

# Ruben Toledo

*"You must do what you love, even when no one else is loving it.  
In fact, that's when it counts the most..."*



Nato all'Havana di Cuba nel 1960, trasferitosi presto con la famiglia a New York, Ruben Toledo è pittore, scultore, illustratore, cronista e critico di moda, nonché spirito surrealista di chiara fama. I continui, repentini cambiamenti della moda e il linguaggio corporeo dello stile sono due costanti che appaiono nel suo lavoro, naturalmente ispirato da un gusto latino, ma che deve molto, per la sua capacità di moderna sintesi, anche alla cultura pop americana. Ruben Toledo è l'artista autore del celebre Style Dictionary, una collezione di immagini indimenticabili, nella forma di disegni e acquarelli, che fondono l'effimero della moda all'essere eterno dello stile. Ha dipinto murali, ritratti, copertine di album. Inoltre è stato l'ispirato artefice di personalissime illustrazioni per le più importanti riviste della moda quali Uomo Vogue, Harper's Bazar, Paper e Interview. I suoi lavori sono stati esposti al Metropolitan Museum of Art di New York. La moglie di Ruben, Isabel Toledo è affermata stilista e designer di moda nonché sua musa e parte indissolubile dei suoi progetti. La loro continua collaborazione, ha prodotto un libro e una mostra dal titolo Toledo-Toledo: un matrimonio tra arte e moda, realizzata al Museum of Fashion and Technology di New York, città dove entrambi vivono e lavorano.

Ruben Toledo was born in Havana, Cuba in 1960, and moved to New York with his family when he was just a child. He is painter, sculptor, illustrator, reporter and fashion chronicler, as well as surrealist wit of great renown. The continuous, sudden changes of fashion and the body language of style are two constant themes of his work which is naturally inspired by a latin flavour but which is also strictly connected with the American pop culture for its capability of modern synthesis. Ruben Toledo is the author of the famous "Style Dictionary", a collection of unforgettable images which, under the form of drawings and watercolours, meld fashion at its most ephemeral with style at its most abiding. He has painted murals, portraits and album covers. He has been also the inspired creator of very personal illustrations for the top fashion magazines, among them "Uomo Vogue," "Harper's Bazar," "Paper" and "Interview." Toledo's work has been exhibited in the Metropolitan Museum of Art in New York City. Ruben's wife, Isabel Toledo, is a talented stylist and fashion designer, both muse and indissoluble element of his art projects. Their continuous collaboration was the subject of both a book and a museum exhibition called "Toledo-Toledo: a marriage of art and fashion" at the Museum of Fashion and Technology in New York City, where they both live and work.

Ruben Toledo, portrait  
(Photo by Randall Bachner)



CUBAN BLACK  
CUBAN VERANDA  
ISABEL, RUBEN

MADAMA BUTTERFLY, PAPIILLON

RUBEN TOLEDO

# CUBAN BLACK

# CUBAN BLACK

Sette soggetti decorativi in bianco e nero di varie dimensioni, interamente realizzati a mano su fondo lucido (Bianco Extra) nel formato cm. 20x20.

Seven decorative black and white items completely hand-made on brilliant background (Bianco Extra) in 20x20 cm. size.

Sept sujets décoratifs en blanc et noire complètement réalisés à la main sur fond brillant (Bianco Extra) dans le format 20x20 cm.

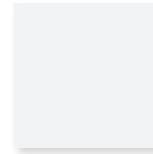
Семь декоративных черно-белых сюжетов различных размеров на плитке формата 20x20см, рисунок ручной работы выполнен на белом глянцевом (Bianco Extra) фоне.



CUBAN BLACK 3  
cm. 40x80 (16"x32")



CUBAN BLACK 1  
cm. 40x40 (16"x16")



BIANCO EXTRA



CUBAN BLACK 2  
cm. 40x100 (16"x40")



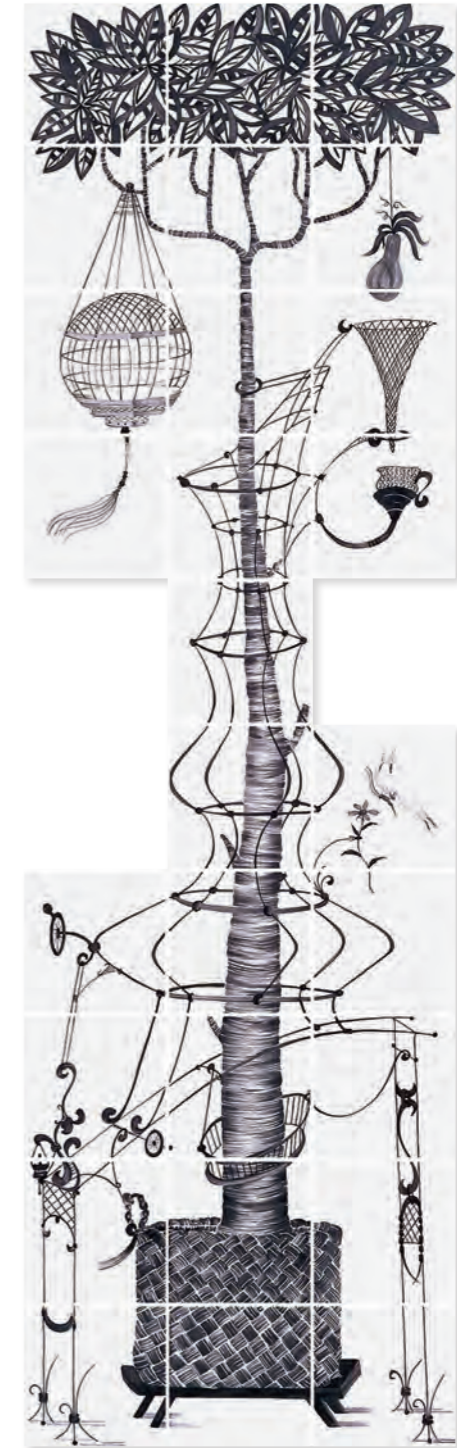
CUBAN BLACK 4  
cm. 60x120 (24"x48")



CUBAN BLACK 7  
cm. 20x140 (8"x56")



CUBAN BLACK 5  
cm. 60x160 (24"x64")



CUBAN BLACK 6  
cm. 60x200 (24"x80")

RUBEN TOLEDO

RUBEN TOLEDO

HAND MADE



Pagina / Page 172  
**BAGNO / BATHROOM**, rivestimento / coating CUBAN BLACK 1-2-4  
(cm 20x20 - 8"x8"), RUBEN (cm 3x20 - 1 1/4"x8", info p. 182),  
Bianco Extra (cm 20x20 - 8"x8", info p. 250).

Pagina / Page 173  
**CUCINA / KITCHEN**, rivestimento / coating CUBAN BLACK 6-7  
(cm 20x20 - 8"x8"), Bianco Extra (cm 20x20 - 8"x8", info p. 250).

# CUBAN VERANDA

# CUBAN VERANDA

Sette soggetti decorativi di varie dimensioni, interamente realizzati a mano su fondo lucido (Bianco Extra) nel formato cm. 20x20.

Seven decorative items completely hand-made on brilliant background (Bianco Extra) in 20x20 cm. size.

Sept sujets decoratifs complètement réalisés à la main sur fond brillant (Bianco Extra) dans le format 20x20 cm.

Семь декоративных сюжетов различных размеров полностью выполненных при помощи ручной росписи на белом глянцевом (Bianco Extra) фоне формата 20x20 см.



CUBAN VERANDA 3  
cm. 60x80 (24"x32")



CUBAN VERANDA 1  
cm. 40x40 (16"x16")



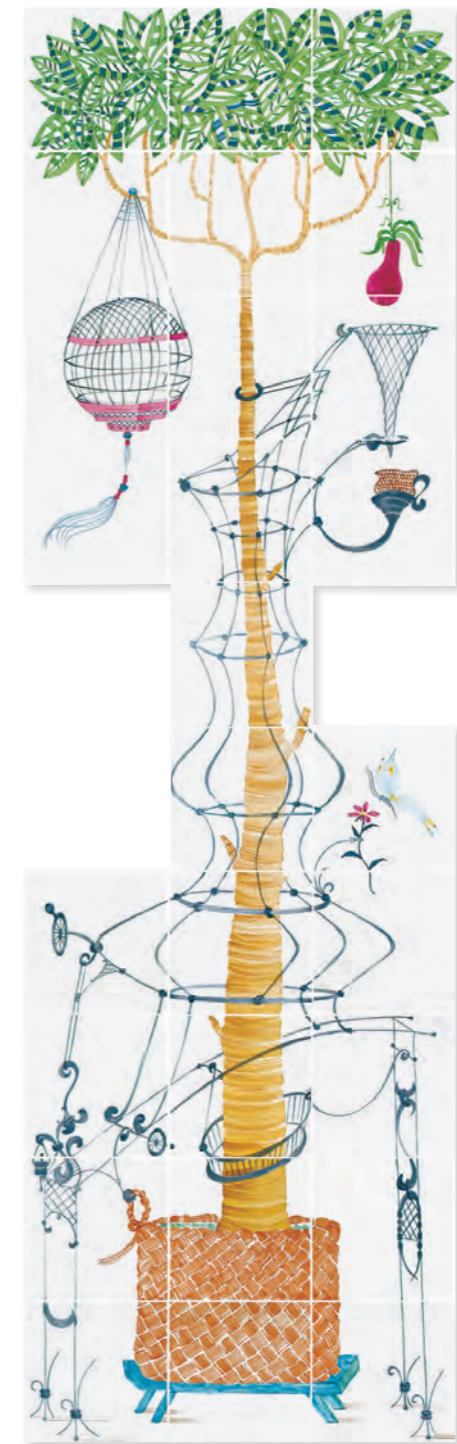
CUBAN VERANDA 2  
cm. 40x80 (16"x32")



CUBAN VERANDA 4  
cm. 60x120 (24"x48")



CUBAN VERANDA 5  
cm. 60x160 (24"x64")



CUBAN VERANDA 6  
cm. 60x200 (24"x80")

BIANCO EXTRA

# CUBAN VERANDA

RUBEN TOLEDO



CUBAN VERANDA 7  
cm. 80x200 (32"x80")







# ISABEL, RUBEN

Isabel: serie composta da 1 set di 8 decori, realizzati con decalcomania applicata a mano su fondo bianco opaco (L.111) o lucido (Bianco Extra), formato cm. 20x20.

Ruben: Listello decorativo, disponibile su fondo bianco opaco (L.111) o lucido (Bianco Extra).

Isabel: série consistant en un assortiment de 8 décors en décalcomanie appliquée à la main sur fond blanc mat (L.111) ou brillant (Bianco Extra), format 20x20 cm.

Ruben: Listel décoratif disponible sur fond blanc mat (L.111) ou brillant (Bianco Extra).

Isabel: range composed of 1 set of 8 decorations, made with hand-applied decalcomania on a matt white base (L.111) or a glossy base (Bianco Extra), size 20x20 cm.

Ruben: decorated strips available on matt (L.111) or glossy (Bianco Extra) whites.

Isabel: серия, представленная одним набором из 8 декоров, выполненных вручную с помощью техники декалькомании (переводной картинки), в наличии на белом матовом фоне (L.111) и белом глянцевом фоне (Bianco Extra) формата 20x20см.

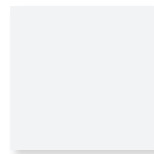
Ruben: декоративный бордюр в наличии на белом матовом (L.111) и белом глянцевом (Bianco Extra) фоне.



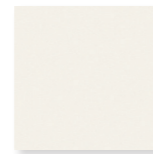
ISABEL



RUBEN \*



BIANCO EXTRA



BIANCOL111







Pagina / Page 183  
**BAGNO / BATHROOM**, rivestimento / coating ISABEL Bianco Extra (cm 20x20 - 8"x8"), RUBEN Bianco Extra (cm 3x20 - 1 1/4"x8"), Bianco Extra (cm 20x20 - 8"x8", info p. 250)

Pagina / Page 184  
**BAGNO / BATHROOM**, rivestimento / coating ISABEL Bianco L.111 (cm 20x20 - 8"x8"), pavimento / flooring Matrix 2 (cm 50x50 - 20"x20", info p. 272)

Pagina / Page 185  
**CUCINA / KITCHEN**, rivestimento / coating ISABEL Bianco Extra (cm 20x20 - 8"x8"), Bianco Extra (cm 20x20 - 8"x8", info p. 250)

# MADAMA BUTTERFLY, PAPILLON

Madama Butterfly: serie composta da 1 set di 12 decori, realizzati in serigrafia su fondo bianco opaco (L.111) o lucido (Bianco Extra), formato cm. 20x20.  
Papillon: decoro realizzato in serigrafia, disponibile su fondo bianco opaco (L.111) o lucido (Bianco Extra).

Madama Butterfly: série consistant en un assortiment de 12 décors réalisé en sérigraphie sur fond blanc mat (L.111) ou brillant (Bianco Extra), format 20x20 cm.  
Papillon: décor réalisé en sérigraphie, disponible sur fond blanc mat (L.111) ou brillant (Bianco Extra).

Madama Butterfly: range composed of 1 set of 12 decorations, made with silk-screening printings on a matt white base (L.111) or a glossy base (Bianco Extra), size 20x20 cm.  
Papillon: silk-screening printings, available on matt (L.111) or glossy (Bianco Extra) whites.

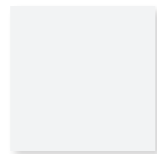
Madama Butterfly: Серия, представленная одним набором из 12 декоров, реализованных при помощи техники шелкографии на белом матовом (L.111) и белом глянцевом (Bianco Extra) фоне, формат 20x20 см.  
Papillon: Декор, реализованный при помощи техники шелкографии на белом матовом (L.111) и белом глянцевом (Bianco Extra) фоне.



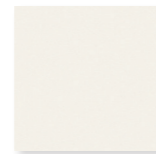
MADAMA BUTTERFLY



PAPILLON



BIANCO EXTRA



BIANCO L.111





Pagina / Page 187

**CUCINA / KITCHEN**, rivestimento / coating MADAMA BUTTERFLY Bianco Extra (cm 20x20 - 8"x8"), PAPILLON Bianco Extra (cm 20x20 - 8"x8"), Bianco Extra (cm 20x20 - 8"x8", info p. 250)

Pagina / Page 189

**BAGNO / BATHROOM**, rivestimento / coating MADAMA BUTTERFLY Bianco Extra (cm 20x20 - 8"x8"), pavimento / flooring Palladiana 4 (cm 60x120 - 24"x48", info p. 13)

Pagina / Page 188

**BAGNO / BATHROOM**, rivestimento / coating MADAMA BUTTERFLY Bianco L.111 (cm 20x20 - 8"x8"), Bianco L.111 (cm 20x20 - 8"x8", info p. 250)





Pagina / Page 190  
**BAGNO / BATHROOM**, pavimento / flooring PAPILLON Bianco L.111 (cm 20x20 - 8"x8")

Pagina / Page 191  
**CUCINA / KITCHEN**, rivestimento / coating PAPILLON Bianco Extra (cm 20x20 - 8"x8"), pavimento / flooring Matrix 13 (cm 50x50 - 20"x20", info p. 274)