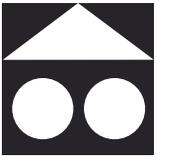




CUELLAR

STORY

TORYSTOR



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Antonio Cuéllar López and  
Diego Martínez Caño

## CUÉLLAR, A FIFTY-YEAR STORY

In half a century Cuéllar has grown from the humble partnership of two brothers who started a marble craft factory in a room of their parents' house to a powerful firm present in the Spanish and world market.

Traditional craftsmanship meets business management, forming an unbeatable tandem. Its managers' personality is the key to its success. Antonio Cuéllar founded the firm in 1958, his deep knowledge of stone, his technical expertise and positive vision united to Diego Martínez's dynamism and talent for management - he joined the firm ten years ago - and the initiative and strength of both ensure Cuéllar the most promising future in the stone sector.

### ANTONIO CUÉLLAR LÓPEZ

He was born in 1940 at Cantoria, a village of the Almeria marble district. His parents were humble farmers. At thirteen he began as an apprentice in one of the workshops of the area to learn the hard trade of marble handicraft. He stood out at once because of his skill and his eagerness to learn and improve. He used to spend half his time learning with older workmen who taught him the trade and doing a correspondence course. He continued his formation by self-teaching, studying the draftsman's trade by distance teaching but also attending lessons at the Fine Arts Faculty, where he was able to matriculate thanks to a grant, while he was doing his military service.

### DIEGO MARTÍNEZ CANO

Born in Macael in 1959, he took a degree in education, but when he finished he started working as a labourer in a building firm. In less than a year he became the man-in-charge. Later on he joined the firm Cosentino, S. A., and, in 1985, he was made Production and Staff Manager for Marble and Silestone, and did this during ten years. In 1996 he ascended to the position of Commercial Logistics Manager in this firm that had acquired an international dimension. He continued his formation with two top management master programs.





## STAGES OF THE COMPANY

### *1. - 1958 - End of the 1970s: CRAFTSMEN*

Antonio Cuéllar and his brother Francisco open a workshop dedicated to funerary art, doing most of their sales in the district, nevertheless they begin to be known in other provinces. A year later Antonio decides to travel throughout Spain to get a better knowledge of the trade and open new markets.

### *2. - End of the 1070s - End of the 1980s: INDUSTRY*

“Mármoles Hermanos Cuéllar” invest in machinery to make the best of the increase of income and the growth of construction, which favours the use of natural stone as structural and decorative material. They increase their production and efficiency, without ever losing the craftsman character of their products, which now sell all through Spain. In 1988, the brothers decide to separate and Antonio settles the new company “Cuéllar, Marble Architecture” at Cantoria. Thanks to their good name and numerous customers they can overcome the national economical crisis and never fail to pay their employees.

### *3. - End of the 1980s - End of the 1990s: COMPREHENSIVE BUSINESS*

The company continues introducing technology (mostly Italian) that allows it to increase its production volume, to undertake larger projects that include design, transformation and execution and to carry out emblematic works it receives awards and acknowledgement for, which opens the national top of the range market for it.

### *4. - End of the 1990s - nowadays: INTERNATIONAL EXPANSION*

In 1998 Diego Martínez joins the firm, acquiring 50 % of it, and taking charge of the strategic direction of the company, in perfect understanding with Antonio who is responsible for the technical aspects. They emphasize the human factor, creating a professional team with top technology at its disposal, and adding another architect to it, Antonio’s son Miguel Angel, in 2002. They start a personalized formation plan and carry on developing the global service concept for the top of the range market, starting a planned process of international expansion of their commercial network.

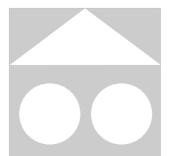
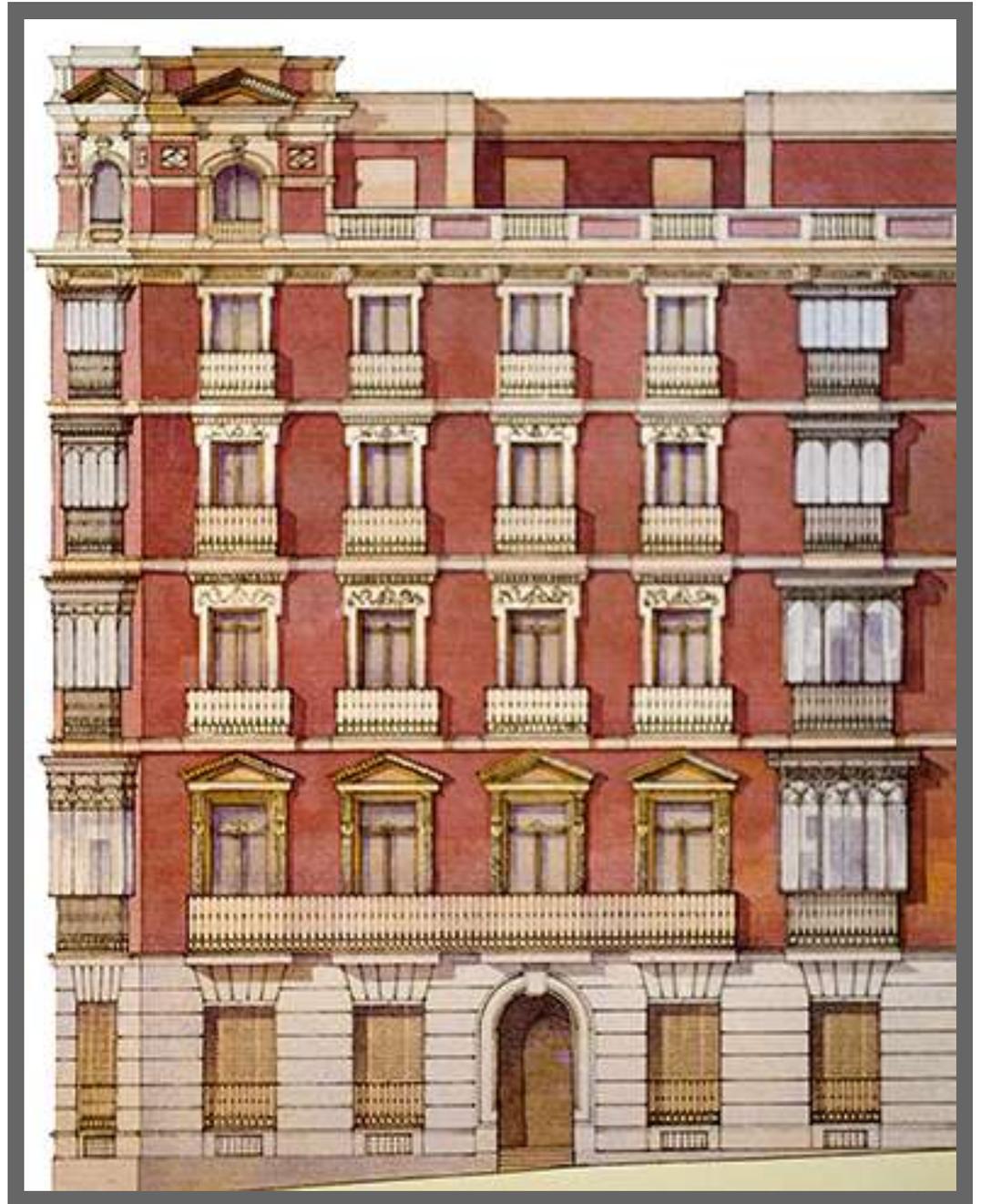


## THE COMPANY TODAY

What differentiates the company is the developing of integral projects that constitute their main activity and include design, stone transformation, execution of the work and installation. They also fabricate standard products for construction. They have three lines of business: Art in public places, Unique buildings and homes and Sacred art. They address the most demanding segment of the market doing high value-added construction work.

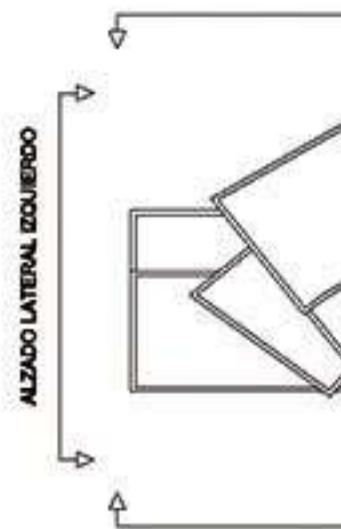
They build custom homes, being true “natural stone tailors”, adapting themselves to the customers’ wishes, and offering advice to use stone with measure, without excess, so as to obtain harmonious results. The company is based on key factors that are the knowledge of stone, technology, design, innovation and human capital. The speedy development and execution of their projects gets them faithful clients and is another of their distinctive traits.

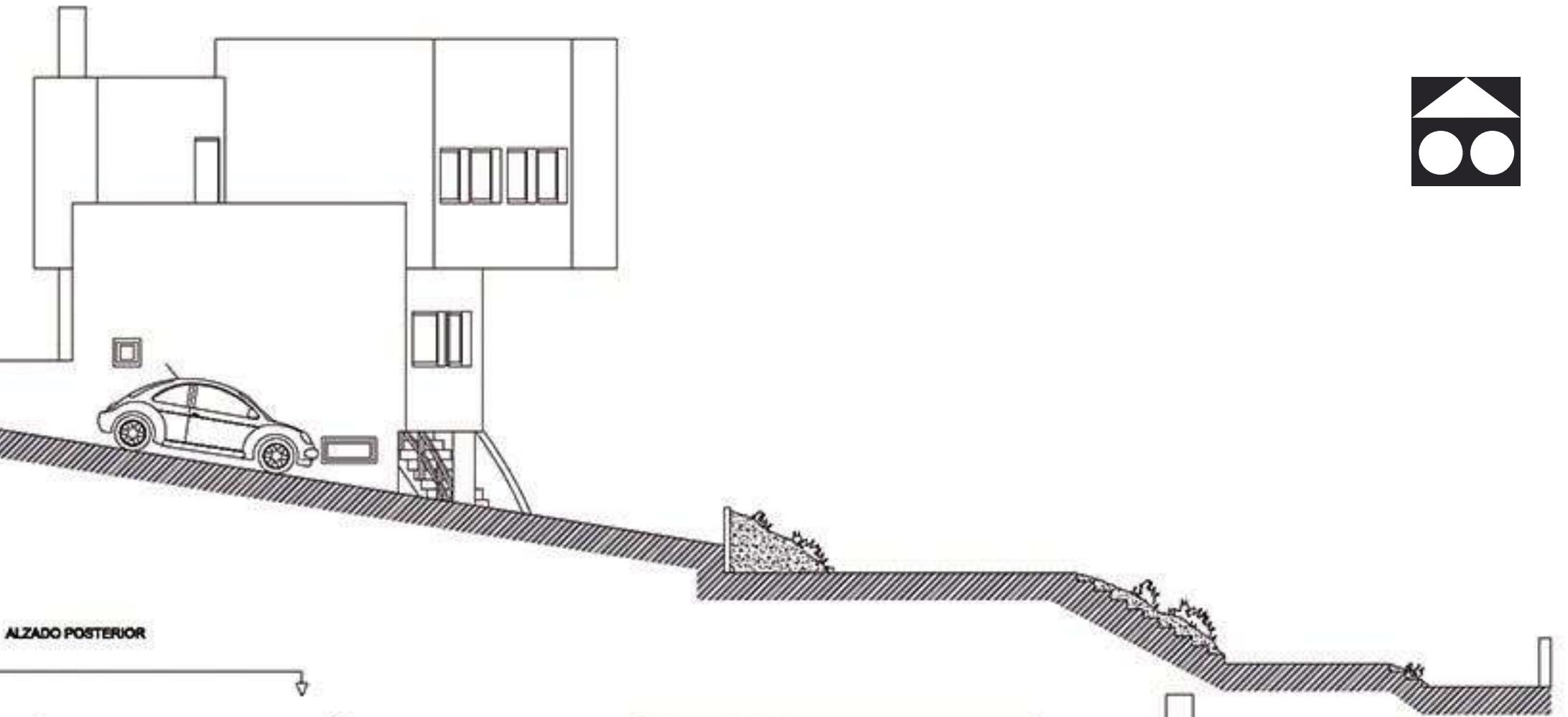
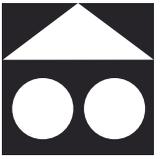
They have facilities at Cantoria and commercial delegations at Marbella, Castellon, Bilbao and Murcia in Spain. They are present in the international market, mainly in the United States (California and Florida), the United Kingdom (London), Switzerland (Basel), France (Paris), the United Arab Emirates (Dubai) and Morocco.



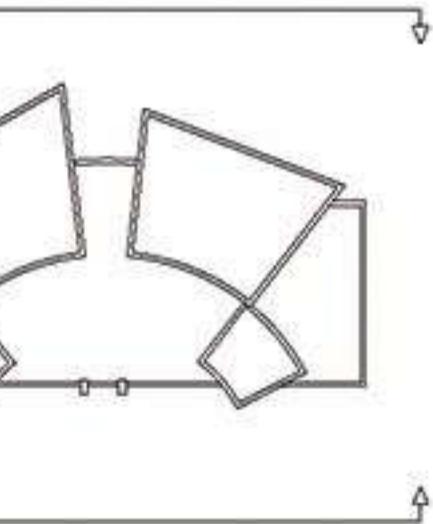
TECHNICAL CAPACITY

# TECHNICA



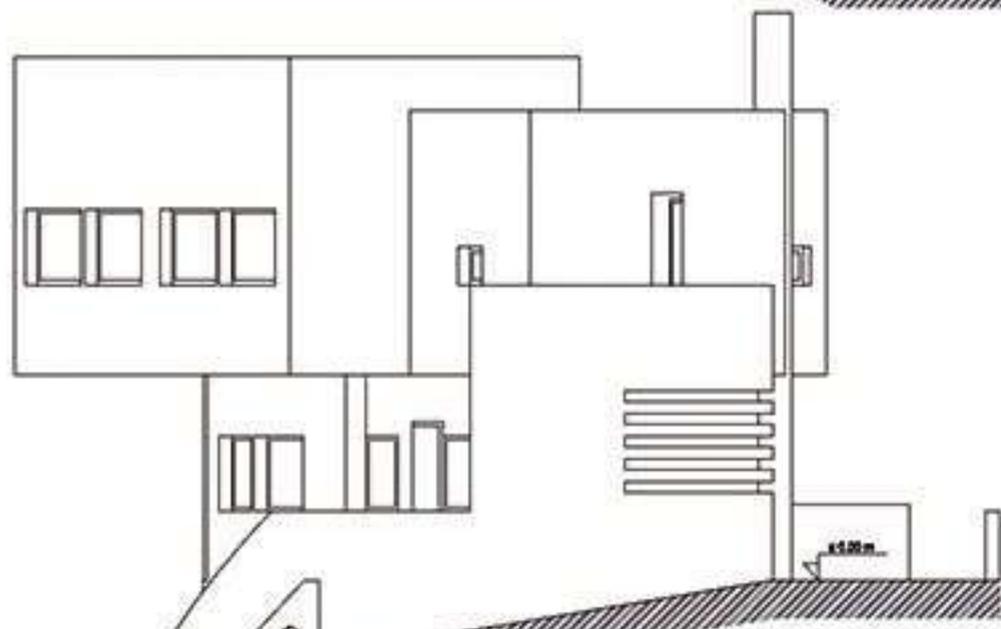


ALZADO POSTERIOR

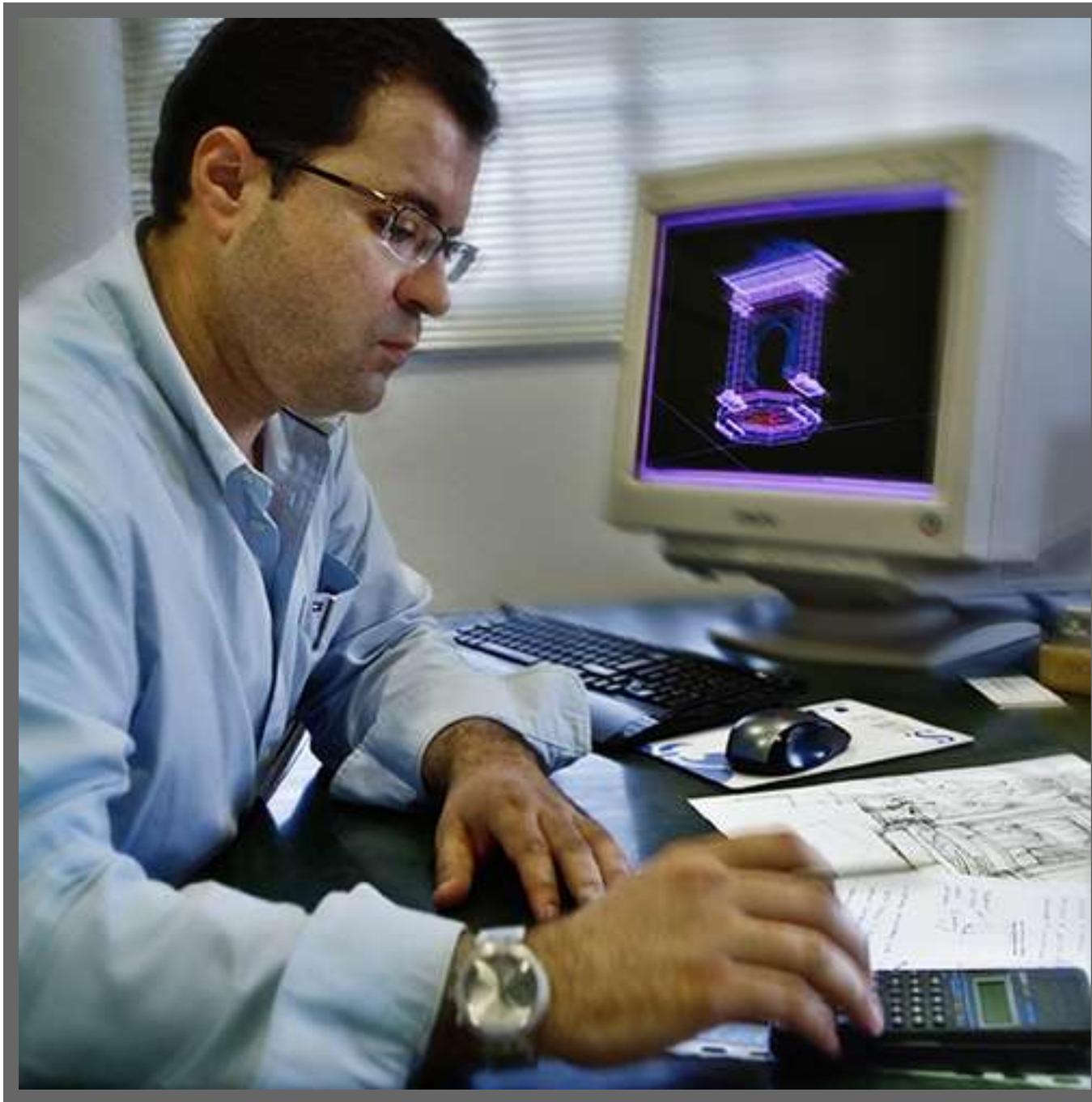


ALZADO LATERAL DERECHO

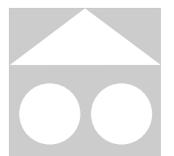
ALZADO PRINCIPAL

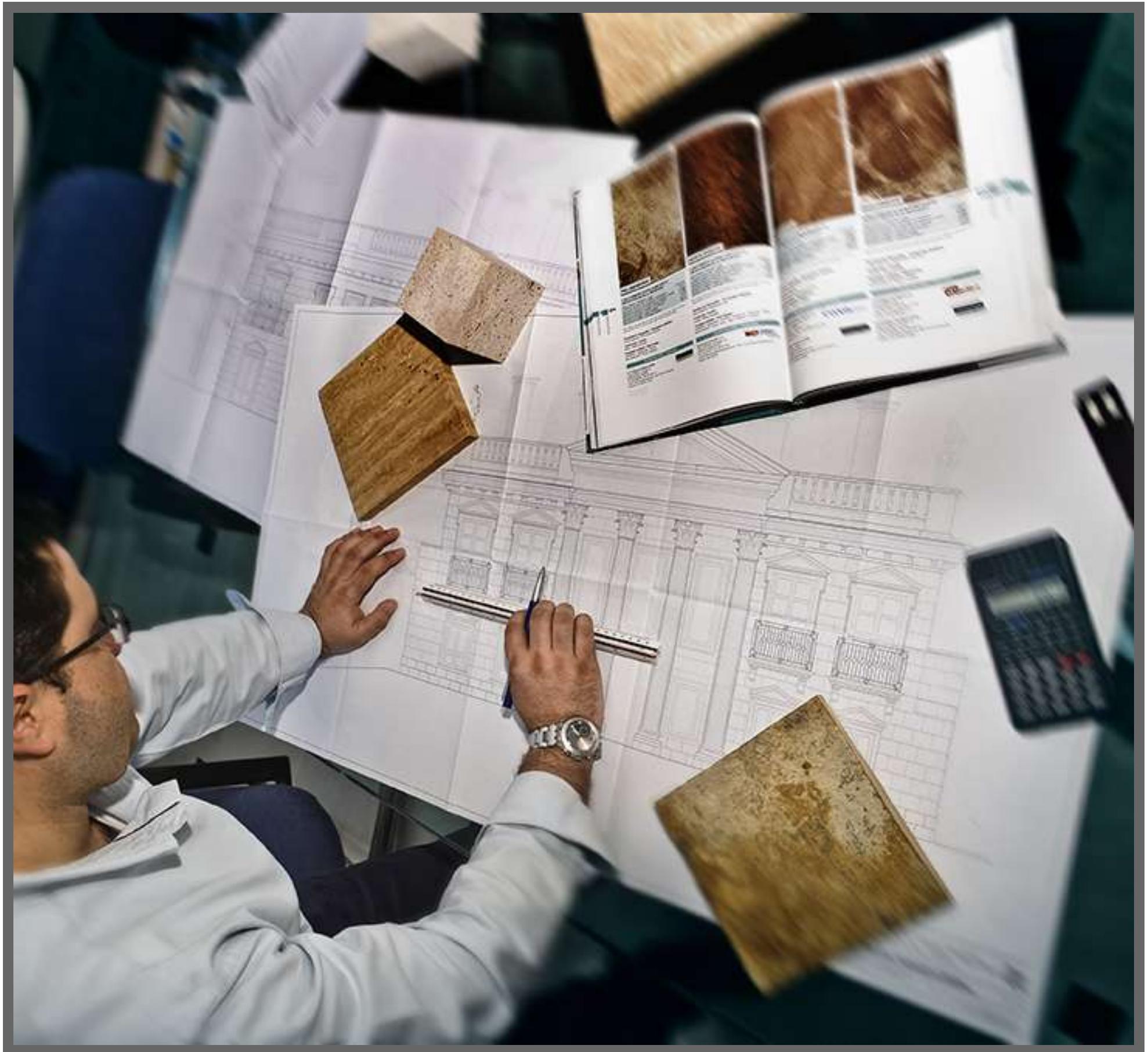


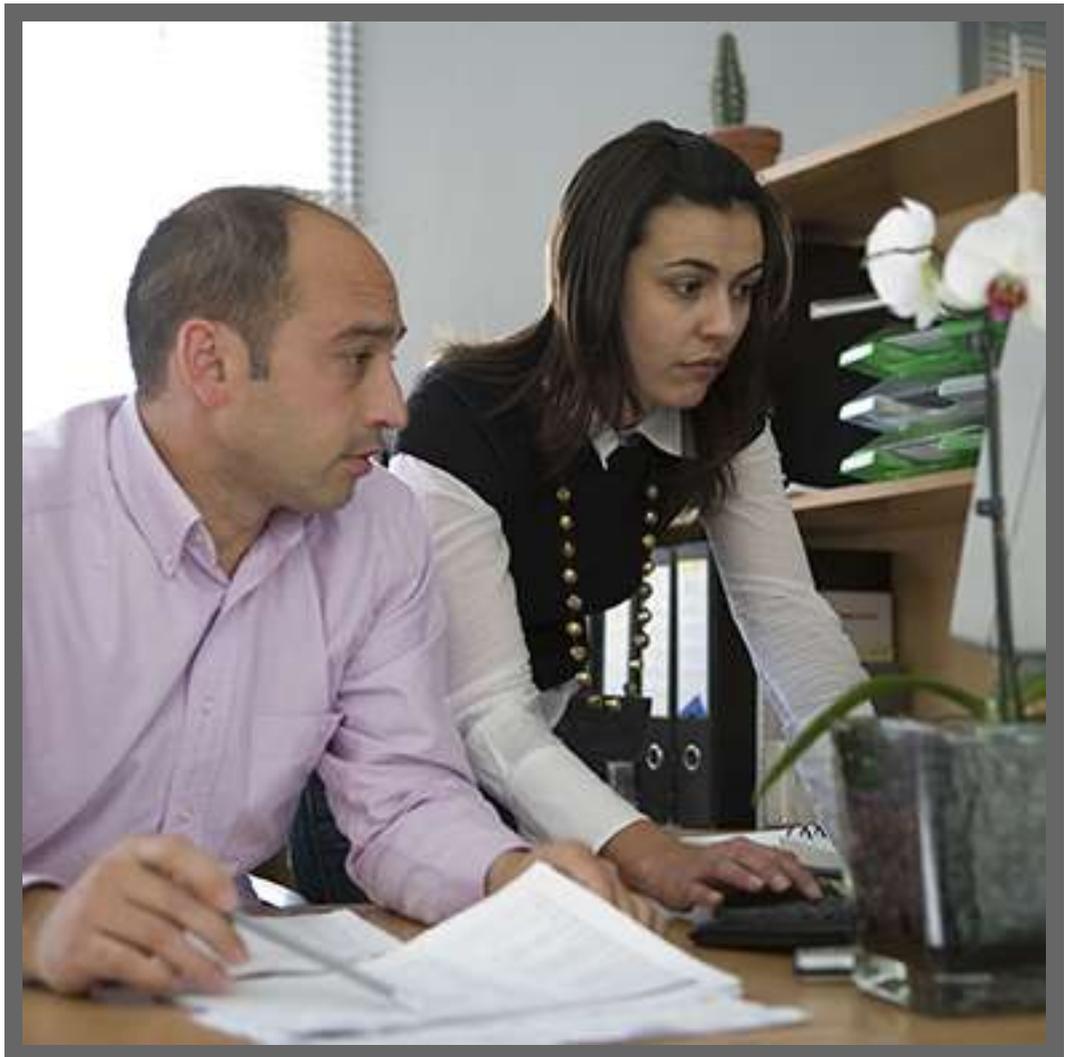
# ALCAPACTI



Our professional team - engineers, architects, quantity surveyors, bachelors of fine arts, designers and decorators - can find answers to any technical problem, offering the best solutions. We collaborate with several artists, of national and international fame. Thanks to our controls of execution we can guarantee top quality from initial drafting to installation.



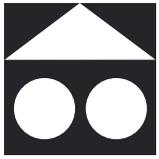




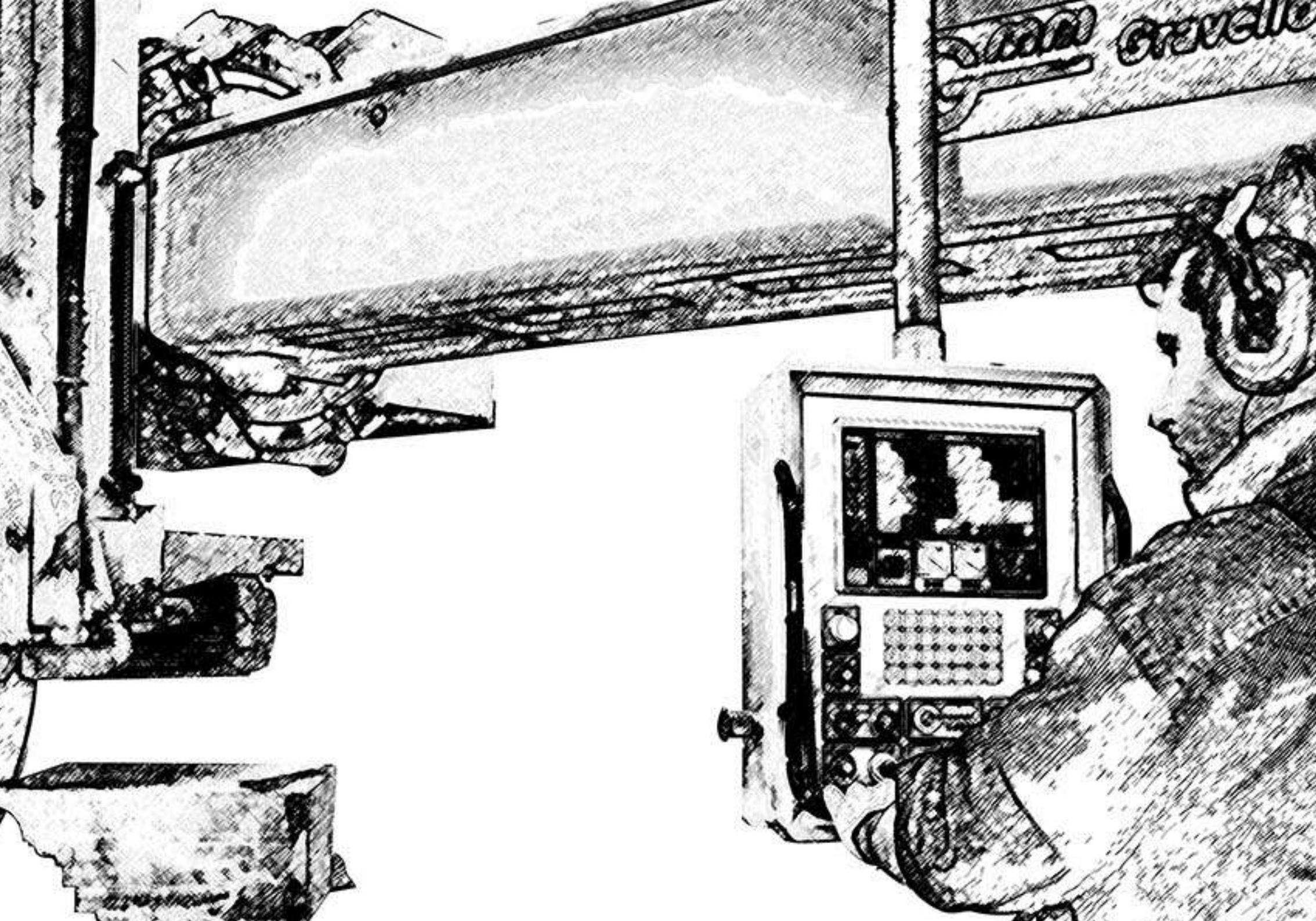


We care for detail from the preparation of the estimate and we follow the whole project giving it personalized attention. Fast execution is another essential factor, just as agility and efficiency to develop special projects. Working as a team, both at management level and technical and operative level enables us to add value to what we offer our customers.



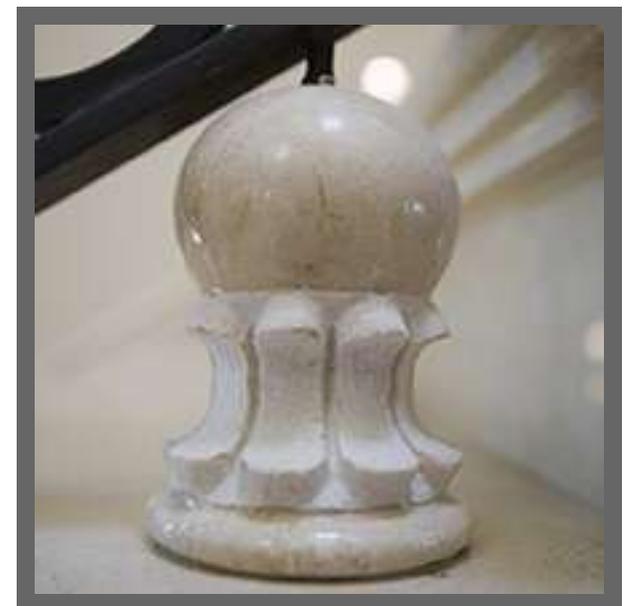
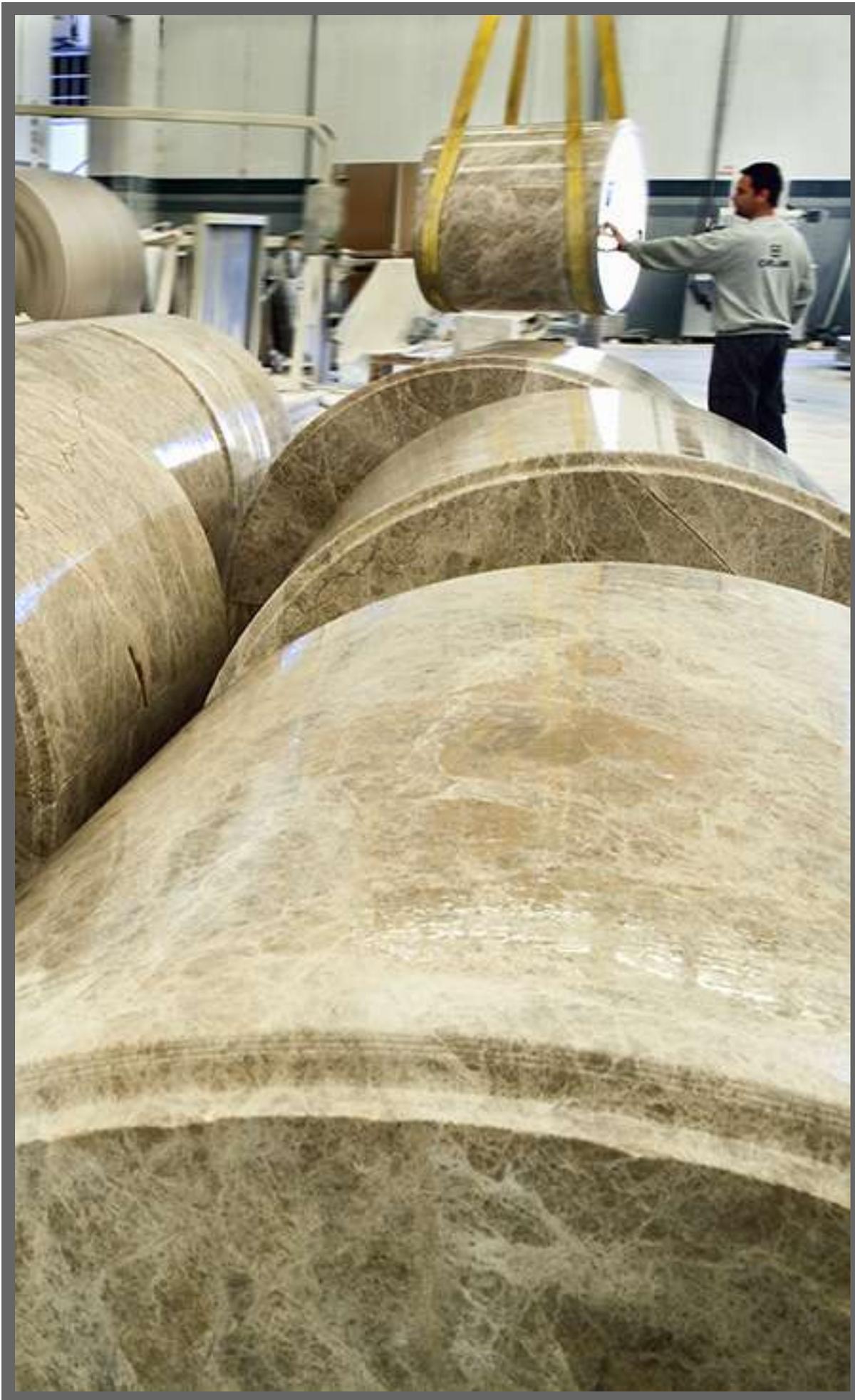


FABRICATION FINISHING  
**FABRICATION**

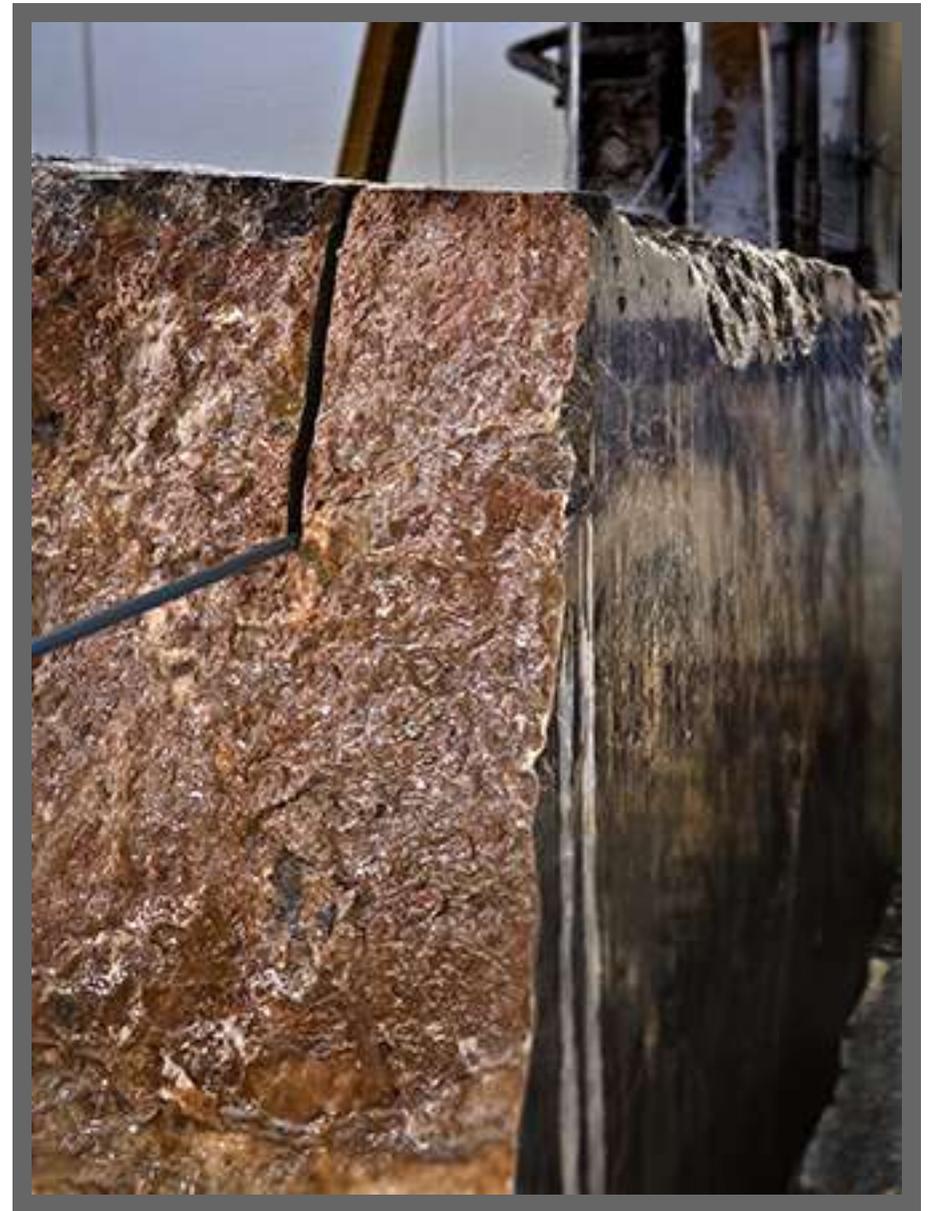


ONEFINISH

The knowledge of the different kinds of natural stone is essential to design practicable projects and to find satisfactory solutions. It is indispensable for the right selection of suitable stone blocks when buying, to transform them according to the client's specifications and to install them during the construction.

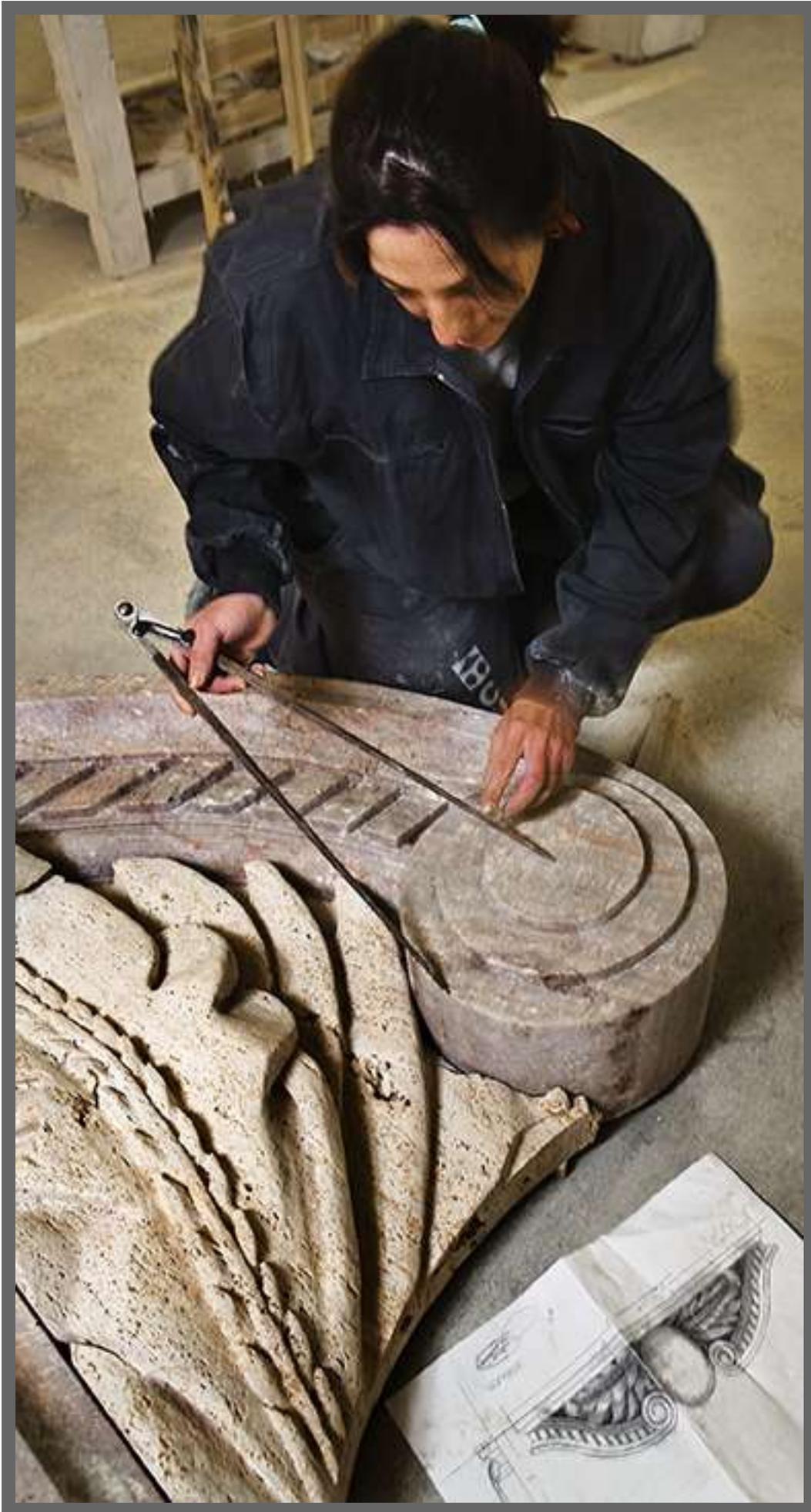






Situated at Cantoria, in the heart of the Macael Marble District (Almeria), our present facility includes 800 m<sup>2</sup> (8,600 sq ft) for our offices and showroom and a fabrication plant 7,800 m<sup>2</sup> (84,000 sq ft) large.







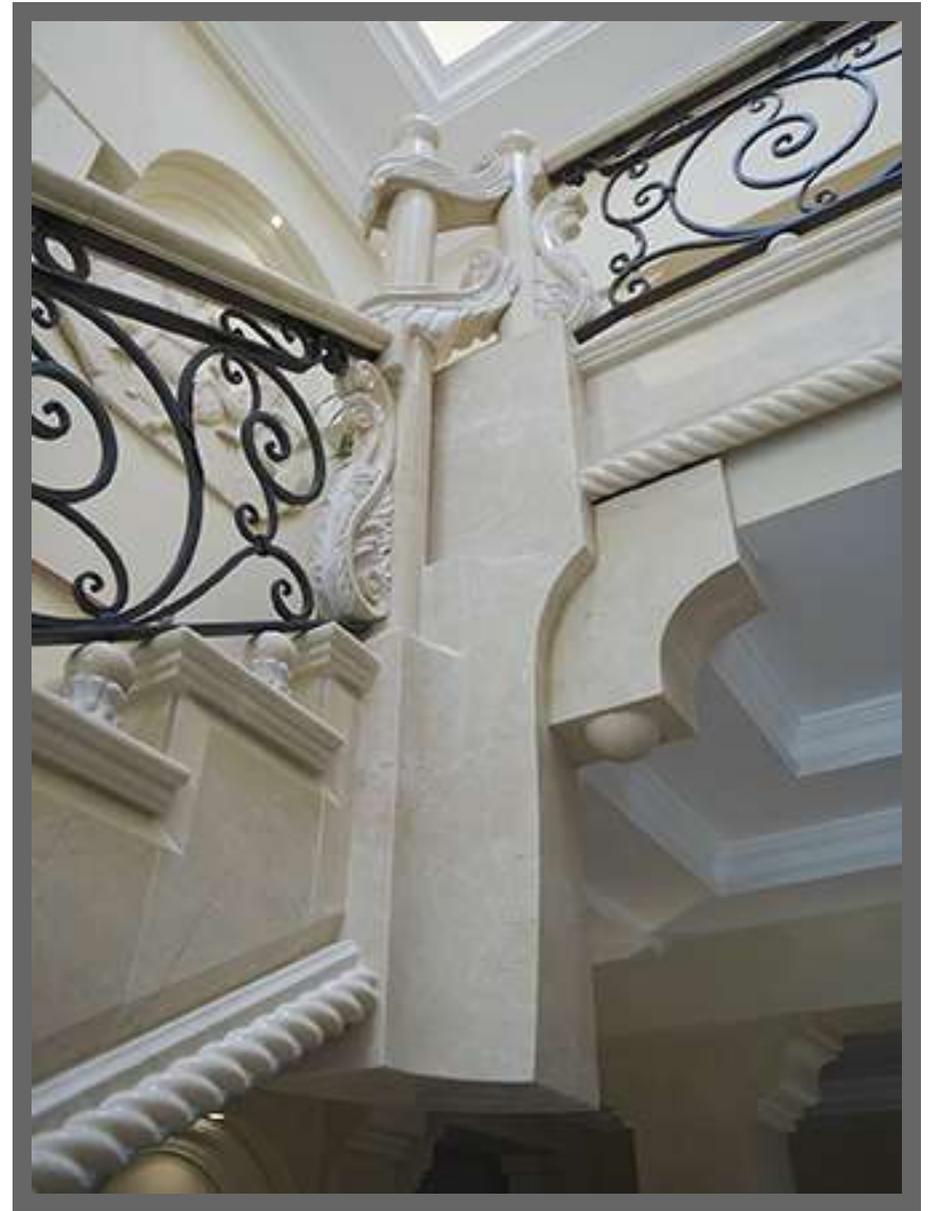
In our firm, tradition handed down through time meets today's state-of-the-art technology, and we have talented craftsmen able to get the most from their tools, which enables us to offer the most sophisticated solutions to our customers.





Our craftsmen's great experience enables them to obtain perfect finish in the fabrication of parts made to measure in our works or on site when necessary, as with some stairs of winding layout where each segment of stone of the skirting board is different.

Our fabrication processes enable us to offer all kinds of solutions, like this stair pilaster, made of one piece, where the different planes meet. We have a great variety of standard pieces, in our lines of mouldings, columns, balustrades, porticos or fireplaces, besides we offer special unique pieces like this marble plaited cord trimming on the stairs edge, which give an exclusive character to our homes.



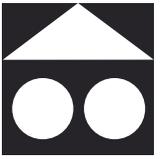


Stone offers infinite decorative possibilities, like the lamp that illuminates this flight of stairs, diffusing the light. It adapts itself to any style from the most classical one to the most modern and refined one or the timeless zen, because it is alive, filled with the memory of the hills that sheltered it and it can only transmit good vibrations to those who are lucky enough to live with it.



OUR BUILDINGS  
BUILDINGS OUR





**BUILDINGS**







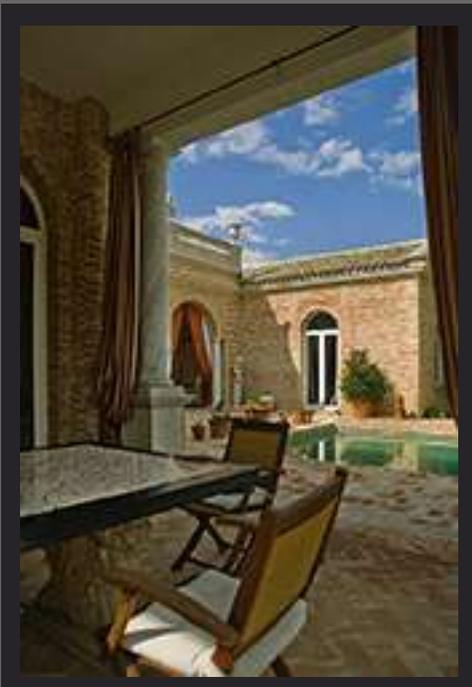
## ROMAN HOME Madrid

### BALANCE AND ART

This classical home has been inspired by Pompeii villas but with a modern interpretation. It is a custom house made according to its owners' instructions, inside an idyllic garden bordering on a wood. It has got balanced volumes and perfect proportions. The roomy central sitting-room has doors that give onto a porticoed terrace that opens to a *peristilium* with three sides and a central pool. In one of the wings we find the dining-room and a kind of *triclinium* for summer dinners, and in the other a bedroom. Macael white marble prevails in columns, statues, ornaments, and shows the good taste of its inhabitants. The flooring combines several hues of Macael white and yellow marble with an India green border, which gives a royal feel to the magnificent rooms.

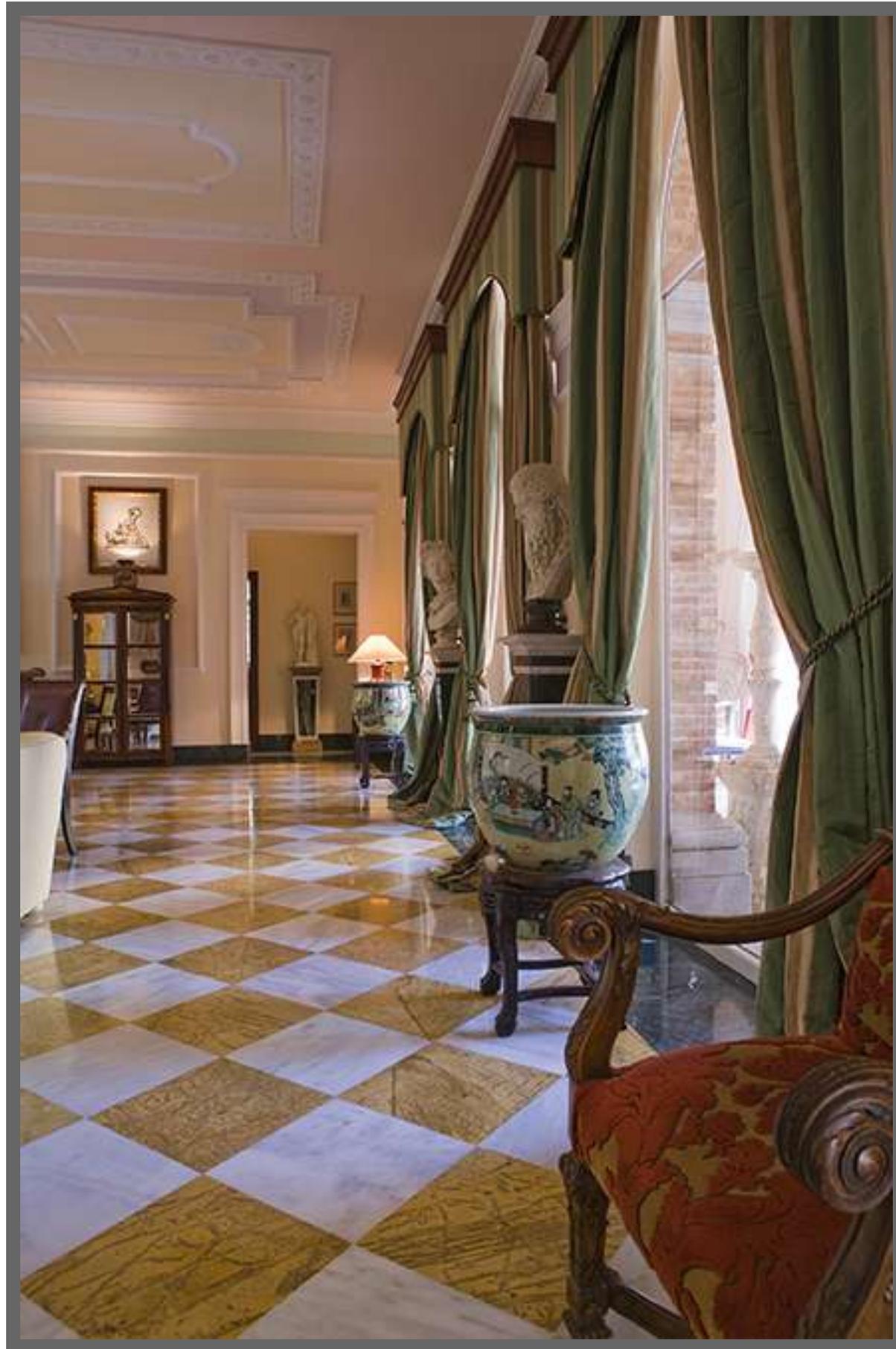














CLASSIC HOME  
Marbella

ARCHITECTURAL COMPLEXITY AND CLASSICAL  
BEAUTY

This house stands out because of its imposing volume, the meticulous design of all its details - like the variety of its chimney eaves - and its perfect finishes. The velvety beauty of sandstone on the façades, columns and balustrades enhances the white marble of the reliefs, unique creations of one of the firm's sculptresses.





## MEDITERRANEAN HOME Marbella

Built on a hill with spectacular views of the sea, this mansion shows very well-chosen stone combinations. The amber and red travertine marble of the outside harmoniously matches the salmon shade of the façades. The perimetral moulding and the solid corners are made of the same material. The great wall that defines the street limit combines cream marble and travertine that give it strength and elegance.







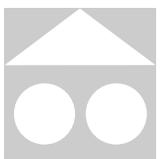
## MEDITERRANEAN HOME Marbella

### STONE AND WATER

Noble materials delineate the space of this home that opens to the swimming-pool and the sea in successive planes. The natural stone solidity combines with lines of renewed classicism. The portico's roof that follows the triangular shape of the pediment and the front door with its pointed top are a good example of it. Extremely well finished details of the stairs, wrought iron and red and brown marble inlay against a cream background, make the entrance hall refined and welcoming. (next page)











CONTEMPORARY HOME  
Almeria

LIGHT AND DESIGN

Through the large wall-to-wall French windows that open to the garden, set against a backdrop of mountains, a dialogue with the village perched on them is established. The pure lines, the sober use of marble, make this very personal modern home a model of integrated architecture, in harmony with its surroundings. The discreet use of sandstone in cornices and panelling plays with the four powerful Egyptian style Macael white marble columns.



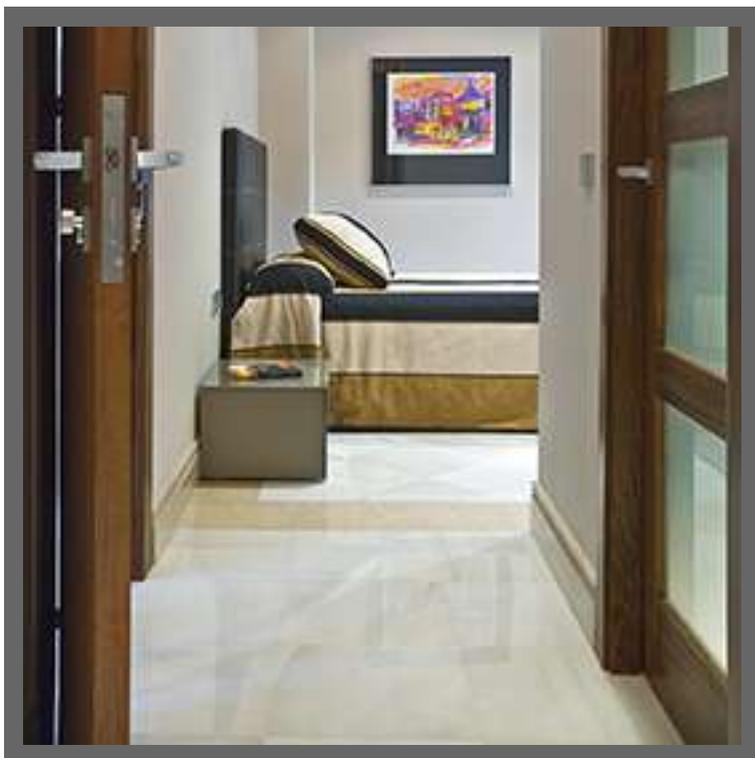




The roomy vestibule, the living-room, the kitchen and the dining-room form an open-plan space unified by the cream marble flooring. A door sliding along the inside wall allows to play with spaces and isolates the kitchen or the dining-room at will. Pay attention to a few details: the circular travertine fountain of the vestibule, extremely simple, that stands out on a discreet white and Emperor brown marble mosaic and the original smelted steel craftsman banister.







The combination of beige and brown in the shades of the walls, the furniture and the stone of flooring and bathrooms creates a refined interior. The upstairs study is another open space where working is a luxury. The master bathroom that opens to the dressing-room has walls and washbasins in wengue marble enhanced by the maple marble of the floor with extremely soft feel that continues into the shower beyond a glass door. The bath tub, in wengue marble too, is one of the company's registered design. On the small photographs other elegant bathrooms of the house, each one with its own personality.





## CONTEMPORARY HOME Almeria

### AIR AND SPACE

Here we can see another example of a current luxurious home, with great rooms and corridors where cream marble looks beautiful in flooring and stairs. The play of different hues and the texture of the different stones in the bathrooms differentiate two spaces, masculine and feminine, roomy and open.











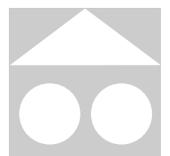




SHERATON BILBAO HOTEL  
Bilbao, Vizcaya

A CONTEMPORARY APPROACH

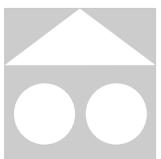
In this Bilbao hotel the use of red marble both on its sober façade and in its spectacular vestibule creates vibrant spaces. The penthouse suite bathroom with views to the ria is clad in very refined yellow marble. The generous size of the basins outstands. The clean design of the dressing-room that uses marble in great plain surfaces is a magnificent example of a current version of top luxury.

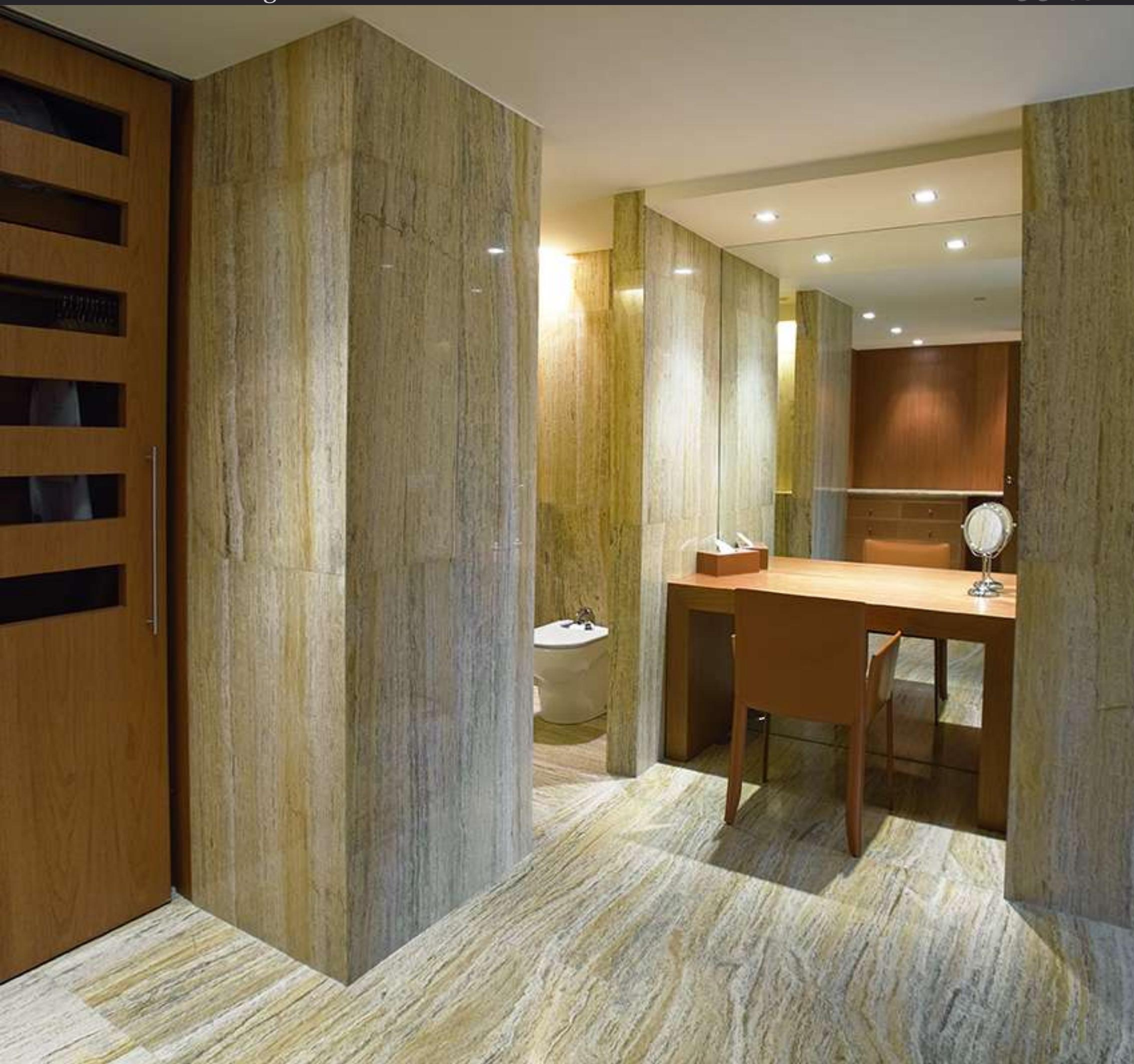








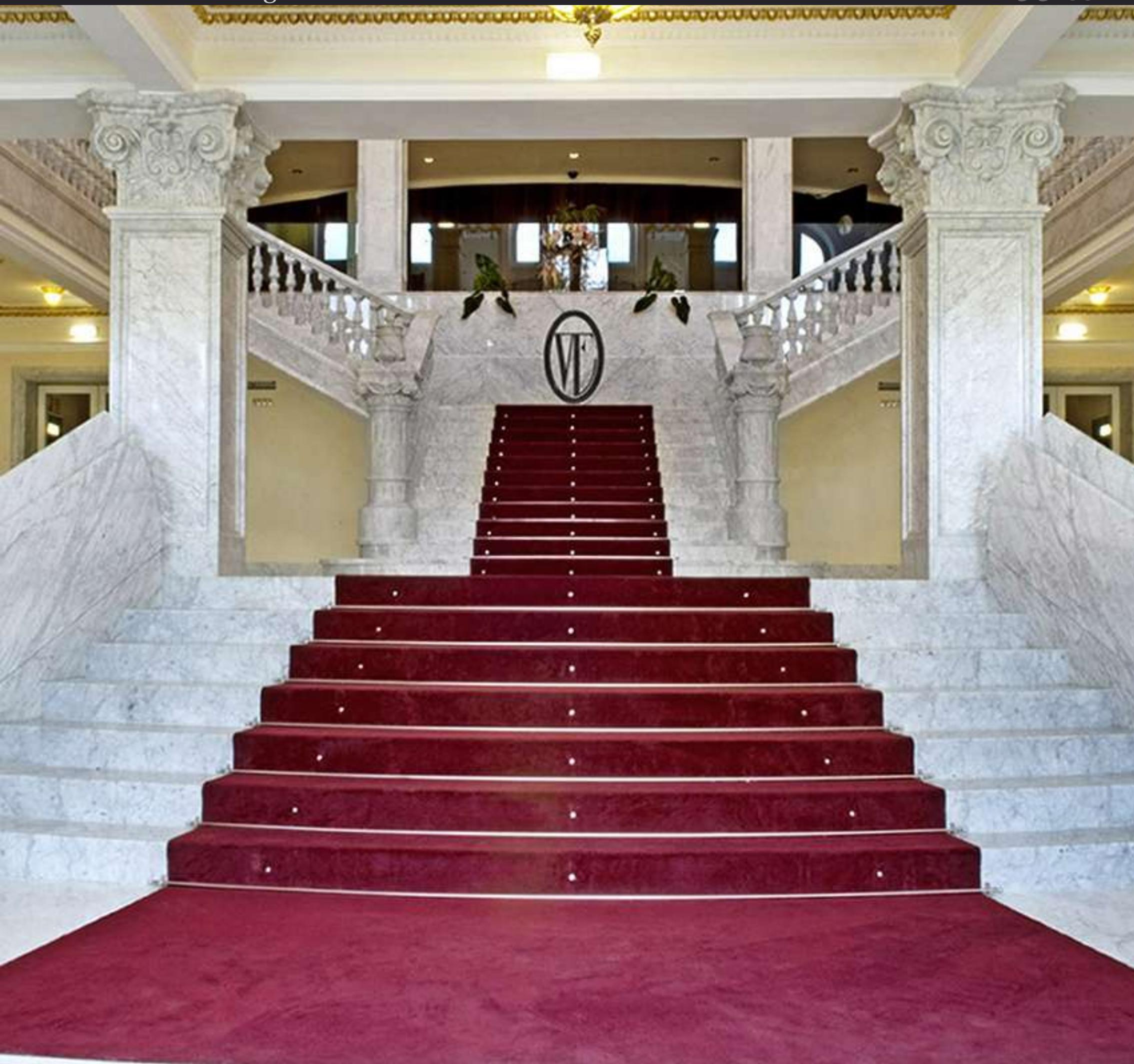






**VICTORIA EUGENIA THEATRE**  
San Sebastian, Guipuzcoa

In this theatre, the balustrades, pilasters, winding stairs, friezes, inlays, porticos, fire-places and numerous artistic elements have been made of Carrara white marble, achieving a genuine work of art of special and impressive beauty.



CULTURAL ASSOCIATION  
"LA COOPERATIVA"

Huércal Overa, Almería

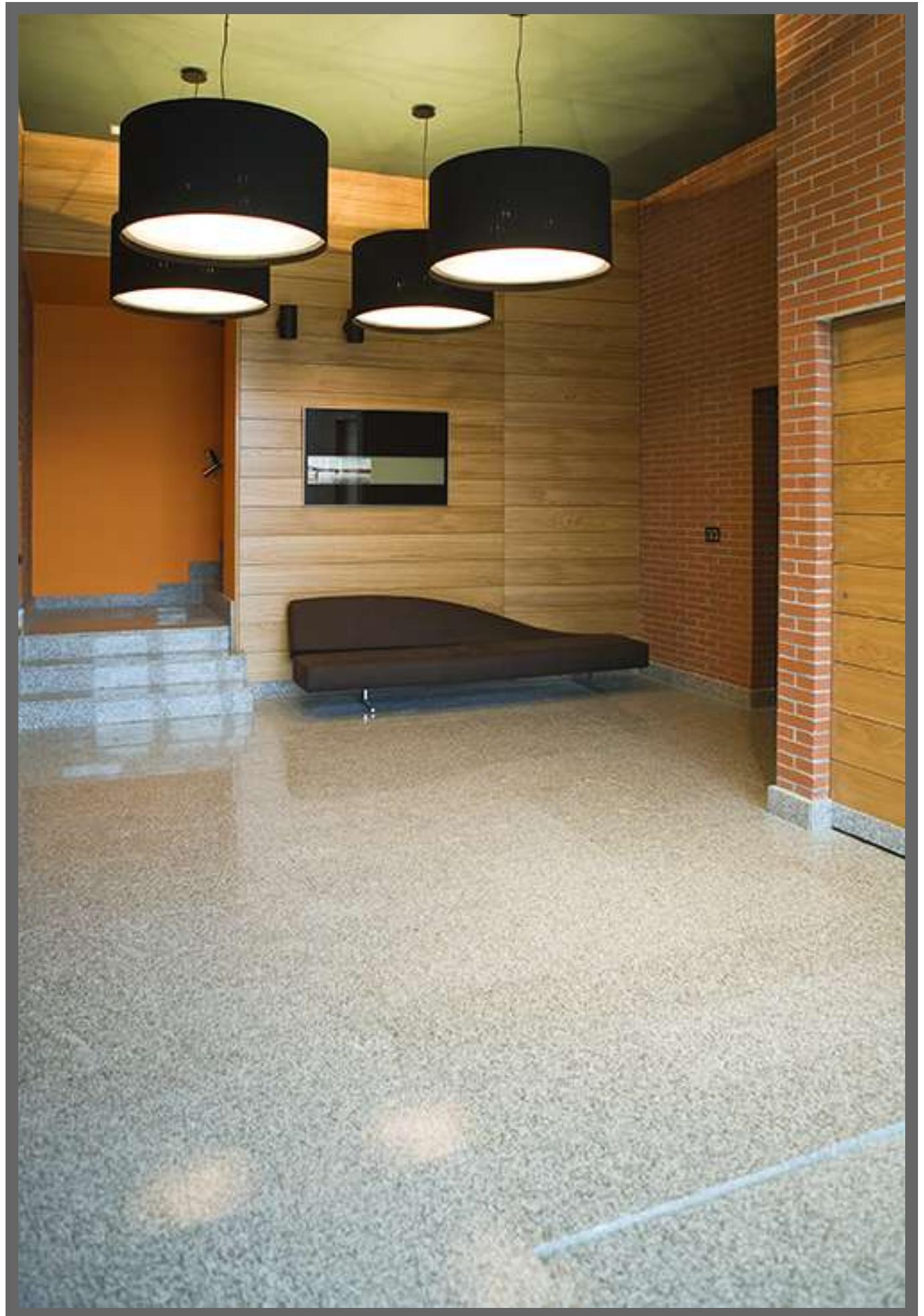
An urban proposal for the headquarters of an association, inspired by the Modernistic style. Sierra Elvira marble has been used and on all its façades we find Floresta sandstone in panels, columns, cornices, surrounds and reliefs created by Clara Cuellar.

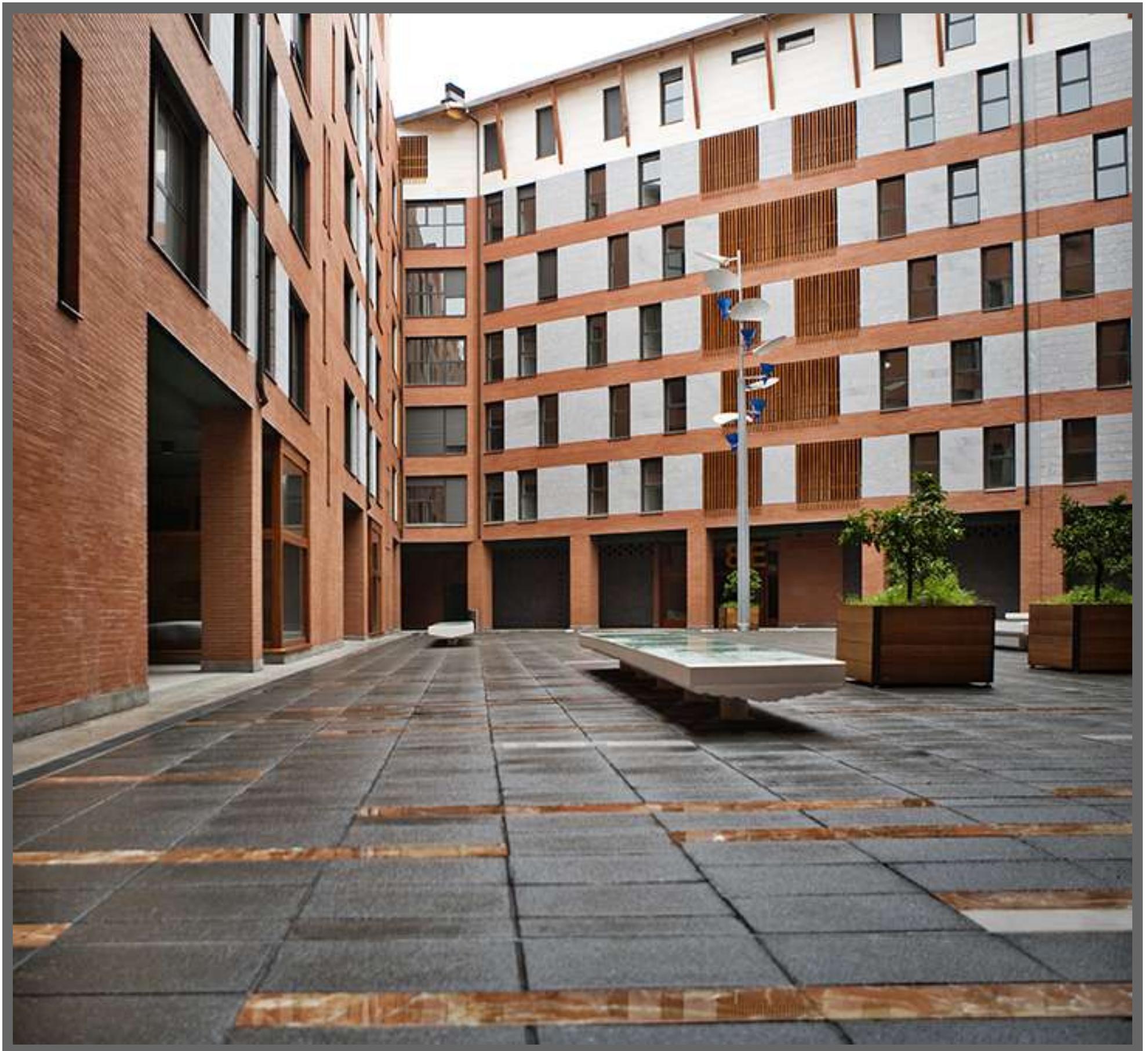




**BLOCK OF FLATS AT  
ERANDIO**  
Bilbao, Vizcaya

Both the façades and the inside of these buildings erected in the surroundings of Bilbao, in the ria regeneration area, are clad in Blanco Castelo grey granite combined with Capri limestone in the exterior. They offer a good example of quality construction.

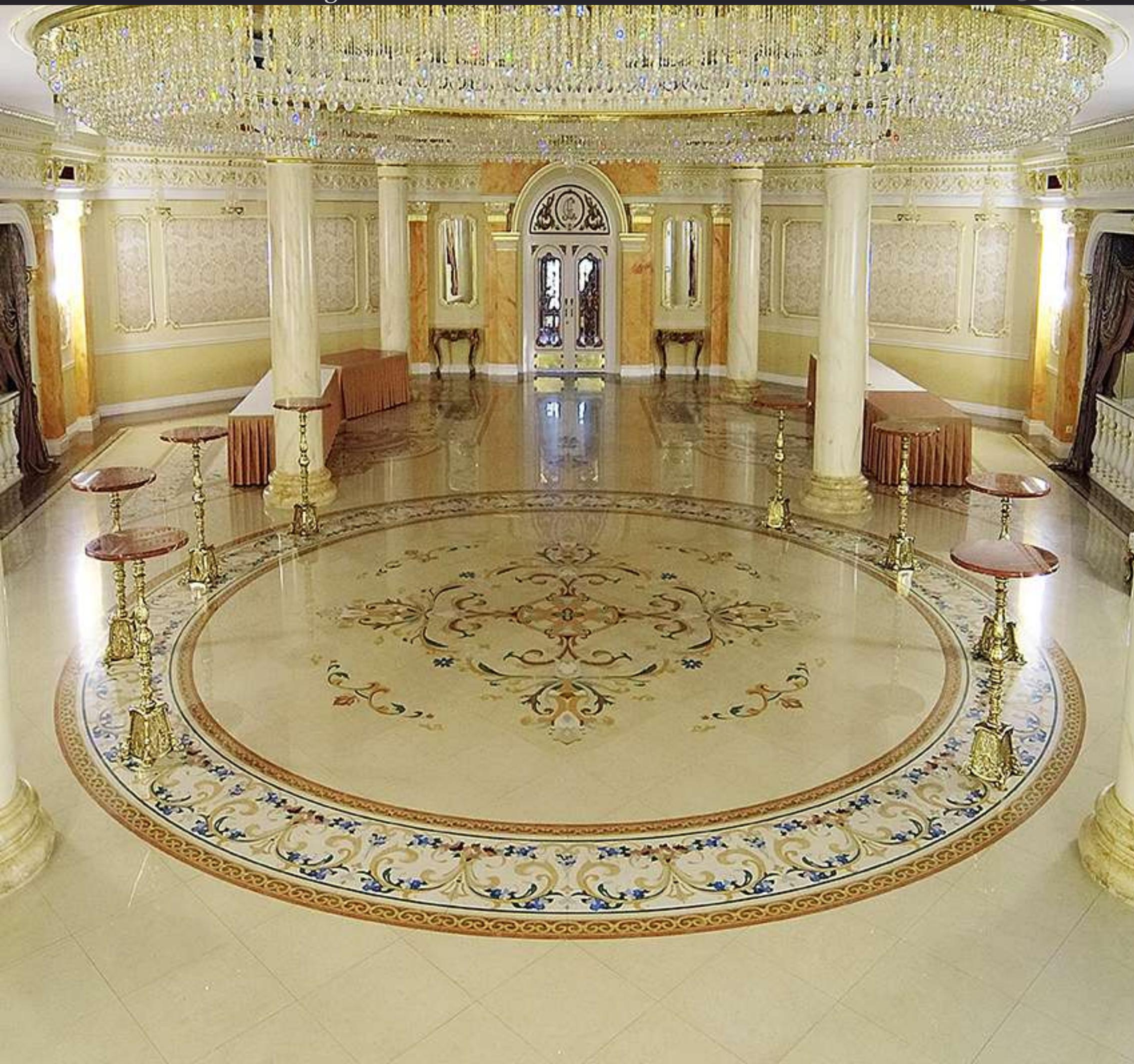




**BLOCK OF FLATS AT BALMASEDA**  
Bilbao, Vizcaya

In another inland village near Bilbao, the whole exterior of a group of buildings is embellished by Capri limestone. The vestibules show a combination of Macael white, Alicante red and Marquina black marble, a vivid and bright proposal.





**PRIVATE DWELLING**  
Moscow, Russia

In this home there is a profusion of splendid floor inlays. Against an Ivory cream background, the details in Macauva blue, Siena yellow, Alicante red and Oriental green of this marble carpet stand out. The columns shafts are in white marble, on an Ivory cream base. In the corner, a border and a detail in Emperor brown marble, with a Siena yellow medallion in the background. In the sitting-room on the right, Ivory cream marble

flooring with an Emperor Brown medallion. On the next page, an Emperor brown, Alicante red, Intense black pattern against Ivory cream and two examples of inlays, one in white, Alicante red, Siena yellow and Oriental green marble and another with details in several shades of Oriental green and Siena yellow against a white background.

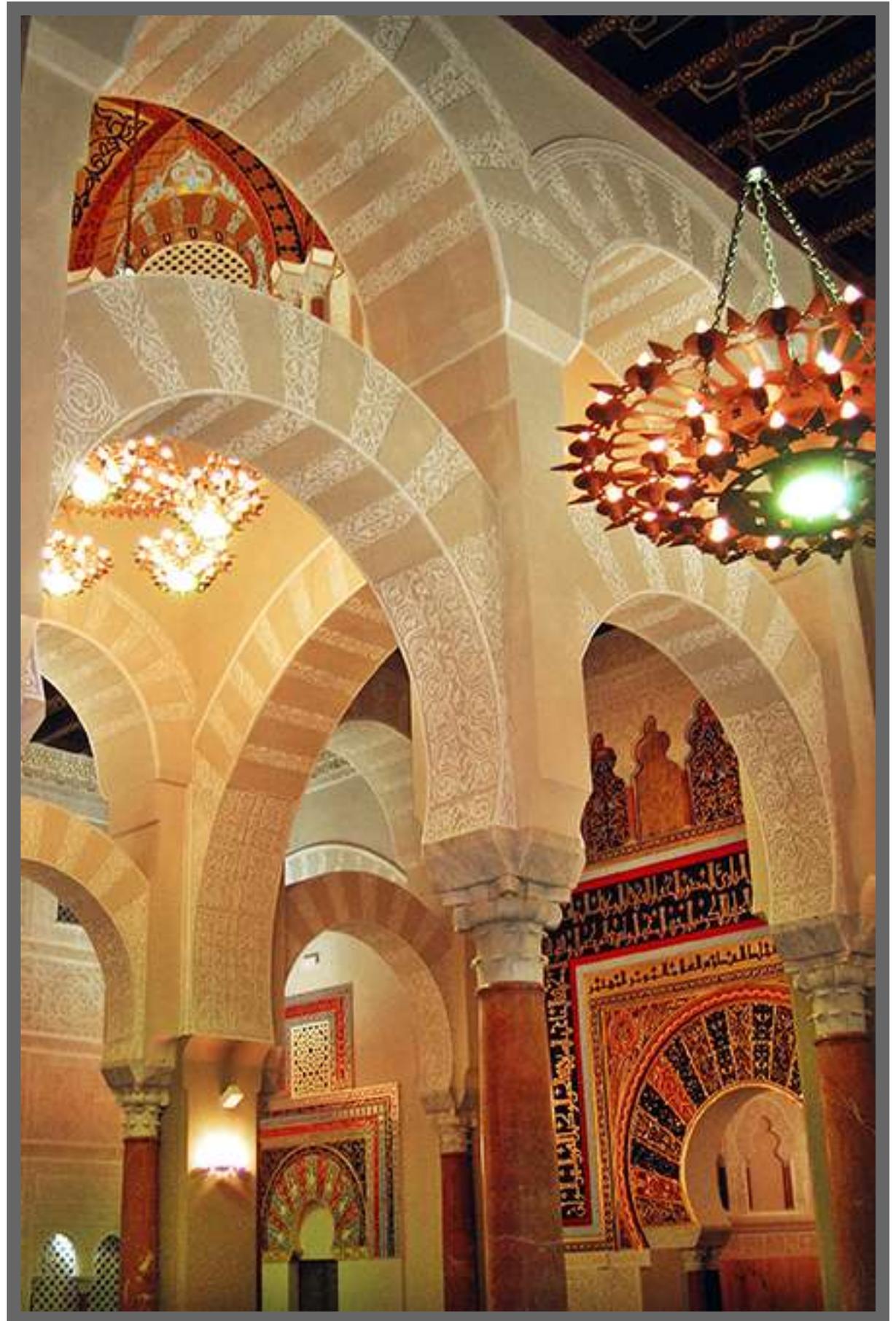




## ISLAMIC CENTER Malaga

In this traditional Arabic building, a model of good taste in the use of marble, we can see how the different hues of marble combine harmoniously, such as Macael white in the lattices and fountains and Alicante red in the Califal-style columns.





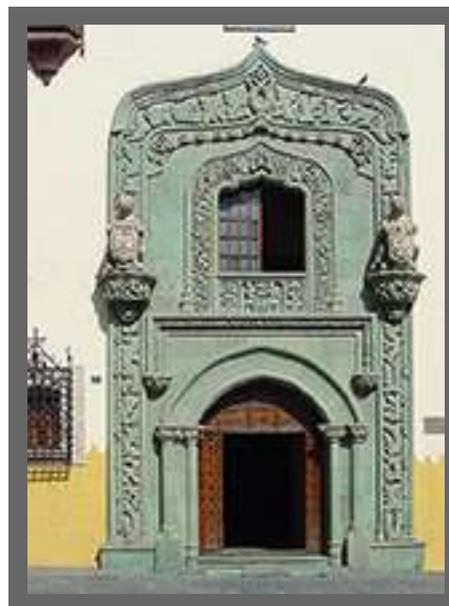






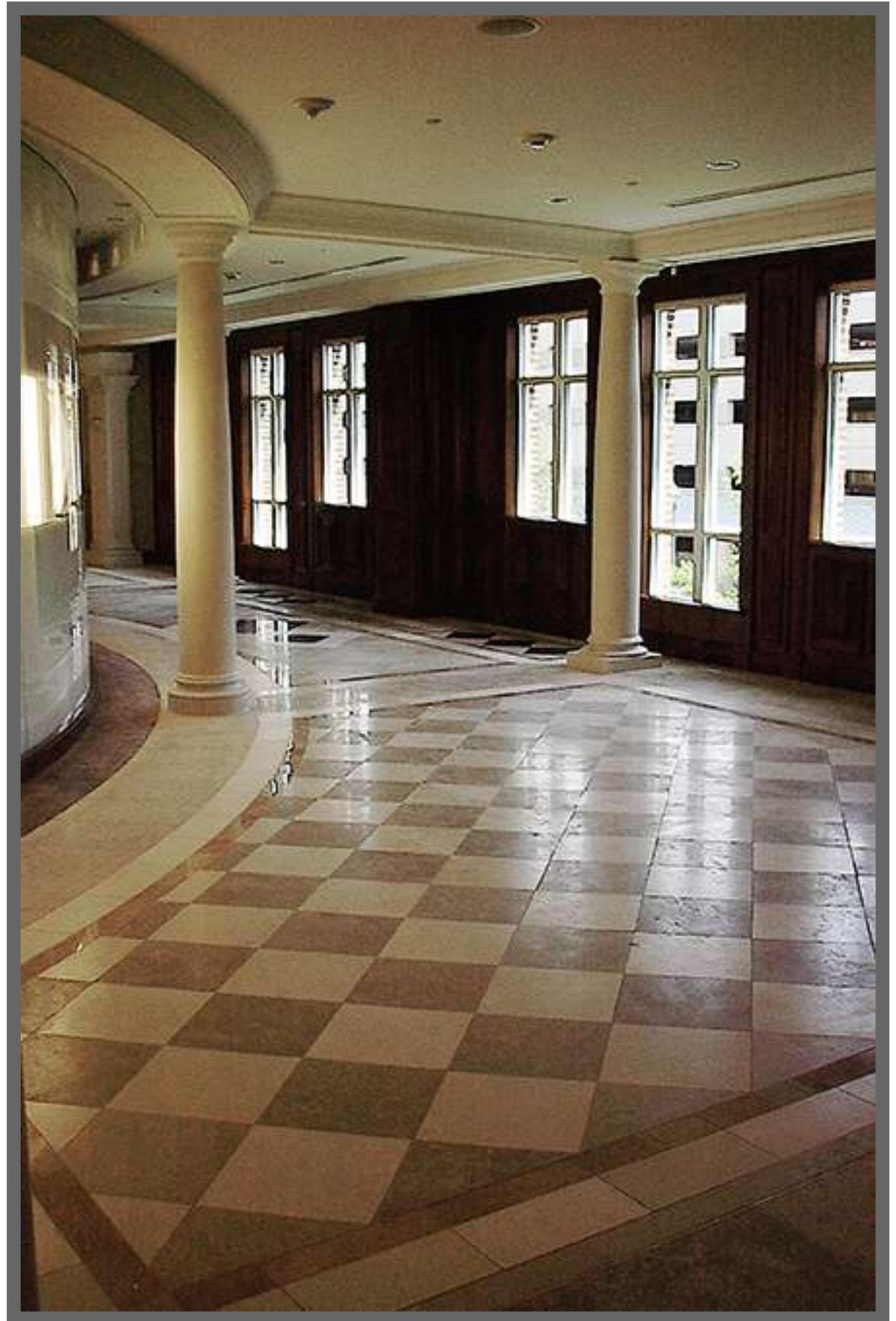
**RALLI MUSEUM - SEPHARDI MEMORIAL**  
Haifa, Israel

All the work was done by Spanish craftsmen to get a period look: 66 Macael white marble columns, with carved capitals with floral ornamentation, of a high craftsman quality; 16 columns in Alcañiz sandstone; 1 obelisk, 4 sculptures, 7,500 m<sup>2</sup> of paving, 3 fountains, all in Macael white marble; a monolithic obelisk in Ivory cream, as well as a replica of the façade of Christopher Columbus' house. A great 1,000 m<sup>2</sup> cloister, clad in Almeria Alhambra red travertine with 16 Macael white columns with 9 sculptures of Spanish poets, writers and philosophers.



SPRINT TELECOMMUNICATIONS  
COMPANY  
Kansas, USA

Cream marble has been used for the columns and flooring of this vestibule where it is combined with the elegant Levante pink. The play of colours is repeated in the corridor but this time pink is associated with white.





KANSAS CENTRAL LIBRARY  
Kansas, USA

Macael white marble stands out in this modern library.





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CUELLAR