

# Berësta

## catalogue 2020



B

About the Project

Products

Collections

Where To Buy

Contacts

e

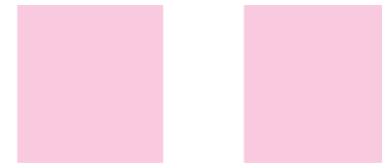
r

ee

s

sta

a





Birch is one of the most common and fastest growing trees species across the globe. This is why plywood and birch products are affordable and low-cost compared to other wood materials. During any technological processes of woodworking, birch bark is thrown out as an unnecessary component.

The goal of **Berësta** Project is to create the products enabling to turn birch bark from material for craft into a full-fledged material for mass production.

Such birch bark properties as strength, flexibility, water resistance, antibacterial effect, anti-slip properties and incredibly pleasant tactile properties make it possible to ensure high quality of the items manufactured.

The project is being developed under the patronage of the International Centre for Responsible Tourism (Russia and the CIS (Commonwealth of Independent States)), as well as through the cooperation of specialists in different areas: ceramics, illustration, industrial and web design.

Special thanks to:

Angus Colvin and Umberto Giraudo for advice and support;

Julia Zakharova for the photos for the project;

Nataliya Dronova - for mentoring;

Yana Shklyarskaya for assistance in organizing exhibitions and master classes;

Aleksandr Shutikhin for advice on the specifics of birch bark craft.

Please note that all images are subject to copyright and protection.

Compensation in the amount of up to 5 million rubles is provided for by law for copying, changing, reproduction, practical implementation and other illegal use.

# Berësta

## Product Catalogue

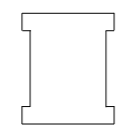
We are glad to present you ceramic collections with birch bark inserts. The combination of these materials allows achieving high quality of the product, convenience and durability of its use.

The texture and design of the cups refer to historically conventional forms: birch bark inserts, protecting hands from heat, offset absence of handle on the cup. The tactile properties of the material ensure that the product does not slip out of hands.



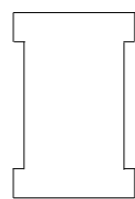


The fastening of birch bark, created in accordance with the traditional methods of weaving of birch bark products in the Far East, and special processing ensure the strength of the products, which allows using and washing them like ordinary ceramic dishes (even in a dishwasher).



**small cup**

height 7 cm  
diameter 7 cm  
material: porcelain,  
birch bark



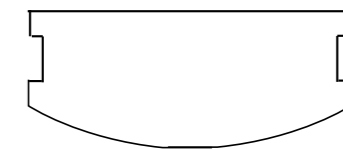
**large cup**

height 12 cm  
diameter 8 cm  
material: porcelain,  
birch bark



**vase**

height 24 cm  
diameter 11 cm  
material: porcelain,  
birch bark



**plate**

height 7cm  
diameter 25 cm  
material: porcelain,  
birch bark

# Berësta

collections





# Log

The collection was created to demonstrate the natural beauty of the surface of birch bark. Each of its sections is one-of-a-kind and has its own unique pattern. The colour of birch can vary from sun-bleached ochre to deep red-brown. Nothing extra. Nature made only.



## Colours



# Braille

## Authentic

We create products of this collection using real Braille lettering and special device. Each inscription is performed manually by visually impaired people who are perfect in this type of writing.

By purchasing the products from Braille Authentic collection, you get a handmade piece of work and support job creation for visually impaired people.



## Languages

Russian, English



## Colours



# Dots

The Dots collection is a tribute to modernism, expressed in simplicity and functionality. The birch bark insert with an ordered simple pattern emphasizes the logic of the product design and its functionality. The product is easy-to-use, the pattern ensures that the cup does not slip out of hands. Collection items easily fit into a modern interior.

Perfect solution for home use!



## Colours

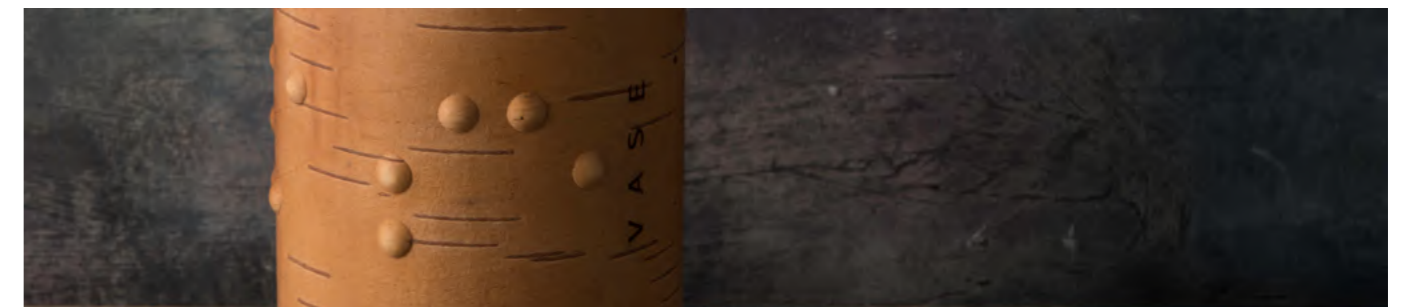


# Braille

## Decorative

Braille Decorative collection includes a birch bark insert in the form of Braille words. Purposely enlarged characters emphasize the beauty and symbolism of the script. Each subject represented three modes of perception: visual, mental and tactile.

The collection was designed to breathe a new life into traditional material as part of the promotion of inclusive design.



## Colours



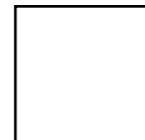
# Christmas

Fancy Christmas collection refers to the beauty of the North and the adornment of winter holidays. The deer depicted on the products create an atmosphere of coziness and Scandinavian brevity. The image is impressed using hot embossing, which ensures that the picture is not affected by washing and external influences.

This collection would be a great New Year or Christmas present for your loved ones.



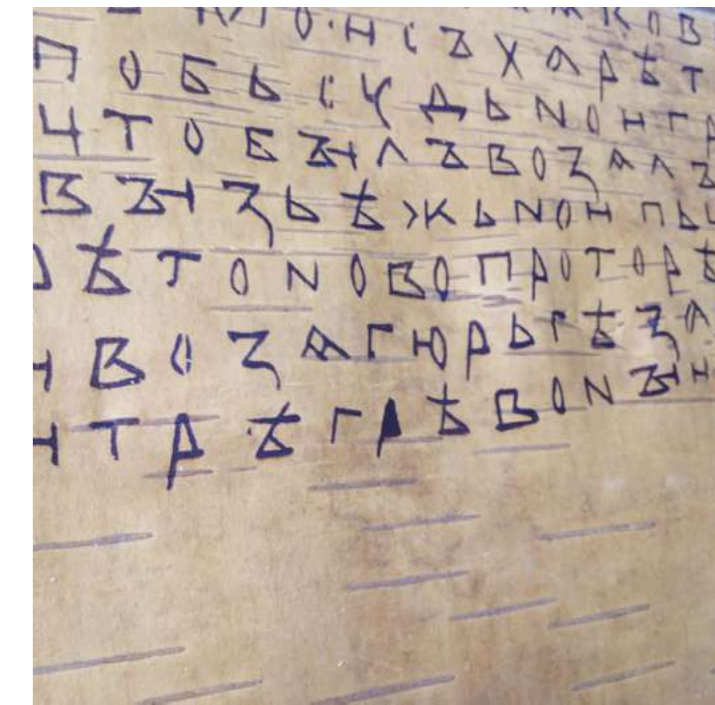
## Colours



# Gramoty

Gramoty Collection refers to birch bark manuscripts and the history of Veliky Novgorod. This collection is dedicated to Novgorod Region, the birthplace of birch bark manuscripts, and you'll find a copy of the letter dated back to the 2nd half of the 14th century, namely, a document on the settlement of Jacob with Gurgiy and Khariton according to the extra-judicial letter. Lots of different handmade available.

This collection would be a great gift for everyone who cares for Russian history!



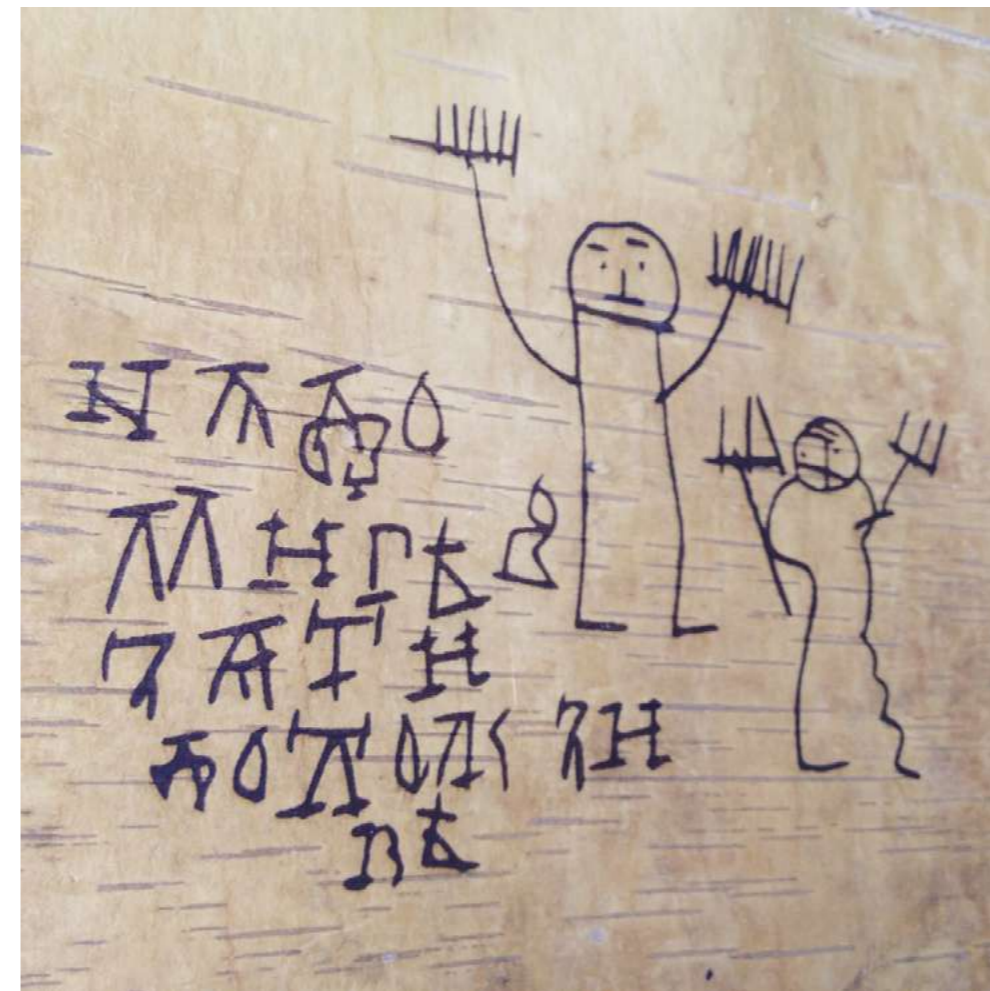
## Colours



# Onfim

Onfim Collection refers to Novgorod birch bark manuscripts and the history of Veliky Novgorod. The drawings of the boy named Onfim (Anthemius) date back to the XIII century. The image is impressed via embossing, which ensures its resistance to washing and external influences. This collection is dedicated to Novgorod Region, the birthplace of birch bark letters, and you'll find a copy of the famous drawings of the boy named Onfim on birch bark. Lots of different handmade available.

This collection would be a great gift for everyone who cares for Russian history!



## Colours



# Skaz

By Irina Shi

Skaz Collection by Russian  
illustrator Irina Shi

Skaz is a fantasy on the theme of  
modern lubok\*.

“In the glorious town of Belyaev,  
the hero rebels against the enemy  
- a giant rooster wandering about  
the capital - shattering the calm of  
the peaceful townspeople”.

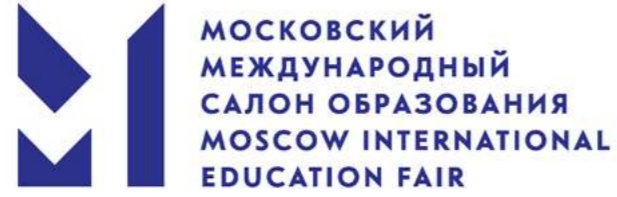
The image is impressed via hot  
embossing, which ensures that the  
picture is not affected by washing  
and external influences. This  
collection would be a great  
creative gift!



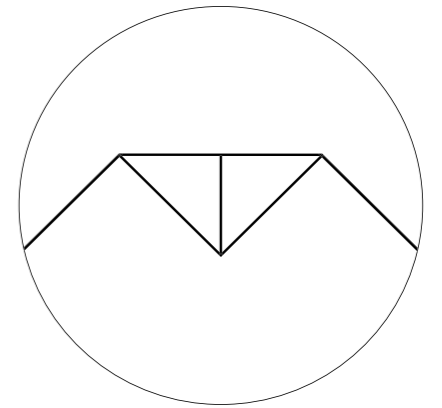
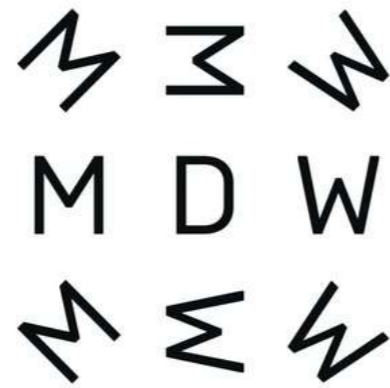
## Colours







**британская  
высшая школа  
дизайна**

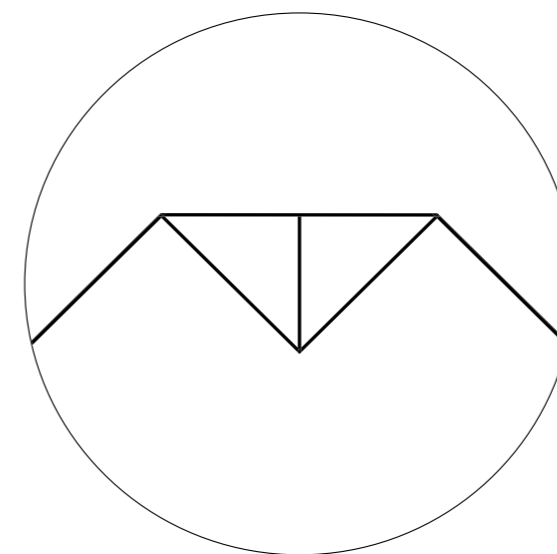




Issues of project management,  
cooperation, distribution and  
corporate sales:

Nataliya Dronova

[icrt-russia.ru](http://icrt-russia.ru)



Coordination issues in  
production and creative  
suggestions:

Marina Turlay

[marinaturlay.com](http://marinaturlay.com)