

# PRESS KIT

## WIT

*“People and the environs form the foundation of our projects,  
which are designed to create cosy spaces that interact with human beings and  
respect the surroundings”*



*Villa Leonor Project Barcelona. Photo: Eugeni Pons.*

January 2023

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## 1. Introduction

WIT is an architecture, interior design and design studio founded in Barcelona in 2016 by **Carla Navas**, interior decorator and designer, and **Victor Molina**, architect. Both have studied and gained professional experience in Europe and the United States and are supported in their studio by a multidisciplinary team of young collaborators with a strong creative spirit.

Under the slogan, “**We innovate together**” which inspired the studio’s name, WIT was founded with the aim of creating a space where all the creative disciplines interacting with humans in their daily spaces could come together.

## 2. What is WIT?

WIT is defined by its perfect fusion of the sober Anglo-Saxon nature and the spontaneity of Mediterranean style, which generates dualities, such as precision and freshness, rigor and creative freedom, from the adaptability demonstrated by each new project.

They consider themselves to be ‘**tectonics**,’ loyal to the earth, she who dictates the most authentic, sober, and functional materials and purest forms. They then meticulously apply these resources, as they are the keys to making a building, an interior, or an object of design shine.

In close relationship with this idea and with WIT’s commitment to sustainability, the studio always considers the optimisation of resources. Moreover, it critically approaches the construction and creation processes by selecting materials only after a thorough analysis in order to reveal and adhere to unwritten mandates established in tradition and the value of the environment.

## 3. The studio’s pillars

**Authenticity, creativity, and classic rationality** constitute the three values that define WIT in its ongoing search for innovation. The studio places value on teamwork in order to offer architecture, interior design and design solutions aimed at effectively completing coherent and comprehensive work.

Positioned as a **boutique studio**, WIT considers direct and close relationships with its clients to be primordial when it comes to elaborating a project that provides a 360° vision and whose ultimate objective is to reveal and apply a unique identity to each project.

## 4. Mission / Philosophy / Manifesto

- Reinvent how spaces are enjoyed, explore the possibilities of materials, and rethink construction techniques.
- At WIT, sustainability is part of the design method integrated into its creative process. Good projects are inherently efficient and coherent with their environs. A good design for a building, space, or object is sustainable from the very first stroke.
- WIT's clients are young, forward-thinking *bons vivants* who are curious and sensitive to architecture and design.
- They are inspired by the imperfection of Vincent van Duysen, Axel Vervoodt and Studio KO, adhere to the purity and roundness that John Pawson and David Chipperfield establish with the environs, and seek to apply the overall coherency of projects in the style of Peter Zumthor.

## 5. About us / Team

Architect Victor Molina and interior designer Carla Navas head a multidisciplinary studio that covers the fields of architecture, interior design, and design to endow the end result with an overall logic. The team is comprised of young, committed creatives, architects, and interior designers by the names of Pol Pedrico, Sergi Casanovas, Bet Labori, Andrea Ayra, Nuria Gomez, Blanca Fabrega, and Bet Rosell. Not to mention the real leader of the group, Mies, a dog with an architect's calling.

## **6. About Carla Navas and Victor Molina**

### **Carla Navas**



Since her childhood, she has been surrounded by a mix of artists on her mother's side and businesspeople on her father's side. This duality has always been a part of her life and has served as inspiration for her perspicacity of aesthetics, well thought-out material finishes, and the value of design. Thanks to her diploma from ESADE, she acquired the knowledge she needed to embark on her own adventure and complete a master's in interior design at the London College of Communication, which ended up pushing her towards a career in interior design. After spending some time working in London for clients such as Marni, Alberta Ferretti and Furla, she returned to Barcelona. There she was able to apply her knowledge of the English-speaking world to her work as interior design director at GCA, heading projects such as the refurbishment of Hotel Arts (Ritz Carlton), Kaplankaya (Canyon Ranch), and NH (Rome, Amsterdam, Frankfurt) and carrying out projects for private residences in Spain. Thanks to the expertise she gained in the major hotel chains and with her blend of Anglo-Saxon professionalism and Mediterranean creativity, she got on board with Victor Molina at WIT (We Innovate Together), a firm where she continues to develop her sensibility and attention to detail in projects such as Can Ferrereta, Yurbban Las Ramblas, and Hotel Regina, among others.

## Victor Molina



Born into a more scientific milieu, he has always been very curious about how things are constructed. After some reflection and working in an art gallery, he chose architecture as a profession. He immediately decided to work in firms that were far from the latest trends and more concerned with a job well done, permanence, and the reflection that is inherent in each project. After four years working alongside Josep Lluís Mateo, he embarked on an international experience at JAHN (Chicago), which gave him the precision and rigor that are so characteristic of North American architecture. He spent two years there, after which he returned to Spain and joined GCA studio where he developed multi-family dwellings in Madrid, hotels in Barcelona and Madrid (Hyatt and W Hotels), and offices (Cuatrecasas). After meeting Carla, he decided to embark on his own personal project, WIT (We Innovate Together), where he has been able to implement Anglo-Saxon rigor and the sensible, material, and tectonic architecture that had been a part of his career in projects such as La Fábrica de Joaquín, Casa Cenote, Casa Fox, and The Wave. He has also delved into the relationship between materials and their environs in projects located in remote areas of the Iberian mountain ranges such as Ço dera Nheu and Ço deth Sòmer, among others.

## **7. Short interview with the founders**

### **What does architecture mean for WIT?**

It is the art of designing projects that convert spaces into places where users feel comfortable, because for us, the key is how people interact with one another in their environment. From the largest elements to what may seem trivial— the place, light, shadows, materials, and even the doorknobs and handrails—, everything plays an important role.

### **Architecture, interior design, and design are an interrelated trio. How do you develop your work to ensure that there is a balance?**

Architecture, interior design, and design are part of the same creation process that we intervene in, from the big picture to the smallest detail, and we ensure that balance offers the best result. It is very difficult for us to separate these disciplines because when we design a project, we always picture it in its entirety.

### **What are WIT's main strengths?**

Our creativity in developing conceptual bases for projects, our professionalism and precision in achieving clients' objectives, and above all, our ability to ensure that the process can be enjoyed in-house and by the client.

## 8. Remarkable projects



### **Villa Leonor** Barcelona

*A unique summer house recovers its splendour*

After complete refurbishment, this second residence, tinged with memories, preserves the history that is so characteristic of the building. The objective was to revive its role as a summer house. That is why in the interiors reign leisure, relaxation, and enjoyment.



### **Yurbban Casa Volver Hotel** Barcelona

*To feel at home in this hotel on Las Ramblas*

Finding a new hotel concept was the main objective of the interior design project for this 40-room hotel that combines nuances of the modernist and industrial sides of the city in a calm and balanced environment.



### **Çò deth Somèr dwelling** Val d'Aran

*Like a house out of a traditional village*

Over the skeleton of a former barn, in a typical Pyrenean construction style, this refuge was built. Conceived as a cabin where its inhabitants can enjoy the long winter nights or the endless summer evenings, it stays true to the style of the village houses.



### **Can Ferrereta Hotel.** Santanyí

*An immersion in Majorcan culture*

This 5-star, 32-room hotel, located in the village centre, occupies a building designed by architect Sergi Bastidas and belongs to the Soldevila Ferrer family. It was born from the idea to create a design for a new and original holiday hotel, capable of transmitting local culture and tradition from a sophisticated perspective.





### **The Wave, office building** Barcelona

#### *Tribute to the city*

The Estel de Francesc Mitjans building is an architectural landmark on Avenida de Roma that was originally designed to house Telefónica and to project Barcelona's image of progress in the 1950's. Now it will house new offices, thanks to the project, developed alongside BGY, which aims to compile the building's history, from the original idea to the different redesign proposals made by major architecture firms over the years, and to combine these elements into a completely renovated and unconventional building exhibiting the character it had at the time of its origin.



### **La factoría de Joaquín, student residence.** 22@ Barcelona

#### *Industrial charm for stand-out housing*

The industrial revolution requires a specific type of housing, one that is more flexible. This project entailed building a student residence that preserves the industrial character and charm of its surroundings. Due to its location in Poble Nou, it conjures up the aesthetics of the former factories in the area and recovers the old artisanal design in its façade details.



### **Eth Coto de Auviatge dwellings** Pyrenees

#### *Auviatge in the Pyrenees, tradition from a modern perspective*

This complex, intended for family living and located in a village in the Pyrenees, was the starting point for developing a project comprised of three dwellings around a common architectural discourse and with enough flexibility to adapt to three different family types.



### **Çò dera Nheu.** Val d'Aran

#### *A refuge imbued with tradition*

The terrain located at an altitude of 1275 metres, with breathtaking views and half-buried within the mountain side, gives character to this house conceived as a centre for family get-togethers, similar to the farmhouses of the past. Its location, at the entrance of the 'camín reiau,' inspired its design as a place of welcome for all visitors.



### **Hotel X. Ibiza**

*Glamour and eclecticism with an Italian twist*

Surrounded by summer holiday properties from the 60's and 70's, far from the island's typical solutions and finishes, this hotel reinterprets the Dolce Vita, with a concept that takes the quest for sun and beach further to encompass the ambiance and community that come with it. Reminiscent of 'Parco dei Principi' by Gio Ponti, it is inspired in the summer architecture extended along our coasts and which is clearly represented in the environs of the building.



### **Casa Cenote. Costa Brava**

*A dwelling that respects the environs and hovers over the sea*

To make a virtue of necessity was the axiom for this dwelling, located on a terrain with complex urban constraints that made it mandatory to approach the plot with two different volumes. On the one hand, the guest house is located in the middle of the pine forest, while the main house, in order to enjoy the sea views, had to be located on the cliff, almost hovering over the sea.



### **Ço entà Guardar. Val d'Aran**

*A construction designed to envelop its inhabitants and for enjoying the landscape*

This project built from zero, an atypical situation in the Pyrenees, enjoys unusually vast views of these valleys. The clients wanted to construct a flexible house. This project envisioned a geometry for the house that guarantees views and privacy in all the rooms, as well as a continuous relationship between the interior and the exterior.

## 9. Practical information

Download photos at this link: <https://cutt.ly/7MCObUQ>

**For more information:**

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