soume

creativestudio



www.soume.es

soume
creativestudio

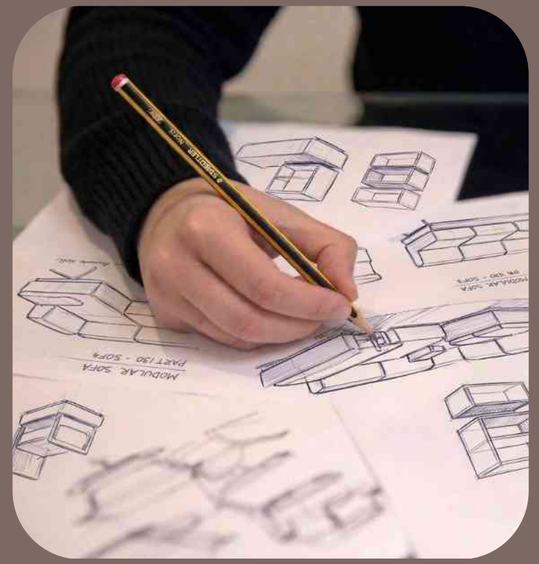
where beauty finds its form



A designer is a planner with an aesthetic sense.

Bruno Munari

soume
creativestudio



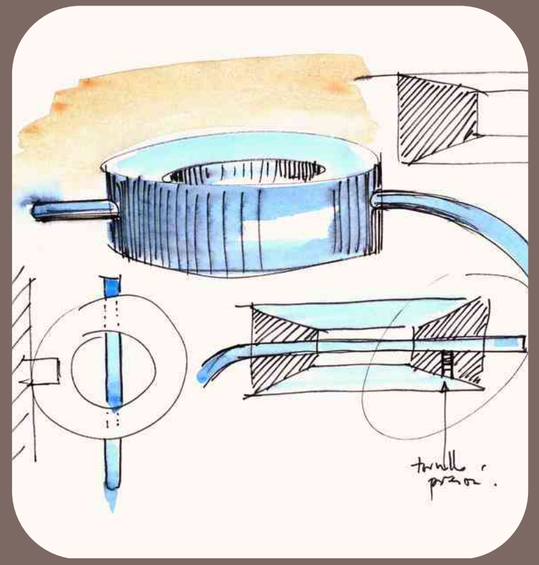




SOUME CREATIVE STUDIO was born from the union of two professionals with extensive experience: Sergio Pérez, a designer and strategic advisor with international experience in furniture, branding, and visual culture; and Anna Roy, a multidisciplinary creative with a contemporary vision, aesthetic sensibility,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

About us

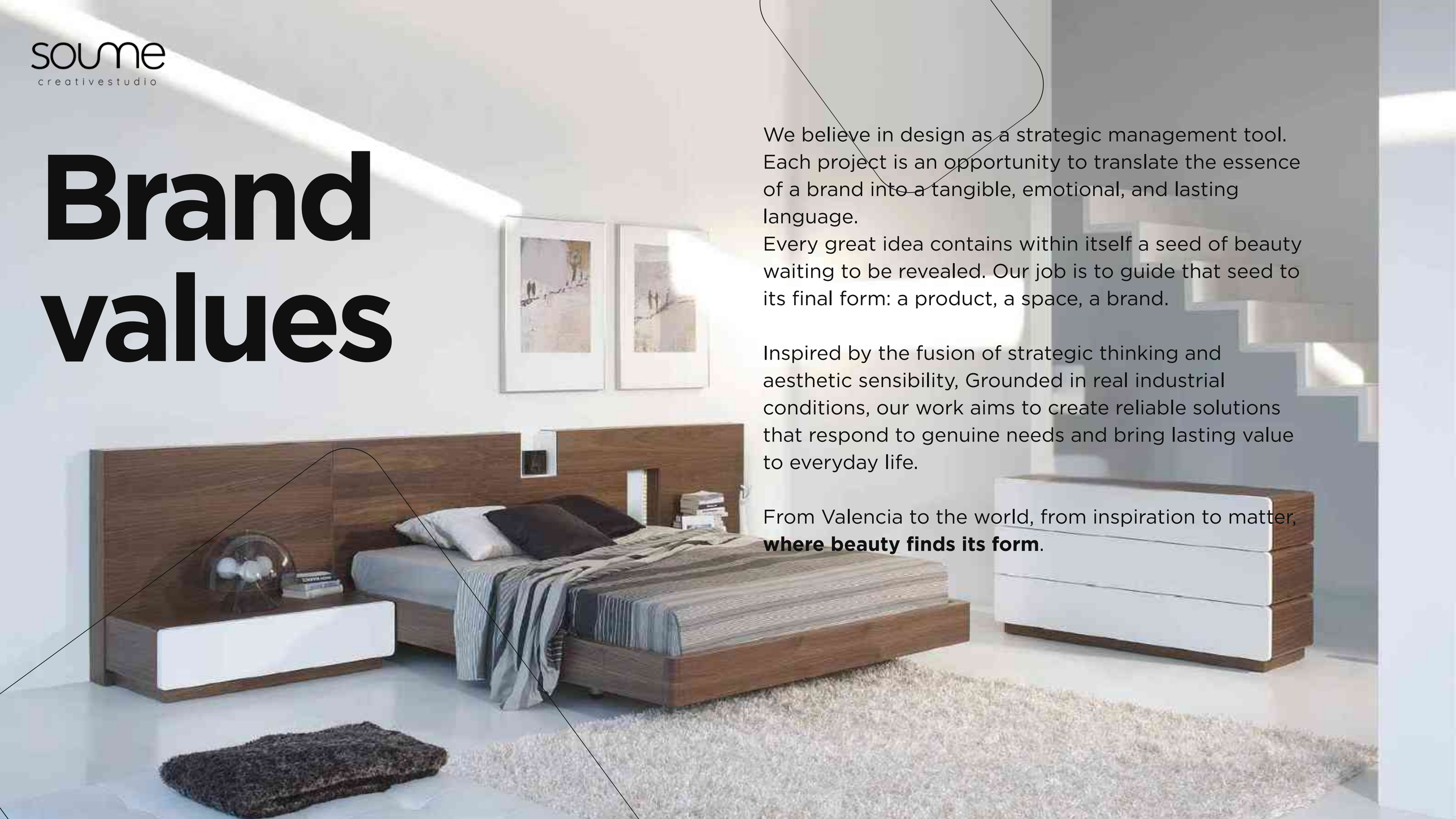






soume
creativestudio

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, Grounded in real industrial conditions, our work aims to create reliable solutions that respond to genuine needs and bring lasting value to everyday life.

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

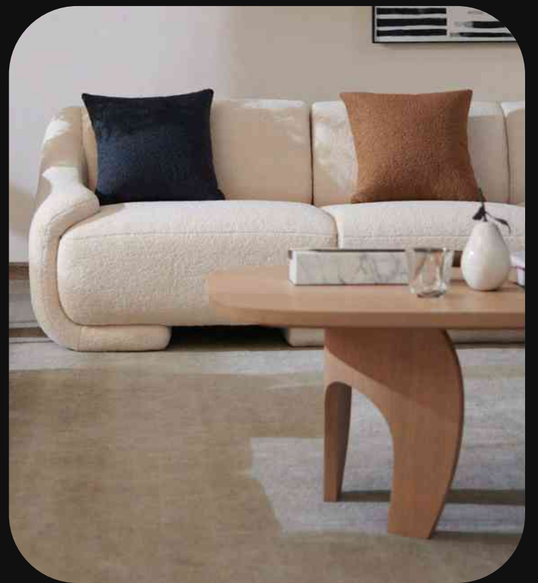
soume
creativestudio

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.


soume
creativestudio

soume
creativestudio


















soume
creativestudio

soume
creativestudio


















THE STYLE OF MOVEMENT
Figure Drawing
LOUIS KAHN

soume
creativestudio

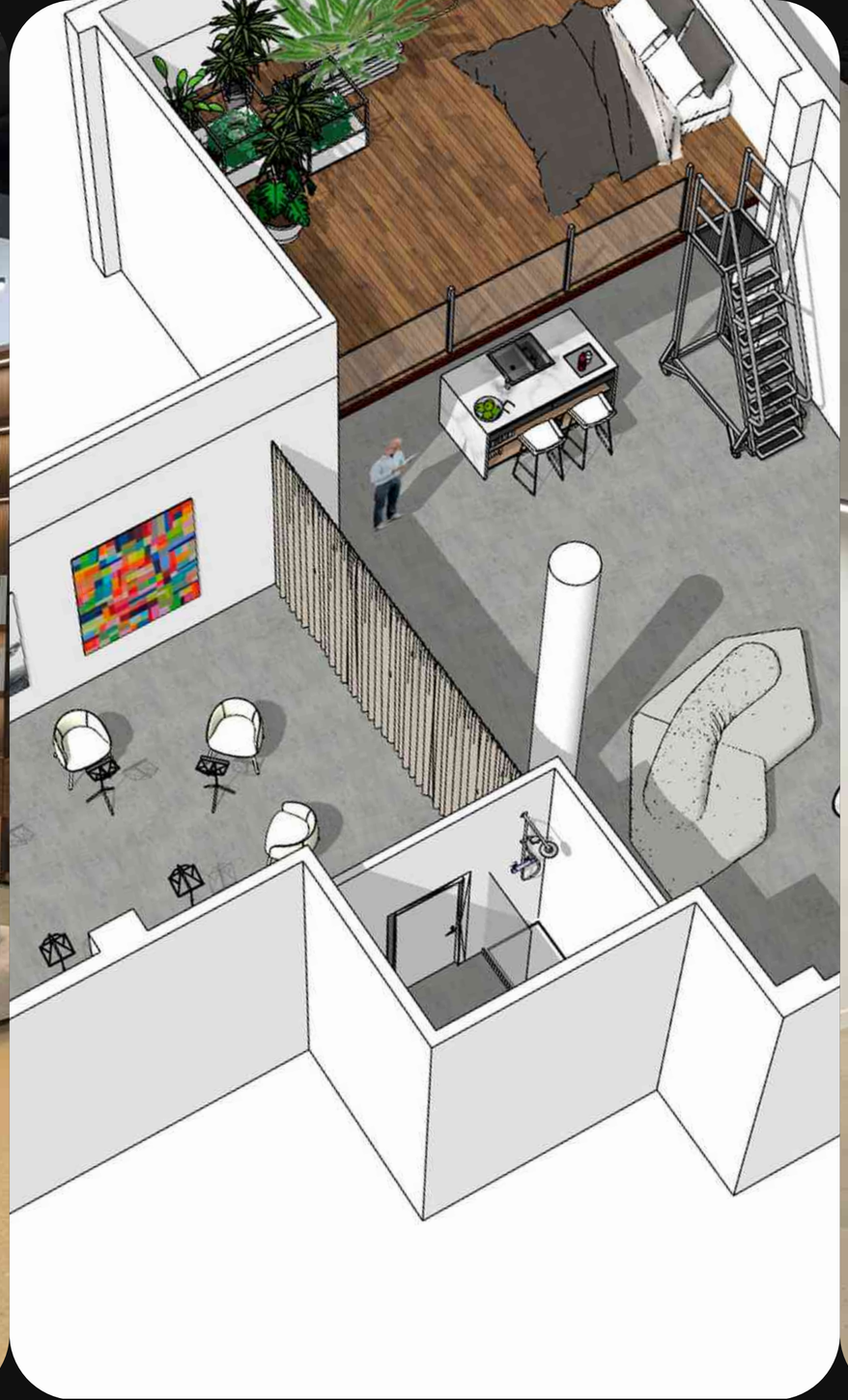
Interiors and *spaces*

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.



soume
creativestudio







soume
creativestudio





Artis
BRAND STORY
Artis is a representation of life and an promoter of health. From our design, development, raw material selection, and manufacturing to product output, we infuse the ecological ideas into each product, advocating the harmonious coexistence of human and nature. We cooperate with Famous designers to achieve artistic beauty and ergonomics with innovative, "LOHAS" concepts to endow the product with passion and vigor, making our lines more harmonious and fulfilling.
WELLNESS & HAPPINESS
Strong R&D ability of core mechanism
Artis
WELLNESS & HAPPINESS
AN INTELLIGENT INNOVATOR

soume

Outdoor *furniture*







soume
creativestudio









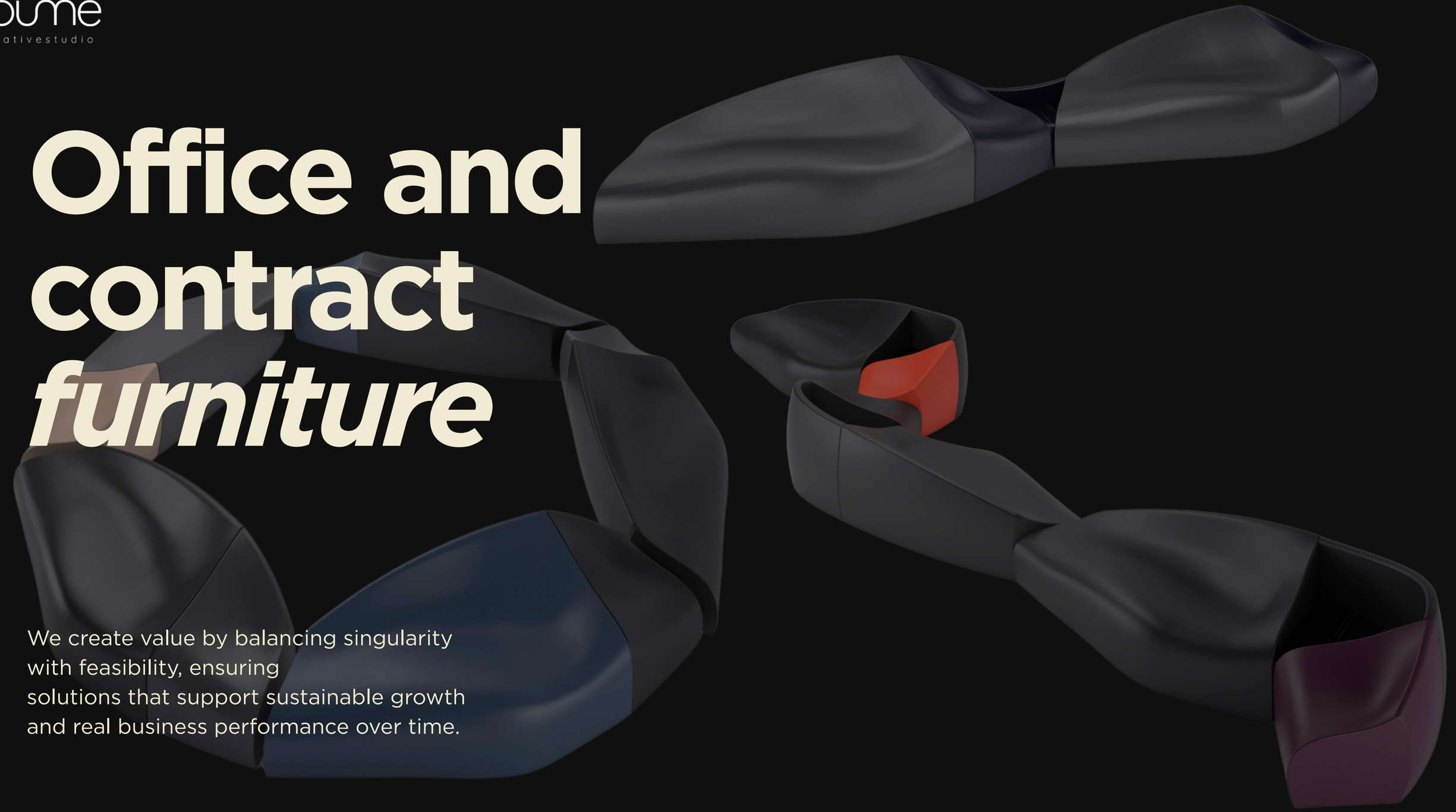






soume
creativestudio

Office and contract *furniture*



We create value by balancing singularity with feasibility, ensuring solutions that support sustainable growth and real business performance over time.


soume
creativestudio

soume
creativestudio









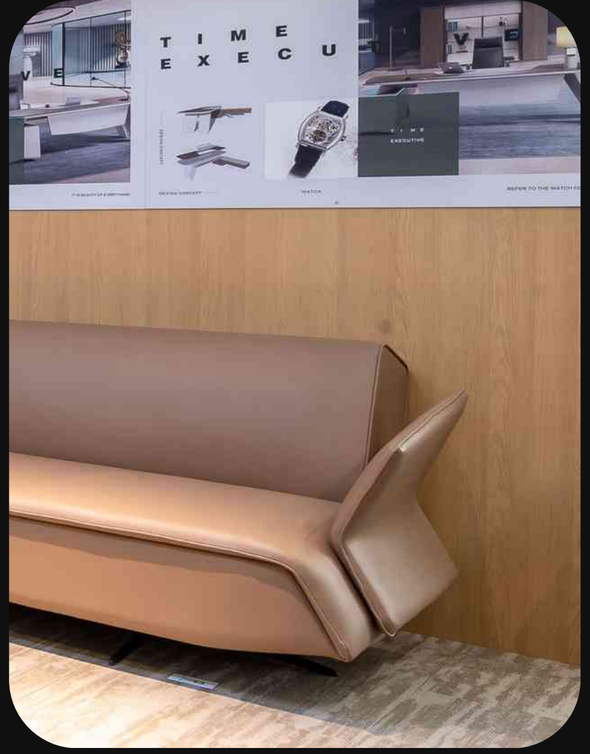


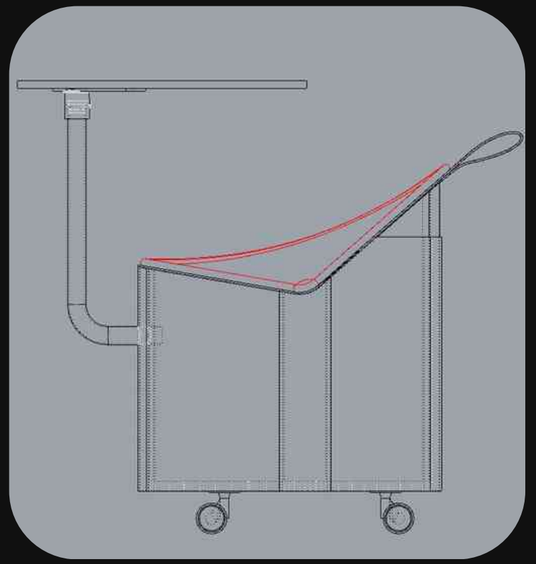




soume
creativestudio











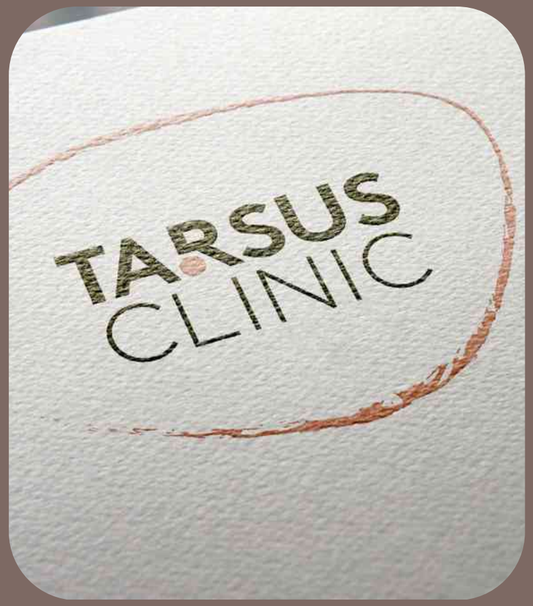




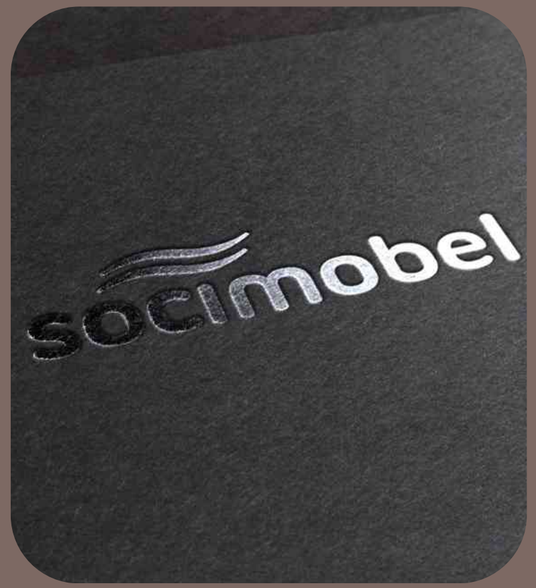
soume
creativestudio

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.







soume
creativestudio

Guiding Companies









We collaborate with companies and teams worldwide, adapting our expertise to diverse cultures, markets and industrial environments.







soume
creativestudio

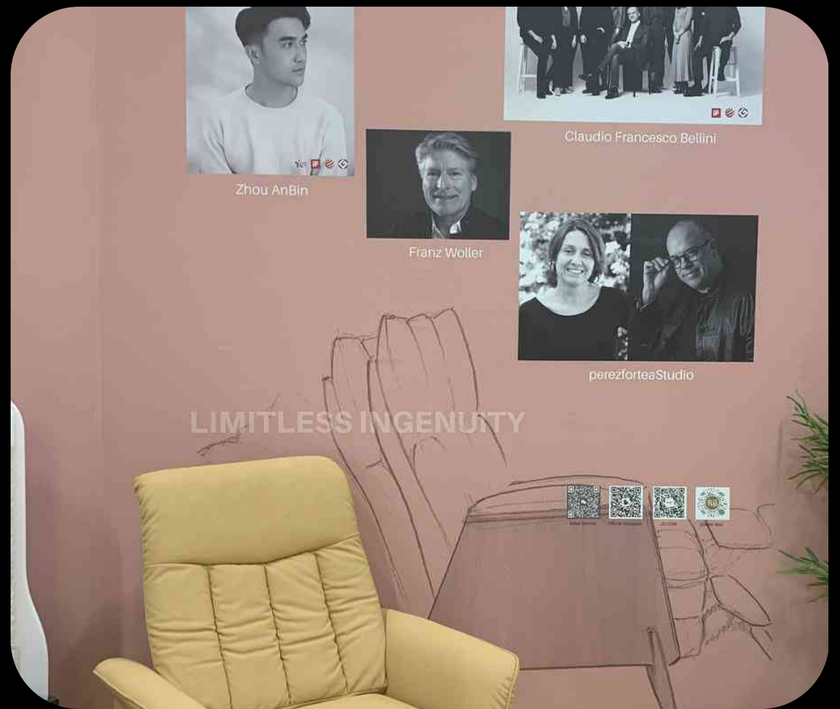






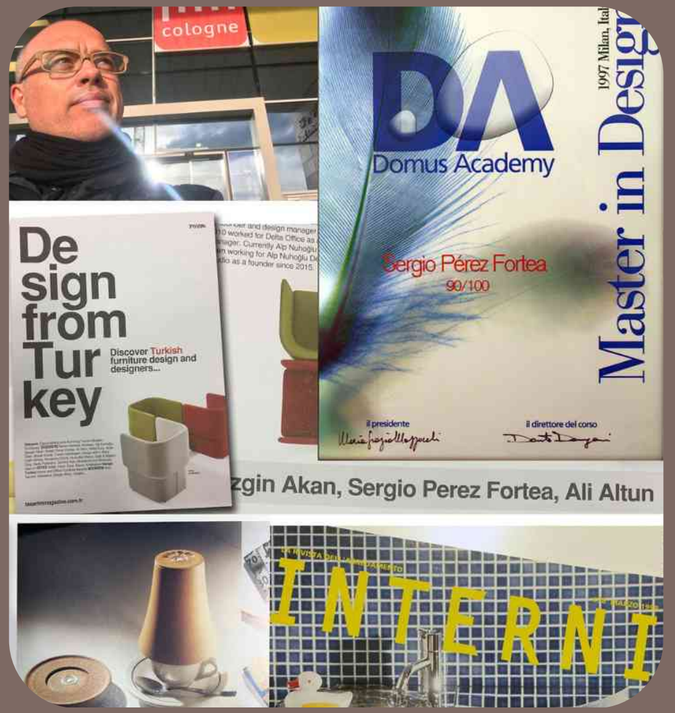








soume
creativestudio













soume
creativestudio



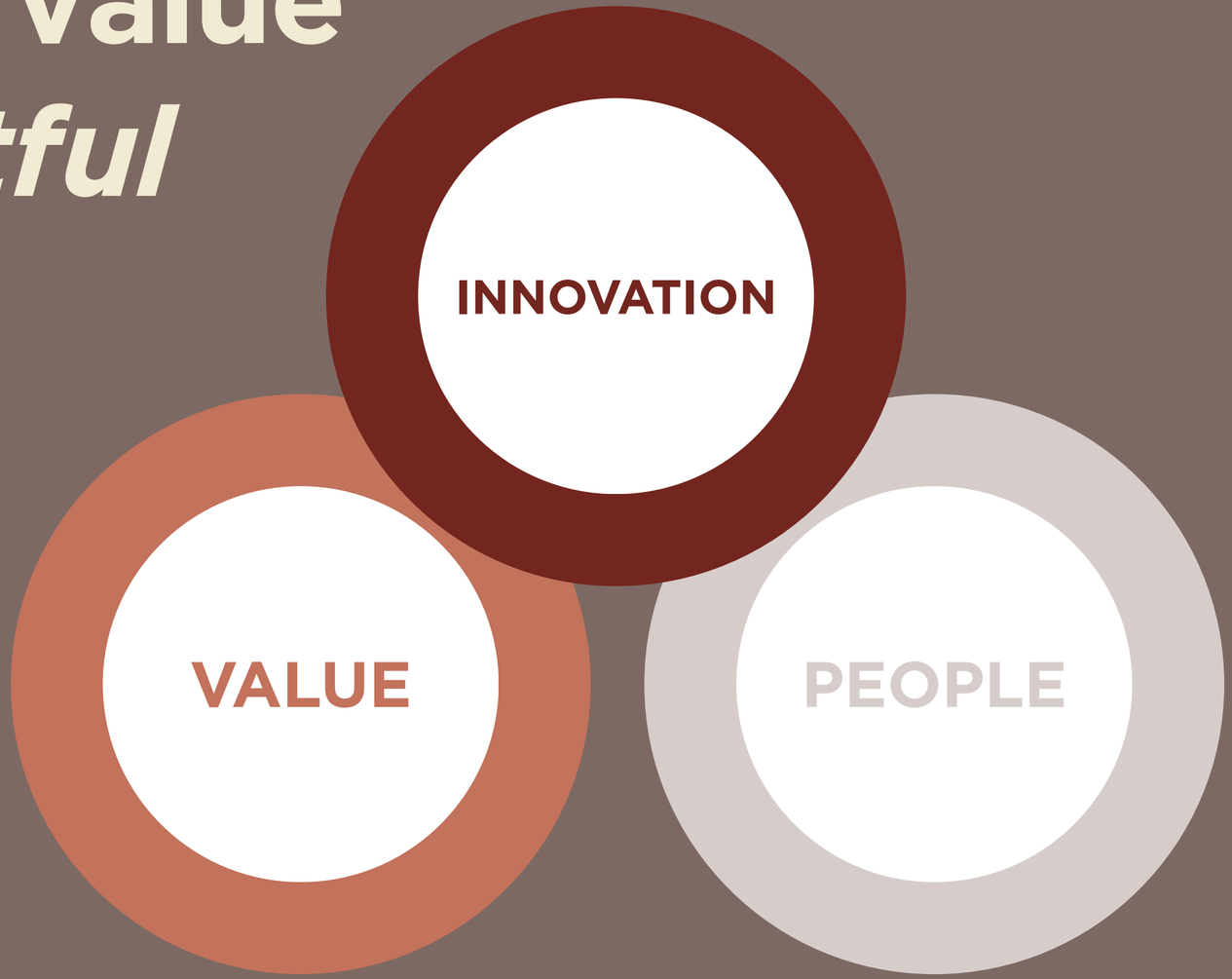






soume
creativestudio

Creating lasting value *through thoughtful innovation.*

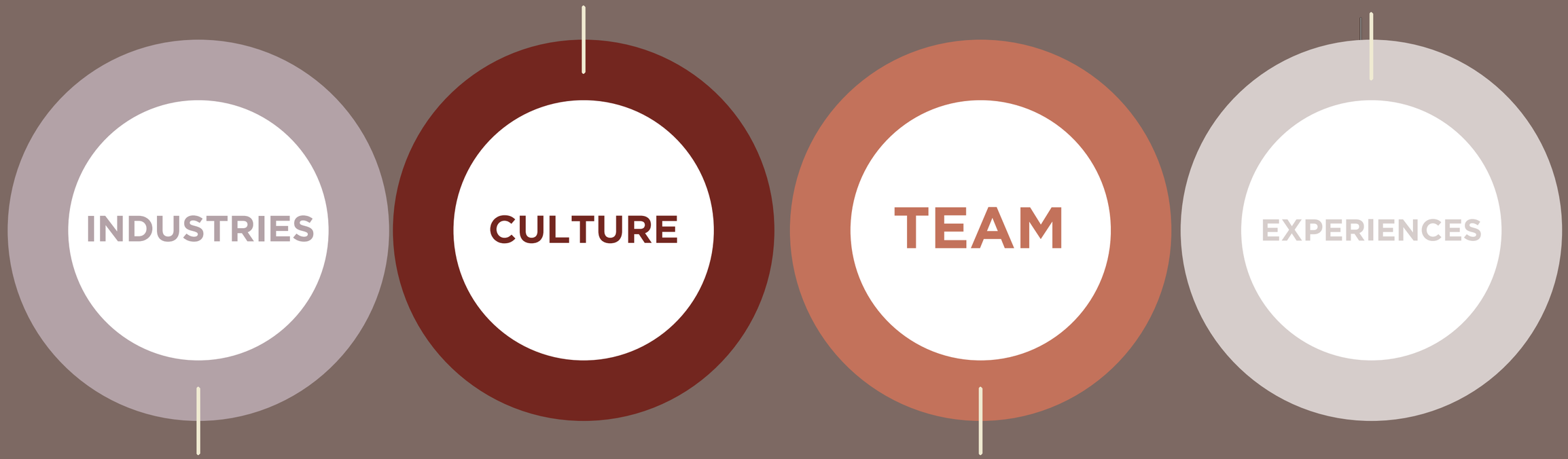


We place people at the heart of every project, translating needs, expectations and behaviors into solutions that are meaningful, functional and enduring.

soume
creativestudio

Designing with cultural insight and an international outlook.

Design driven by experience and a long-term perspective.



A clear and rigorous design approach across diverse industries.

Shaping projects through collaboration and complementary expertise.

soume
creativestudio

Creative *design process*

Briefing
with the client

- project introduction
- schedule
- goal definitions
- design plan creation
- product strategy
- product range
- preliminary data
- IA analysis

Proposal design

- trend analysis
- analysis of competition and the market
- analysis of productive and technological capacities
- concept creation
- innovation concepts
- UX design
- design proposals (sketches/3d render)
- IA analysis

Design development

- final apperance
- materials, colors and finishes
- graphic applications
- technical solutions
- technical documentation (pdf / cad files / 3d surfaces)
- prototypes supervision

soume
creativestudio



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.



soume
creativestudio

CONTACT

+34 627 795 680 / +34 647 603 908

C/Gardenia, 1 Olocau 46169 Valencia. Spain

www.soume.es