

cookplay





cookplay

Bilbao, January 2025



Ana Roquero

Photography: Maider Oribé

cookplay

NATURE COEXISTS IN HARMONY
IT IS EVOLUTION AND ADAPTATION
A COMPLEX ORGANISM
YET FREE AND CREATIVE
THAT IS HOW I FACE THE BLANK CANVAS
MY DESIGN IS INTUITIVE
A FREE STROKE THAT GETS TAMED
THE RESULT IS ORGANIC FORMS
THAT ADAPT TO THE HAND
THEY LEAVE THEIR MARKS
AND CREATE AN EMOTIONAL BOND
THE TABLE TRANSFORMS INTO A CANVAS
CULMINATING IN THE CHEF'S CREATION

**SENSORY AND SUSTAINABLE PIECES
MADE TO LAST FOREVER**

WELCOME TO COOKPLAY

Bilbao, January 2025



Cookplay is created by Ana Roquero y Thibault Paoulou in 2014 to redefine the modern table offering a more creative and refreshing tableware being nearest to the sensibility of the new food culture.

Ana brings to her design collections an artistic vision of beauty formal sensuality and originality that is complemented by Thibault's wide knowledge of the horeca market, making possible for the brand to be present, in less than a decade, in the most relevant gastronomic spaces worldwide.



Ana Roquero and her daughter Sara Roquero represent the heart of the brand with their high professional qualifications and shared passion for a design without creative boundaries.

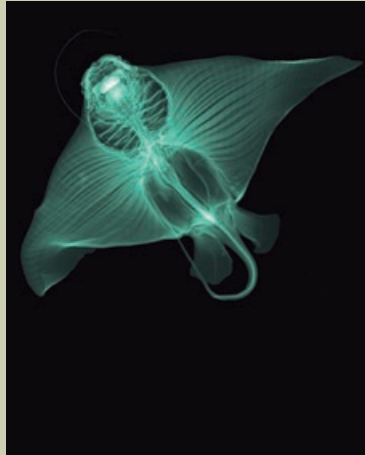
Together they shape functional pieces that also offer emotional connections with the user thanks to their organic and sensual design, Ana with her intuitive hand-drawn gesture and Sara shaping the recognisable Cookplay universe with her polyhedral skills.

OCEANCOOK

IT'S TIME TO MAKE OUR VOICES HEARD FOR
THE PLANET AND WORK TOGETHER FOR A
HEALTHIER ECOSYSTEM

OUR LATEST COLLECTION WANTS TO BE AN
APPEAL TO RECOVER SPECIES THAT ARE IN
SERIOUS DANGER OF EXTINCTION IN THE
MEDITERRANEAN SEA

FOUR ENDANGERED SPECIES



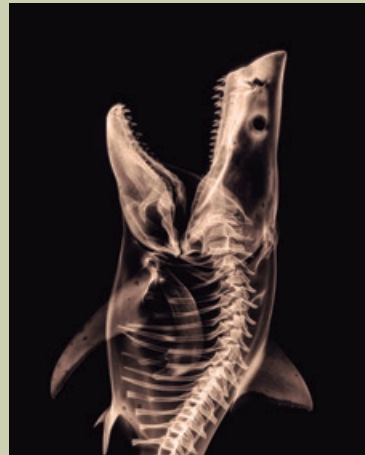
Ray Fish



Seahorse



Eel



White Shark



OCEANCOOK

A PROJECT FOR THE SURVIVAL OF OUR SPECIES

in collaboration with Oceanografic Valencia Foundation



THE PROJECT

THE OCEANOGRÁFIC VALENCIA FOUNDATION
WORKS TOWARDS THE AWARENESS FOR THE
CONSERVATION OF THE MARINE ENVIRONMENT
AT THE MEDITERRANEAN SEA, SPECIFICALLY
PROTECTING THE HIGH NUMBER OF
ENDANGERED SPECIES

WE COME TOGETHER TO HIGHLIGHT THIS
CRITICAL ISSUE WITH A SINGULAR COLLECTION
THAT WILL HELP TO DONATE FUNDS FOR THE
PRESERVATION OF THE SPECIES







THE PROJECT STARTS BY ANSWERING A
PREMISE THAT WAS OUR STARTING POINT:
IS IT POSSIBLE TO REPRESENT ENDANGERED
MARINE SPECIES IN A FORMAT THAT ADAPTS
TO THE NEEDS OF A TABLEWARE?
CAN THEY BE PART OF A GASTRONOMIC
EXPERIENCE?
THE RESULT IS THIS SPECTACULAR
COLLECTION OF DEFIANT FORMS WITH
UNDULANT VOLUMES









Chef: Carlos Urrutikoetxea
Photography: Ariane Roz

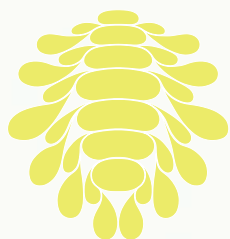
UNLIKE OUR DESIGNS FOR COOKPLAY WHERE
EVERY PIECE RESPONDS TO A SPECIFIC NEED
AND FOLLOWS A VERY RECOGNISABLE FLUID
LINE, IN THIS COLLECTION EACH SPECIE
HAS BEEN DESIGNED FOLLOWING NOT
ONLY THEIR MORPHOLOGY, BUT ALSO BE
INSPIRED BY THEIR MOVEMENT AND VISUAL
EXPRESSION, GIVING TO THE TABLEWARE SET
OUR DISTINGUISHED ORGANIC STYLE.











TEARS COLLECTION WANTS TO EXPRESS AND
INTENSIFY THE “TACTILE INTERACTION” FOR
A RICH EXPERIENCE AT THE TABLE WITH A
UNIQUE TEXTURE IN THE FORM OF TEARS



TEARS

THE REDESIGN OF JOMON AFTER 10 YEARS







Chef: Juan D'Onofrio
Photography: Mikel Ponce











REX

THE TEXTURE THAT CREATES LIFE







A FREE AND INTUITIVE THREE-DIMENSIONAL
GRAPHIC PATTERN THAT ADAPTS AND
ACCOMMODATES FOLLOWING AN
INSTINCTIVE AND NATURAL PATH





Chef: Alvaro Garrido
Photography: Mikel Ponce

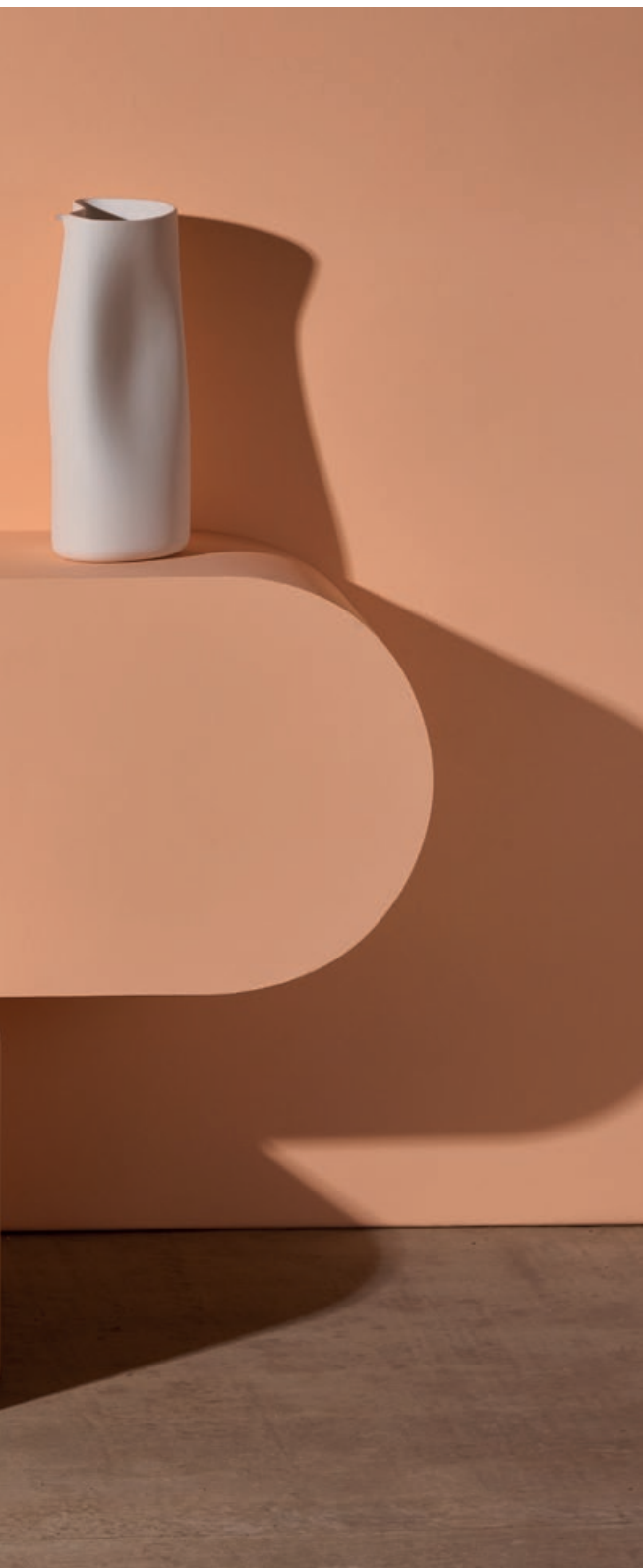


JELLY

FLUIDITY ON THE TABLE







FREE AND ARTY VOLUMES THAT ADAPT
TO THE HAND NATURALLY, MELTED LINES
THAT FLOW THROUGH THE TABLE BRINGING
CREATIVITY TO THE DINNING SETTINGS



Chef: Israel Ramos
Photography: Mikel Ponce





GOCHI

FUNKY FAMILY MEMBERS





GOCHI REPRESENTS OUR MOST AMUSING
COLLECTION WHICH IS COMPOSED BY
SEVERAL FAMILY MEMBERS WITH GRACEFUL
CHARACTERS AND PECULIAR SILHOUETTES



Chef: Alvaro Garrido
Photography: Sara Roquero







Chef: Dani Lomana
Photography: Mikel Ponce

THE TABLET

A UNIVERSAL SET THAT FITS WORLDWILDE FOOD



“THE TABLET IS MY PERSONAL TRIBUTE TO
STEVE JOBS, A 25 X 20 CM RECTANGLE PIECE
THAT BECOMES DUCTILE AND SINUOUS,
DRAWING A LANDSCAPE OF DUNES WITH ITS
THREE UNDER RELIEFS WHERE PLACE BOTH
THE FOOD OR THE PIECES” ANA ROQUERO











Chef: Carito Lourenço
Photography: Mikel Ponce

SHELL LINE

ERGONOMIC AND DELICATE ESSENTIAL ELEMENTS



THE BEAUTY AND SENSUAL DESIGN OF
ITS ELEMENTS ALLOWS A WIDE RANGE
OF USES WHETHER TRADITIONAL CUISINE
OR THE MOST MODERN CONCEPTUAL
PRESENTATIONS











Chef: Dani Lomana
Photography: Aitor Ortiz

YAYOI

NATURE INSPIRED PIECES











LOGICAL AND NATURAL PIECES DESIGNED
TO CREATE YOUR OWN TABLE SETTING IN A
COLLECTIVE OR INDIVIDUAL WAY.
YAYOI INSPIRES A HEALTHIER WAY OF EATING:
“LESS QUANTITY & MORE VARIETY”



JOMON

OUR ICONIC DESIGN





Chef: Dani Lomana
Photography: Mikel Ponce







GOING BACK TO OUR ORIGINS WITH A PURE
ESSENTIAL FORM, JOMON IS A KIND OF
SHELL WICH CAN BE HELD IN YOUR HAND
TO EAT FREELY: STANDING, SITTING AT THE
TABLE OR LYING DOWN



Chef: Carito Lourenço
Photography: Mikel Ponce



FLY IS THE ULTIMATE STYLISH COFFEE, WITH A FREE HANDLE DESIGN
THAT ALLOWS THE USER TO FEEL THE WARM TEXTURE AND VOLUME
OF THE PORCELAIN SHAPE FOR A PLEASANT EXPERIENCE



FLY

STYLISH COFFEE





RAMA

ERGONOMIC AMBIDEXTROUS DESIGN







RAMA COLLECTION JOINS FUNCTIONALITY
AND INNOVATION WITH A FRESH AND
BRAVE APPROACH INTO THE CUTLERY FIELD.
FOLLOWING OUR BRAND VALUES, THIS
COLLECTION HAS SPECIFICALLY STUDIED
EVERY DETAIL OF THE CUTLERY USE IN BOTH
RIGHT AND LEFT HANDS







COOKPLAY EKO IS A PROJECT THAT BEGAN IN OUR ORIGINS WHERE WE CAN EXPRESS OUR LOVE FOR NATURE AND OUR RESPECT FOR THE ENVIRONMENT WITH A GENUINE WILLINGNESS TO CONTRIBUTE IN LESSENING THE USE OF PLASTIC AND HELPING OUR PLANET HEAL WITH 100% BIODEGRADABLE & COMPOSTABLE SINGLE USE PRODUCTS DESIGNED WITH OUR DEEPEST RESPECT

OUR EKO PRODUCT RANGE INCLUDES CATERING PIECES, TAKEAWAY PACKAGINGS, BAMBOO TRAYS AND DISPOSABLE CUTLERY WITH OUR UNIQUE AND RECOGNIZABLE DESIGN



PROJECTS WE LOVE



· Four Season Hotel, Madrid



· Gaston Acurio, Peru



· Catering Potel et Chabot



· Shangri-La Hotel, Paris



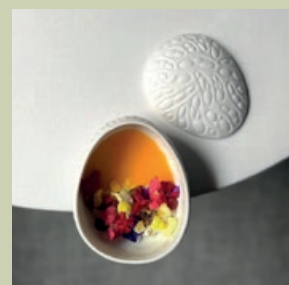
· Mandarin Oriental Hotel, Geneve



· Gordon Ramsay ***, London



· Arzak ***



· The Poblet by Quique Dacosta **



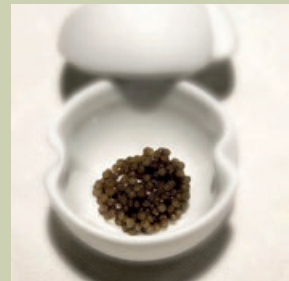
· Chateau de la Chevre d'Or **



· Kokotxa Restaurant *



· Disfrutar ***



· Asador Etxebarri *



· Armani Ristorant *



· Michel Bras **



· Fondation Louis Vuitton



· Park Hyatt, Paris *

TOP RESTAURANTS

Gordon Ramsay *** *UK*
Sketch by Pierre Gagnaire *** *UK*
Petrus By Gordon Ramsay * *UK*
Anne Sophie Pic *** *France*
Eric Frechon *** *France*
Alain Ducasse *** *France*
La Reserve Le Gabriel *** *France*
Michel Bras ** *France*
Maison Rostang ** *France*
Château de La Chèvre d’Or ** *France*
David Toutain ** *France*
Py R ** *France*
La Mere Brasier ** *France*
Da Vittorio *** *Italy*
Seta by Antonio Guida ** *Italy*
Madonnina del Pescatore ** *Italy*
Santa Elisabetta ** *Italy*
Celler de Can Roca *** *Spain*
Disfrutar *** *Spain*
Martin Berasategui *** *Spain*
Quique Dacosta *** *Spain*
Arzak *** *Spain*
Azurmendi *** *Spain*
Asador Etxebarri * *Spain*
Alma ** *Portugal*
Lab by Sergi Arola * *Portugal*
Ó Balcão * *Portugal*
Da Vittorio- St. Moritz ** *Switzerland*
Kong Hans Kælder** *Denmark*
Thevar ** *Singapore*
Alma by Juan Amador * *Singapore*
Jose Andres *USA*

LUXURY HOTELS

Four Seasons
Mandarin Oriental
The Peninsula
Rosewood
Shangri-La
Oetker Collection
Royal Mansour
Fairmont
St Regis
Ritz Carlton
Raffles
The Oberoi
Sofitel
Kempinski
Westin
W Hotels
JW Marriott
M Gallery
Le Meridien
Swissotel
Editions
Renaissance
Park Hyatt
The Fives Hotels
Gran Melia
Marina Bay Sands
Royal Hideaway
Hilton
Waldorf Astoria
Conrad Hotels
InterContinental

BRAND EDITIONS

Champagne Krug
Fondation Louis Vuitton
Mango x Victoria Beckham
5 Jotas by Osborne
Patchi Chocolate
Natuzzi
Cafe Vogue
Barbie Dream Lounge

DEPARTMENT STORE

BHV Le Marais *Paris*
La Rinascente *Milan*
Club 21 *Singapore*
Selfridges *London*
Natuzzi *Worldwide*
MOHD *Milan*

MUSEUM SHOP

Guggenheim Museum *Bilbao*
El Prado *Madrid*
Casa Batlló *Barcelona*
Museo Miro *Barcelona*

CONCEPT STORE

Merci *Paris*
Isolee *Madrid*
Cutipol *Lisboa & Porto*
Sel & Poivre *Libanon*
Bado *New York*
Kmh Home *Florida*

ACKNOWLEDMENTS

Thank you to all the chefs who has been involved in the making of this book. We are grateful for their patience and their exquisite ability to adapt their cuisine to our designs.

We would also like to thank to the photographers who throughout our 10 years of professional career, have been able to work in such diverse scenarios as improvised kitchens, country houses, concept stores, art galleries... offering their great degree of commitment and their excellent work.

Each photo session has been a discovery not only of the great professional but also of the person we have inside us, as shown by the good moments we have spent during and after the shootings.

Finally, we would like to specially thank the Cookplay team for positioning the brand in such an honourable state that has only been possible through the enthusiastic and encouraged day by day work.



Photography: Gaizko Fanarraga

Creative director Ana Roquero / Designed by Sara Roquero

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