

Tuki&Co: paper reproductions of monuments and works of art that replace traditional souvenirs

LOCATION: Seville

DURATION: 1'49"

SUMMARY: Jaime and Marta are two Andalusian architects who, after being unemployed, decided to revolutionize the souvenir industry for tourists and museum visitors. In their project, Tuki&Co, they reproduce small dimensions of cities, monuments, and works of art on paper. Their items are currently on sale in some of the most important museums in Spain.

VTR:

The skyline of Barcelona. The Giralda of Seville. And the Guernica. Small paper reproductions of pieces of art, monuments and cities. Jaime and Marta are Sevillian creators who want to give new life to souvenirs that are offered to tourists and museum visitors.

JAIME RODRÍGUEZ-PIÑERO
TUKI&CO

"The truth is that we were looking to reimagine the idea of the conventional souvenir. We noticed that the options were very limited and outdated."

MARTA TOBÍAS
TUKI&CO

"It is important for us to do something that we like, but above all, we always say that we want to do something nice."

Including this 'Noche de Ronda,' which is on sale now in the same house museum of its author, Rembrandt, in Amsterdam. The works that they design and prepare are already in sale in other cultural places such as the Medina Azahara Archaeological Site, the Reina Sofía Museum in Madrid, the Fine Arts Museum in Seville, and the Contemporary Art Museum in Barcelona. Jaime and Marta, two architects who lost their jobs, learned how to overcome unemployment with this idea.

JAIME RODRÍGUEZ-PIÑERO
TUKI&CO

"To put a monumental piece of the history of art inside of a 10x10x10 cube is something satisfying for me, even at a personal level."

MARTA TOBÍAS
TUKI&CO

"Beyond conventional tourism our products are aimed at museums...Museums, or design shops that offer something more special."

JAIME RODRÍGUEZ-PIÑERO
TUKI&CO

"For example, we have one piece by Dali that is one of my favorites."

Would they dare to reproduce the executions of May 2 by Goya? Actually, they already did it. The souvenirs are sold in shops around Europe.

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