

1896 - 2021

JMM, 125 years of silent luxury

jmm
jose martinez-medina
125



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JMM celebrates 125 years and four generations. Few companies can say the same. That is why the company celebrates its successful path in the furniture sector without losing sight of that own concept of design as a way of life. A continuous guide since its origins - as José Miguel Martínez-Medina Bello tells us - which, together with courage, has allowed this dedicated family to reach the fourth generation leading the company.



—— J. Martínez Medina (the grandfather of the current CEO) founded the company in the 19th Century in València. ——

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When he was a child, on those walks around Valencia, his father encouraged him to appreciate things, the city, the architecture and those details that no one noticed, but which he thought it would be interesting to transmit to his son. This is what José Miguel Martínez-Medina Bello, technical architect, current CEO of JMM and member of the third generation, tells us. “At home we always talked about furniture, at meals, dinners and family meetings. Maybe it was a bit boring for some people, but I always liked it”. For that reason, he tells us that he has spent his whole life in the world of furniture, 65 years, the same number of years that he has.



València Showroom. 1960

furniture factory in Valencia. He undertook important works in his city that are still preserved today, including the current Palace of the Generalitat and the Town Hall. Then the sons arrived, who worked in the company and, at the same time, combined it with their studies at the School of Fine Arts of San Carlos, in Valencia.

This second generation evolved from the interior design and execution of the most important transatlantic ships to investing everything in the creation and industrialisation of the company in order to manufacture high quality furniture, both in terms of design and upholstery. Thus, in the 1970s, they already had two factories with around 300 workers.

This year, JMM celebrates 125 years and four generations. That is why the company celebrates its career path in 2021 and does so without losing sight of this way of looking at the world. A way of “thinking in design” inherited from its founder, who at the end of the 19th Century had to settle abroad to Cuba in order to create his own carpentry workshop there. He returned to Spain, already Indian, and established his

Today, JMM continues to produce high quality furniture with a discreet and personal design that some people call “silent luxury”. As José Miguel says, “JMM products never leave you indifferent, they attract and persuade through discretion”. JMM’s code does not include unnecessary noise or trying to compete with the best-known brands.

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They prefer to justify that the design, quality, and price are within what their clients are seeking. The result is an honest and simple furniture, without stridency, which arouses admiration both at home and at the business sector.

Presidents of government, kings, ministers, crisis rooms, multinationals, banks, companies of energy products, companies listed on the IBEX 35 and a long list of others trust in JMM and have remained as their client profile in these 125 years.

The fourth generation of the Martinez Medina family is a descendant of this

united, persevering, enterprising and active in the sector, and for that reason, design is in their blood. A family consisting of architects, interior designers, engineers, doctors, economists... some are inside and others outside the company, but they all agree that the key to their success lies in the training provided by the family. Because, as they say, since they were very young in their homes *"furniture always had name and surname"*.

JMM is a company with high social convening power and has always shared its knowledge and sought external collaborations with the best experts in design and business.



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Almond table and Onna chairs in the València showroom. 2021

The Universitat Politècnica de València hosts the “José Martínez Medina Design Study Centre”, directed by the researcher Manuel Martínez Torán, a platform that promotes methods to support the activity of entrepreneurs, professionals, and associations like the ADCV.

A company that guides current and future generations of designers and entrepreneurs who have learned and are still learning from his commitment, effort, and entrepreneurship.



Martínez-Medina family

Black Tone is a brand of JMM

Black Tone is the natural evolution of an author's company with 125 years of experience and a constantly creative inquisitiveness that allows the company to continue investing in good design. With a universal vocation and a ground-breaking point, it is the brand that complements JMM. An initiative that was created to furnish workspaces and homes, with the same quality as always and the imprint of renowned designers such as Mario Ruiz, Francesc Rifé, Eli Gutiérrez and José Martínez-Medina himself.

Functionality and comfort

Black Tone offers functional and ergonomic furniture, sophisticated in terms of colour, with a predominance of black, which enrich spaces without disturbing the calm.

Executive armchairs, confidant chairs, swivel armchairs, waiting armchairs, sofas designed for holding a conversation, original bookshelves, side tables, comfortable stools, and desks to adapt the office to your home are some of the elements that define this young brand.

The architecture of detail

The Black Tone collection does not lose sight of the elegant touch that is required in work and home environments. An elegance without frills or fuss, but full of that precision in the details that characterises all JMM creations.

The authenticity of the matter

The JMM material code is also present in Black Tone. It ranges from carefully crafted woodwork to steel, glass, technical leather, hide... Innovative surfaces and calculated volumes that integrate technology and breathe life into furniture that reflects business, agreements, projects, and shared hopes.



Unipers Table & Dry Chair by Black Tone



Banli side table by Black Tone



Babouche sofa & Banli side table by Black Tone



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