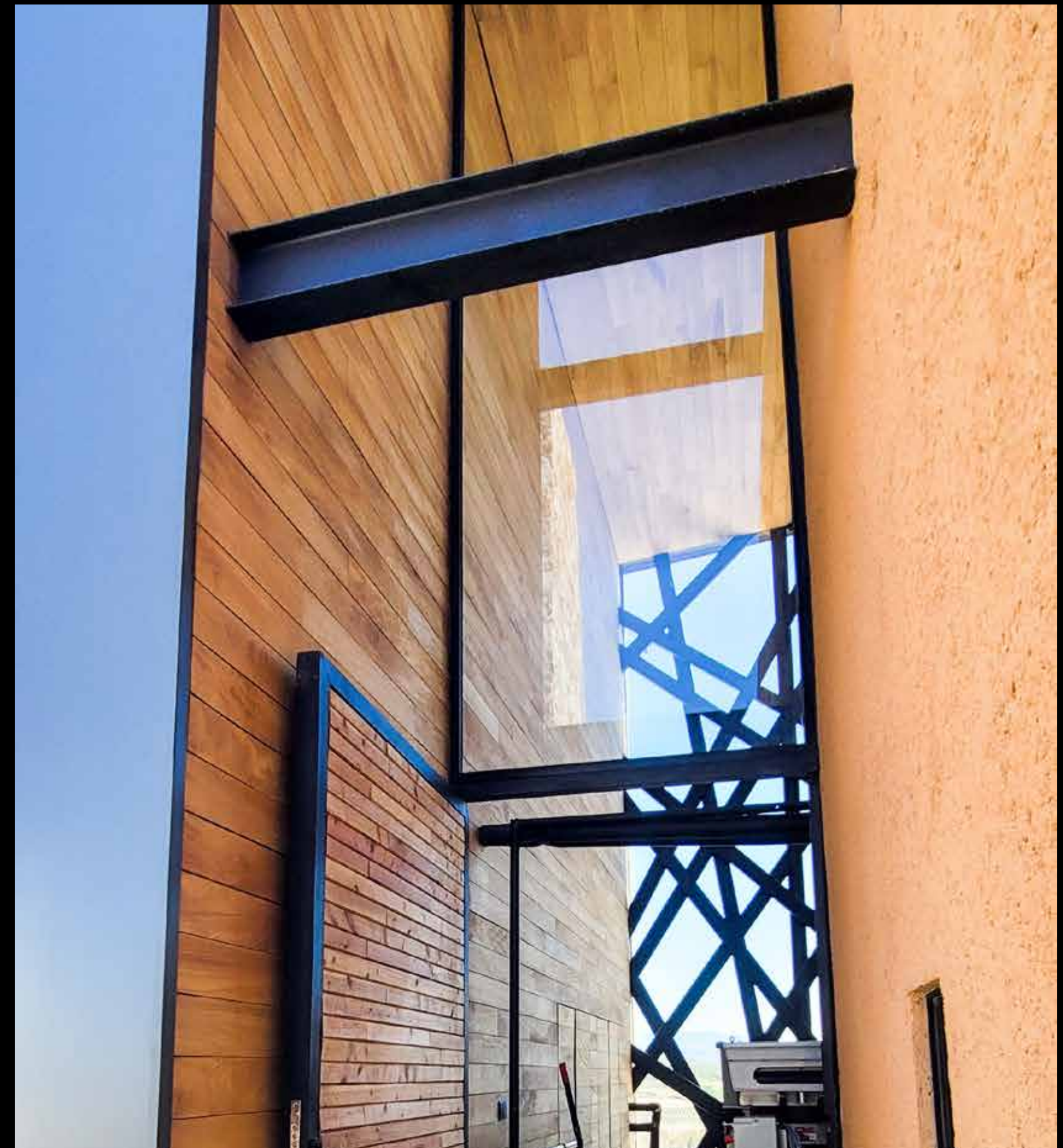
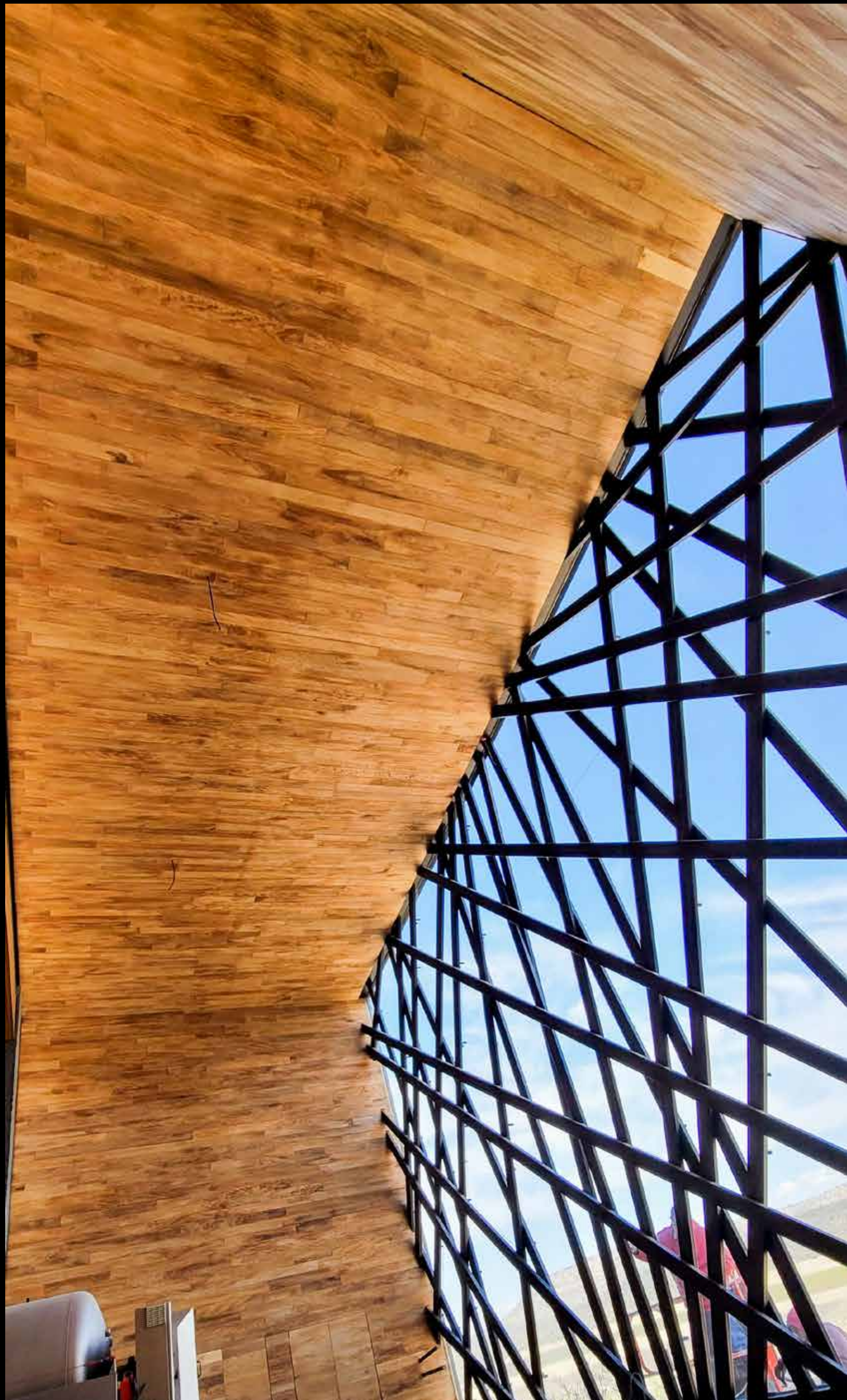




2017  
Aires de  
Campo

“Aires de campo” is a big brand in Mexico selling organic products. Their restaurant was a prototype, cooking only with their products. Decoration and furniture **were designed and produced with the waste of the pallets they had.**

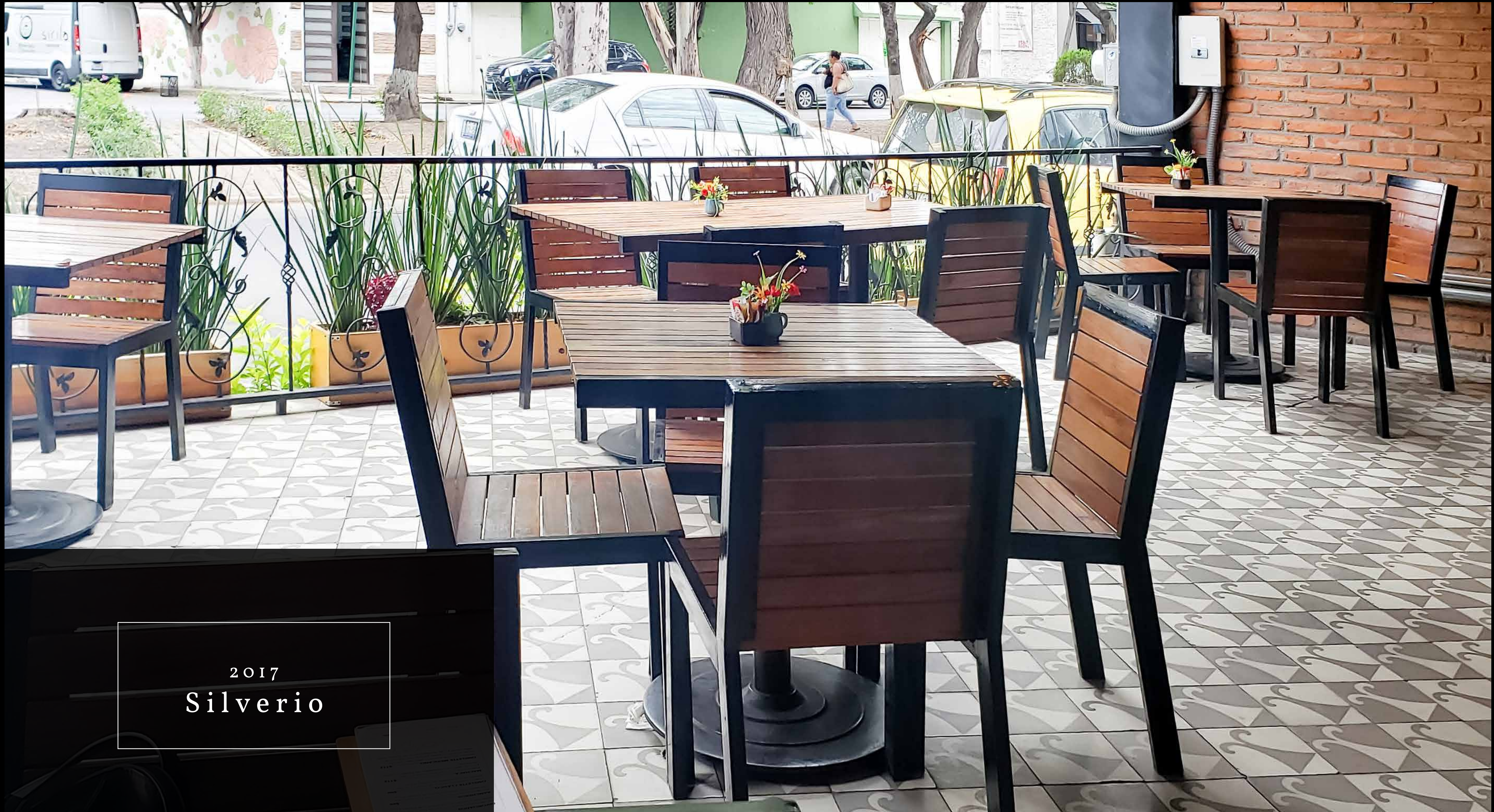




2021  
Puerta Del  
Lobo

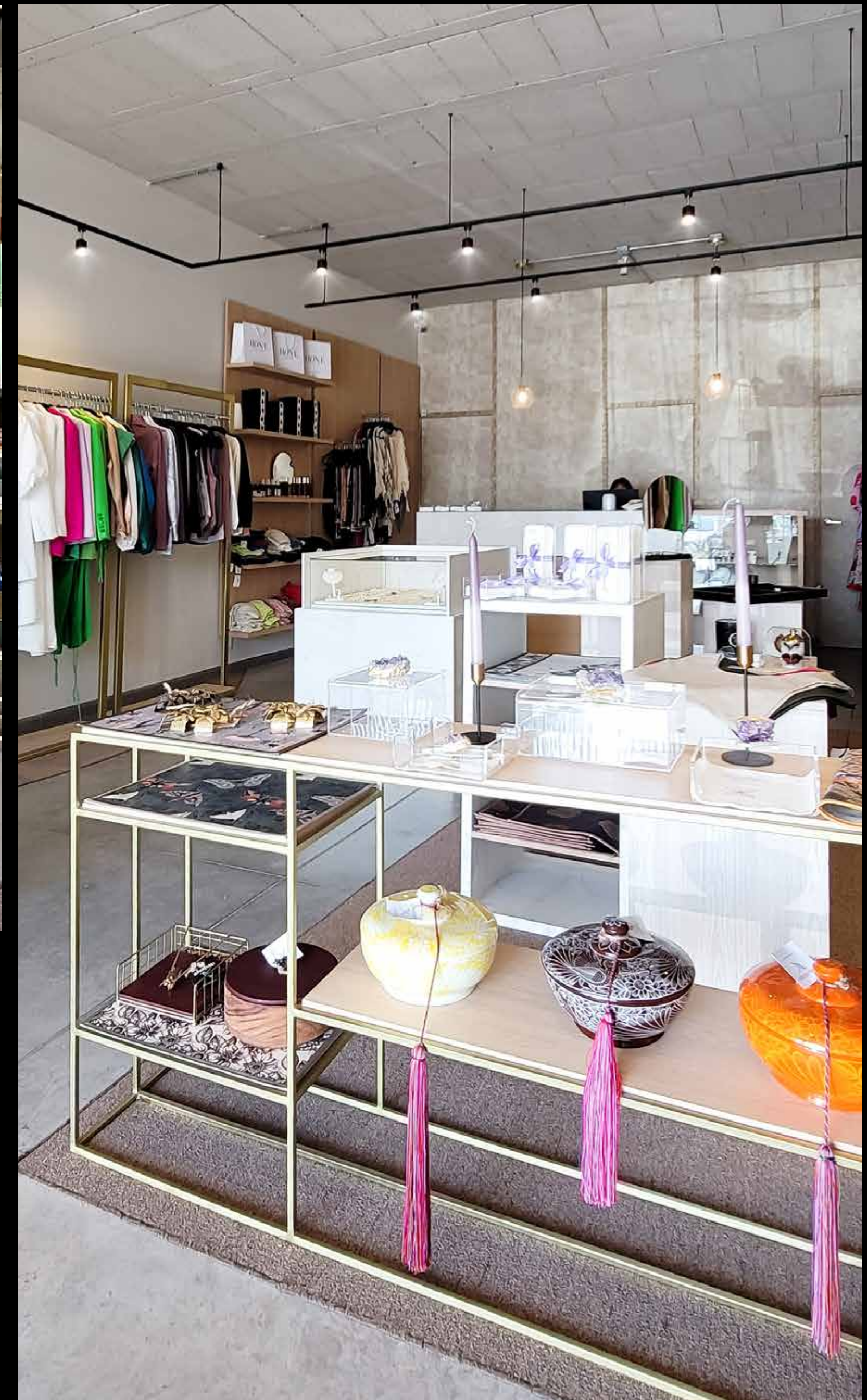
Puerta del Lobo is one of the most important wine producers in Mexico. **We designed and produced this space for an “in-factory” experience.**





2017  
Silverio





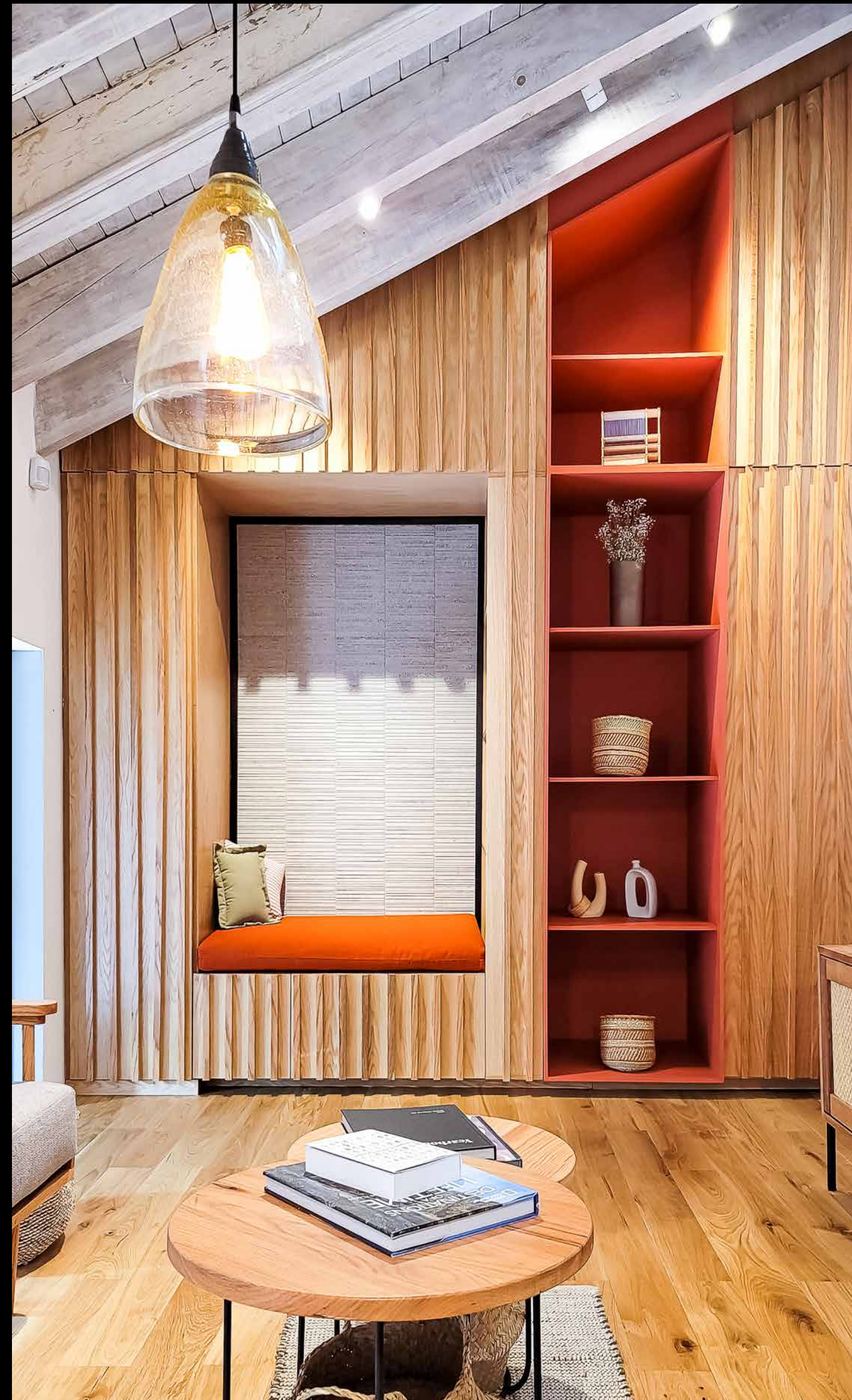
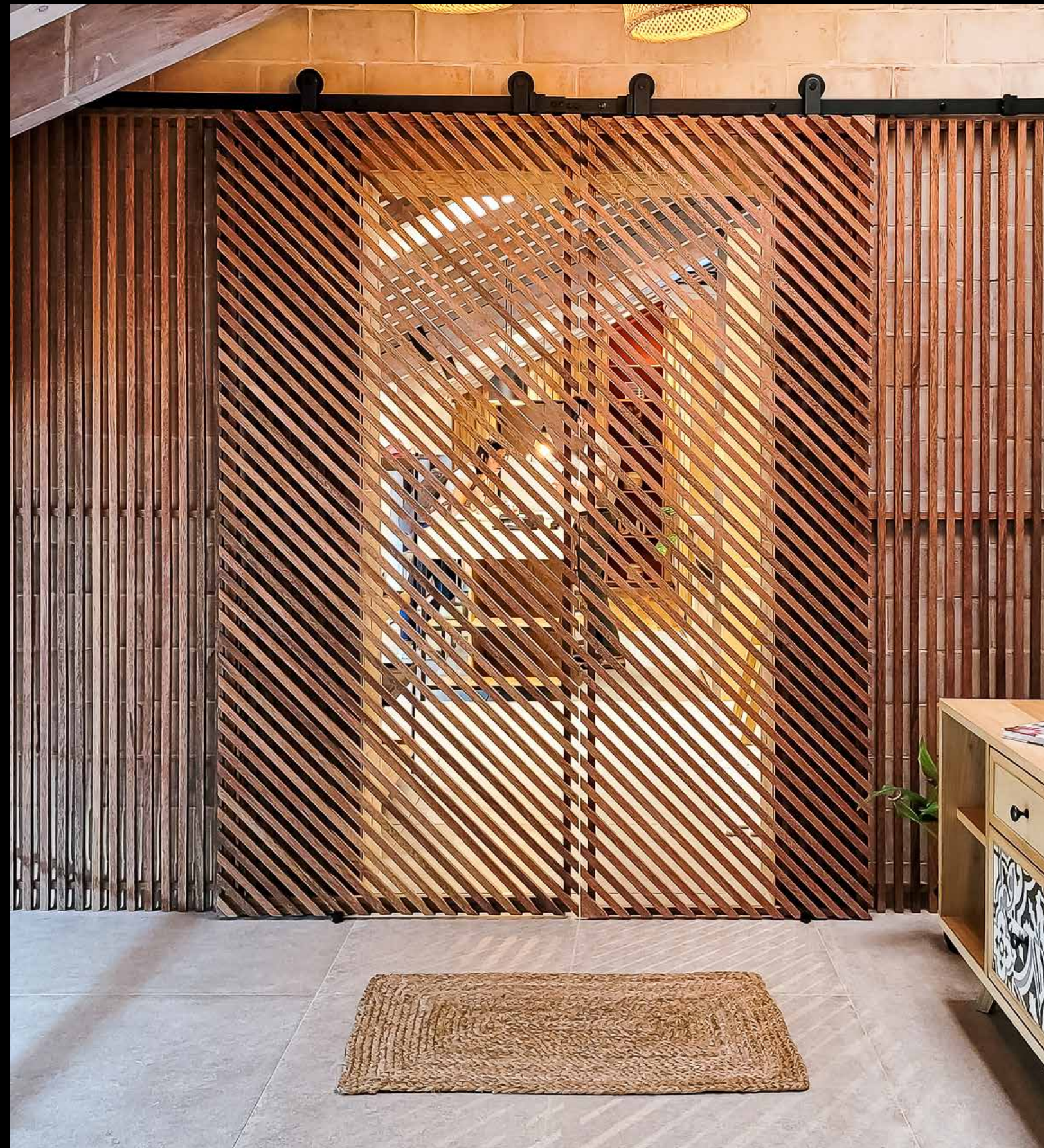
2022  
Monet

Monet is a **luxury concept store** made from scratch. The design objective was to create a simple space where the products show their essence.





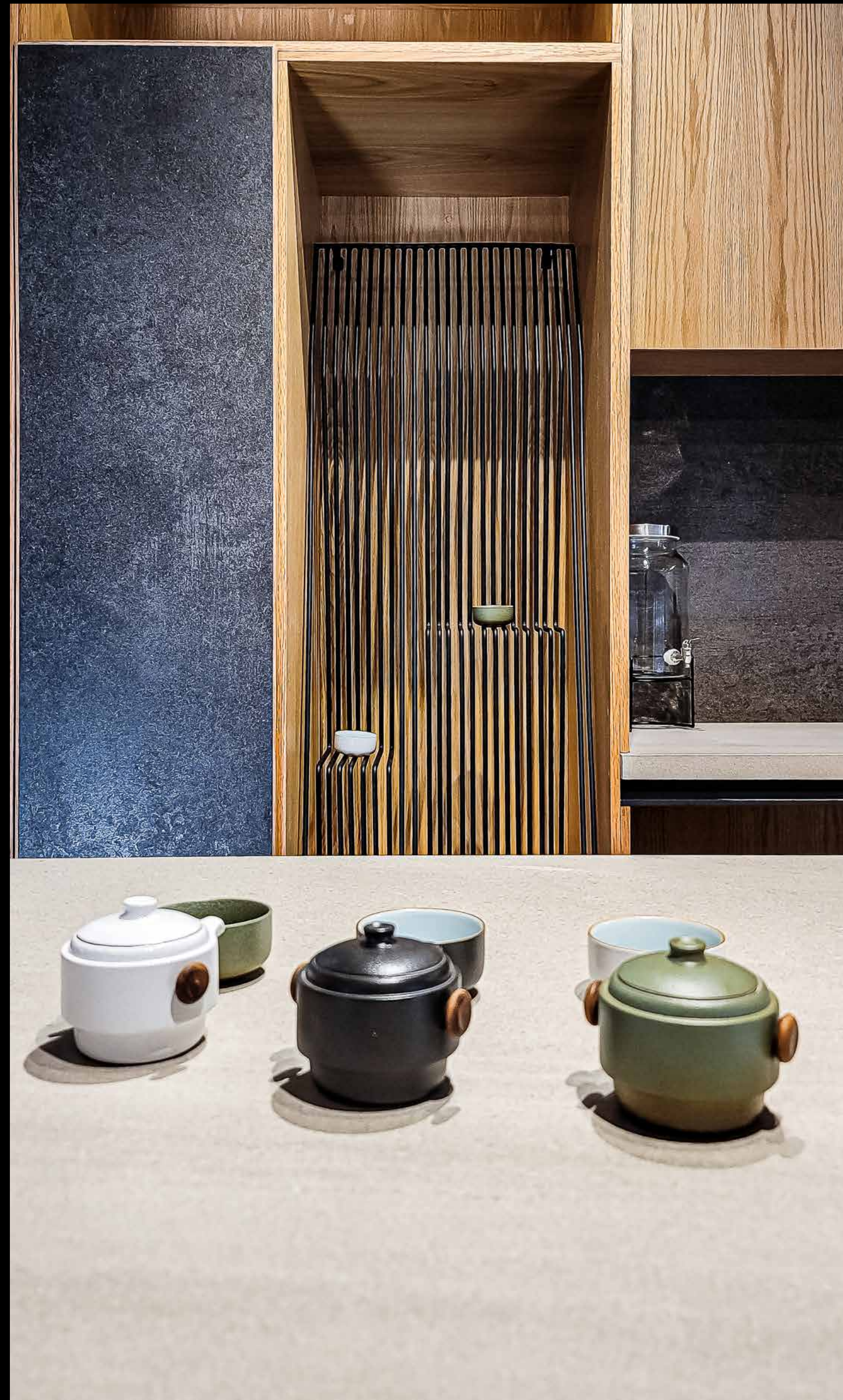




2019  
Casa Minos



Casa Minos is a showroom for a **new furniture store**. They wanted to experiment in the kitchen business, so we helped them create the store to try another market.





The End

If you are reading this, I'm grateful. All the work I designed, talked or produced was made with an immense feeling of love and excitement. Sharing all the effort set in each project is exceptional, and sharing my portfolio with you makes me proud.

**Thank you for being a new part of this story.**



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