

October 2025

soume

creativestudio



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where beauty finds its form



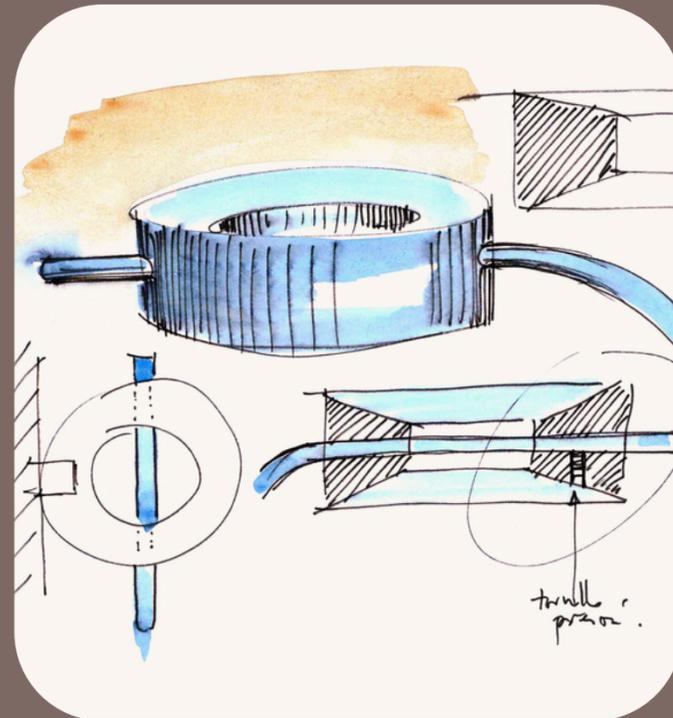
A designer is a
planner with an
aesthetic sense.

Bruno Munari



SOUME CREATIVE STUDIO was born from the union of two professionals with extensive experience: Sergio Pérez, a designer and strategic advisor with international experience in furniture, branding, and visual culture; and Anna Roy, a multidisciplinary creative with a contemporary vision, aesthetic sensibility, and narrative thinking. Together, we founded a studio with its own soul, deep roots, and a global outlook.

About us



Brand values

We believe in design as a strategic management tool. Each project is an opportunity to translate the essence of a brand into a tangible, emotional, and lasting language.

Every great idea contains within itself a seed of beauty waiting to be revealed. Our job is to guide that seed to its final form: a product, a space, a brand.

Inspired by the fusion of strategic thinking and aesthetic sensibility, we shape solutions that excite, work, and build the future.

From Valencia to the world, from inspiration to matter, **where beauty finds its form.**



Product and *furniture*

We create objects with soul and functionality. From industrial collections to iconic pieces, we design products that respond to the manufacturing logic, user emotions, and brand values.

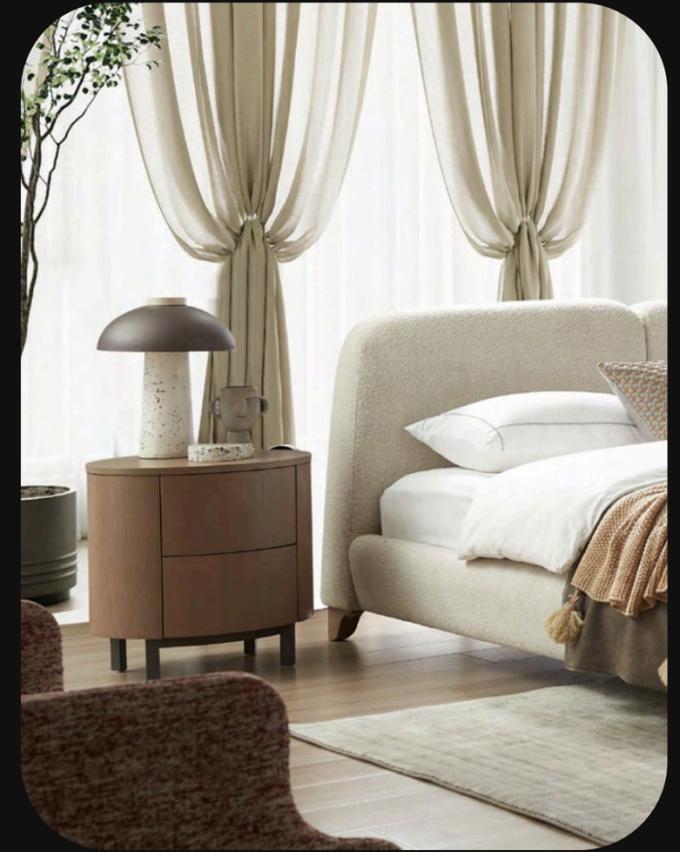
We accompany the project every step of the way: from the concept and sketch to detailed engineering and dialogue with the manufacturer.













Interiors and *spaces*

We design environments that communicate. We create commercial, exhibition, residential, and corporate spaces that reflect identity, generate memorable atmospheres, and connect with people.

Every space is a story: we interpret functional needs with a narrative, aesthetic, and strategic approach.







Branding *visual identity*

We guide brands from their essence to their most authentic expression.

We develop naming, positioning, storytelling, visual identity, and graphic systems that project purpose and coherence.

We adapt discourses and aesthetics to international contexts, especially between Europe, Asia, and Latin America, building strong cultural bridges and brands with a global vision.





Sergio Pérez / Valencia 1972.

Industrial Designer from the EASD of Valencia.

Master's Degree in Furniture Industry Technologies (AIDIMA).

Master in Industrial Design and Design Management from the Domus Academy (Milan, Italy).

Anna Roy / Valencia 1976.

Industrial designer from l'Escola Massana in Barcelona.

Master's degree in furniture and ceramic design at the Bergen Kunsthogskolen (Norway).

Since 1999, they have worked as freelance designers for Spanish and international companies in the home, office, and contract furniture sectors. They have participated as international furniture design experts for European Union projects. They have also participated in strategic management, inspiring change through innovation and design.

Their drive to improve has led them to utilize the latest technology for product development and to attend numerous international trade shows to stay abreast of the latest trends. From Valencia to Paris, Germany, Milan, Bologna, London, Stockholm, Shanghai, Guangzhou, Shenzhen, Dongguan, New York, and High Point, they have acquired extensive international professional experience.

