MATERIAL CULTURE
1985 - 2010

25TH

INDOOR
OUTDOOR
TREE NURSERY
BOOKS

NEW INDOOR 2010

SANTA & COLE

MATERIAL CULTURE
1985 - 2010

25TH

NEW INDOOR 2010

SANTA & COLE
PERSONA CIUDAD PLANETA



SANTA & COLE

MATERIAL CULTURE

“Stay hungry, stay foolish”

Steve Jobs
Graduation in Stanford, 2005

This year, 2010, is our 25th anniversary and we still feel young. We have not existed for ten or for a hundred years, but rather twenty-five. Life has already given us a few lessons (not all) but we are still doing what we enjoy.

The material culture promotes beauty in everyday life, and therefore looks toward the objects that we use all around us. It is them that we choose to help us over and over again. Our objects define us, like our affinities. And because they will be less and less, we ask more and more of them.

We are following in the line of Dino Gavina and of Miguel Milá, of Arne Jacobsen, Ingo Maurer and Antoni Arola, a long line which also reaches other younger people, and which stems from the Bauhaus: soundness of construction, aesthetic sobriety and functional quality. This continues to be our productive morality.

Like many others, we are concerned by the sustainability of the planet and the correct use of intellectual property. And if our masters defended a panoramic interest for design, *from the spoon to the city*, we raise it up to our trilogy of interests, PERSON, CITY, PLANET, which now places greater demands upon us.

Here we present the new products for 2010 from our three divisions closest to the universe of the person.

– PUBLICATIONS: Where we offer, in the form of books and digital platforms, materials which promote a better material culture in our time.

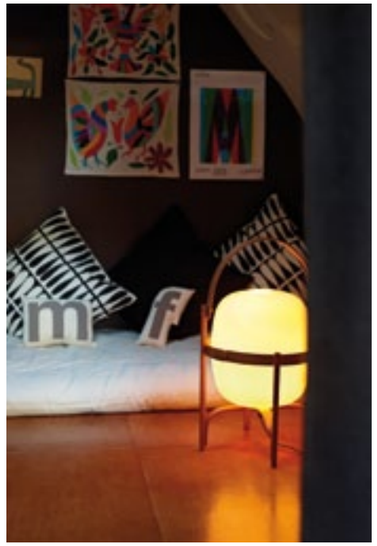
– TEXTILES: Which plaits the aesthetic quality and the nobility of the materials with the defence of the best artisanal traditions.

– CONTEMPORARY COLLECTION: Where we publish lighting and furniture elements for indoors, including terraces and gardens.

Belloch chair, *2009*
Lagranja

Cesta, *1964*
Miguel Milá

TMM, *1961*
Miguel Milá





Asa, *1961*
Miguel Milá

Trípode G5, *1997*
Santa & Cole Team

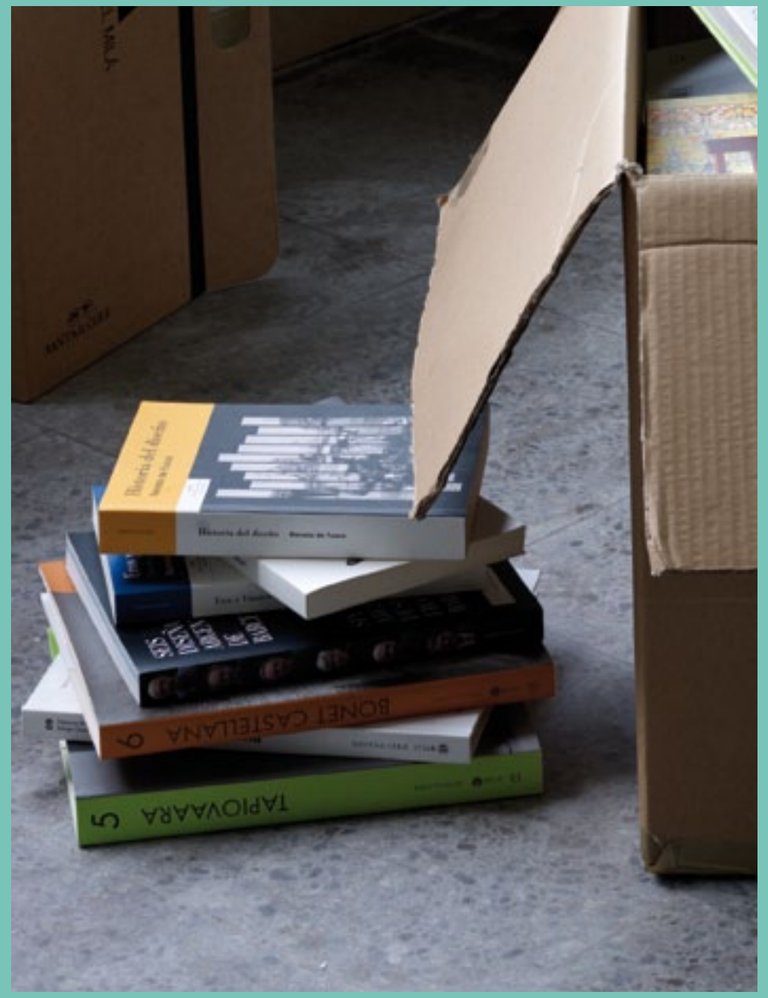




Maija, *1955*
Ilmari Tapiovaara

Belloch chair, *2009*
Lagranja





Our interest in the universe of the person is expressed most intimately in the books and digital contents that we offer. Since 1990, Santa & Cole has published biographies and essays on industrial design, convinced as we are that both books and material objects collaborate on the promotion of a material culture with richer nuances, more sensitive and essential. Books and objects therefore share the same publishing criterion, which believes that value lies in the knowledge that each element incorporates, because the pleasure is in the knowledge.

With this endeavour, we publish three collections of books, designed to build bridges between generations: **Design Classics** and **Contemporary Designers** are monographs on important authors, whose works constitute a point of reference for the new generations, while **Los ojos fértiles** is made up of essays on industrial design and others with a more sociological orientation, which reflect on the historical tendency of our everyday life. All three collections share the vocation of encouraging questions.

ANDRÉ RICARD

Norberto Chaves
2010



Publication: March 2010
ISBN: 978-84-934626-8-0
Paperback, 16 x 23.5 cm
164 pp, 252 black and white illustrations

This book is the intellectual biography of a pioneer who has stood out in all the aspects in which the discipline of design is expressed: the production of industrial objects, the generation of theory and critique, and institutional construction. In all of them, he has fought a continuous battle which has converted him into one of the most influential authors in the broad fabric of Spanish design, and he has done so from silence.

Norberto Chaves chooses to focus on André Ricard's theoretical reflection, on being the least well-known and appreciated, but fundamental to understand his ethics of the role of design in society. Thus, through a careful rereading of his texts and long conversations with Ricard himself and with important figures who have dealt with him closely (such as Yves Zimmermann, Oriol Bohigas and Xavier Rubert de Ventós), gradually reveals the complexity of his writings on design and his validity beyond the fluctuations of fashion.

Maybe the best synopsis of the book is offered by Miguel Milá: "I really liked to see written in this book ideas of André's that I would have liked to have thought".



TEXTILES

The person is also the centre of our textile collection, which wants to stimulate the sense of touch, the pleasure for noble fibres. And being our beginning, this could not be with better company than the cooperative **Teixidors**, from Terrassa, dedicated to the preparation of artisanal fabrics of exceptional quality and committed to people with learning difficulties, whom it converts into expert artisans in the handling of its traditional wooden looms.

The collection that we present is the result of numerous tests with combinations of natural materials (with threads of pure wool, cashmere and silk), of new technical challenges, of numerous adjustments, finally obtaining these blankets and plaids for the most personal spaces, being articles which really have an exceptional history, the memory of skilful hands and a precise, but not identical, gesture.

ANDINA

Made from 100% natural wool, its most outstanding characteristic is the type of thread used: a strand with an exceptional twist, which provides a very contemporary irregular effect. It is made from single-ply yarn for greater lightness, or from two-ply yarn to obtain a more consistent effect, suitable for blankets.

– **Andina single (single-ply):**
Colours: grey with natural profile, brown with reddish and natural profile, beige with brick red and olive green profile, mocha with beige profile. Measurements: 140 x 220 cm.
– **Andina double (two-ply):**
Colours: beige with mocha side strip, grey with natural side strip. Measurements: 140 x 180 cm.

PALMA

This plaid stands out thanks to its great quality, due to a special thread consisting of a mesh of silk which conceals a core of cashmere. The silk makes it hang well, the cashmere provides the warmth. The thread is composed of 60 % cotton, 20 % cashmere and 20 % silk.
An article designed for mild climates.
Colours: natural, green, stone.
Measurements: 140 x 180 cm.

TUNDRA

Its difficulty lies in obtaining the desired sponginess through a combination of Italian plush and a thinner thread. The plush is a 100% natural wool thread characterized by its greater thickness, as a result of a specific spinning process.
Colours: brown, stone.
Measurements: 140 x 180 cm.



INDOOR

Since we are publishers and we are not tied to any machine, we plan each product with the most convenient materials and processes. We use the new technologies for a more responsible treatment of the production processes, to discover environment-friendly materials, and to design lighting systems which encourage energy saving. We endeavour to give more using less (resources), like in poetry. We are contemporary.

All this helps us to be more versatile and to adapt to the new uses and manners of coexistence. It therefore allows us to go beyond the domestic sphere, with indoor lamps and furniture which can be comfortably installed in big public spaces, spaces for shared living which wish to transmit an experience, in addition to meeting a need.

We believe in citizens interested both in their life and in an extended idea of their city, which includes nature and, therefore, the planet. Person, city, planet.

CIRIO

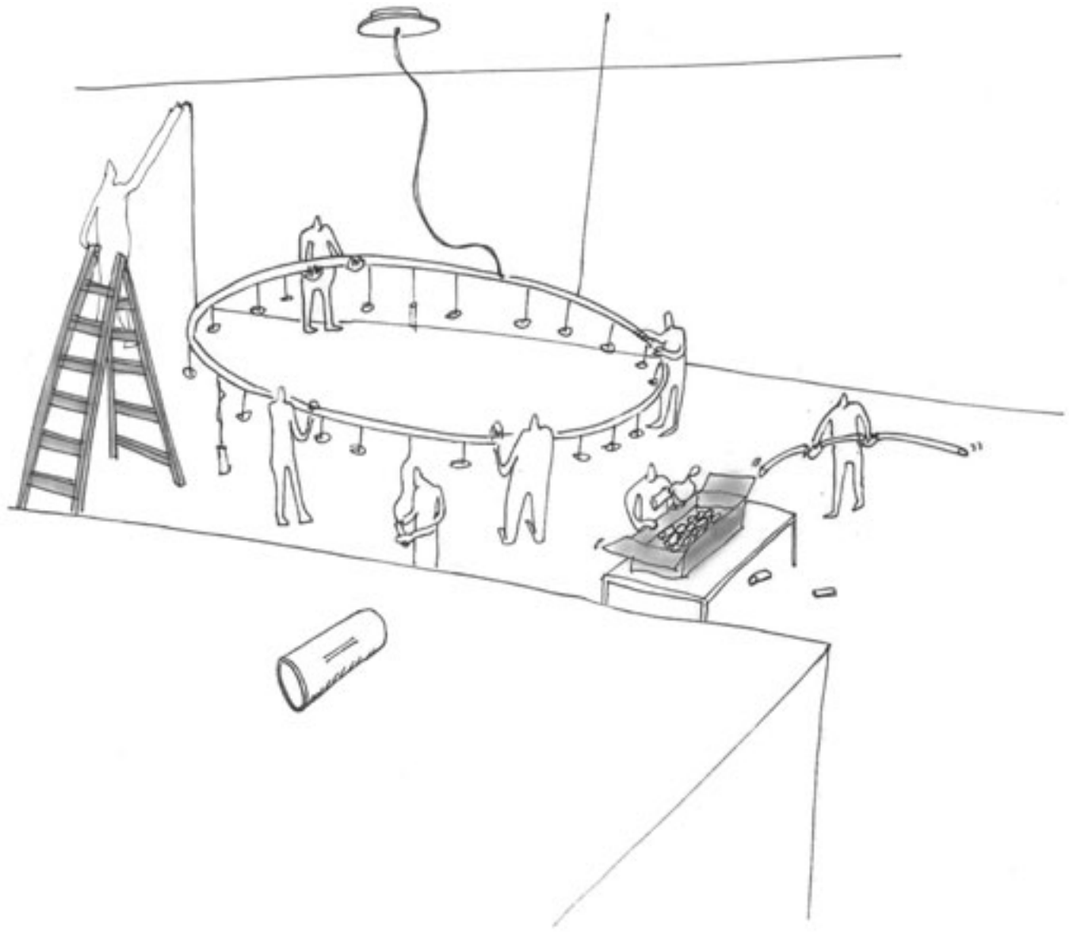
Antoni Arola
2010

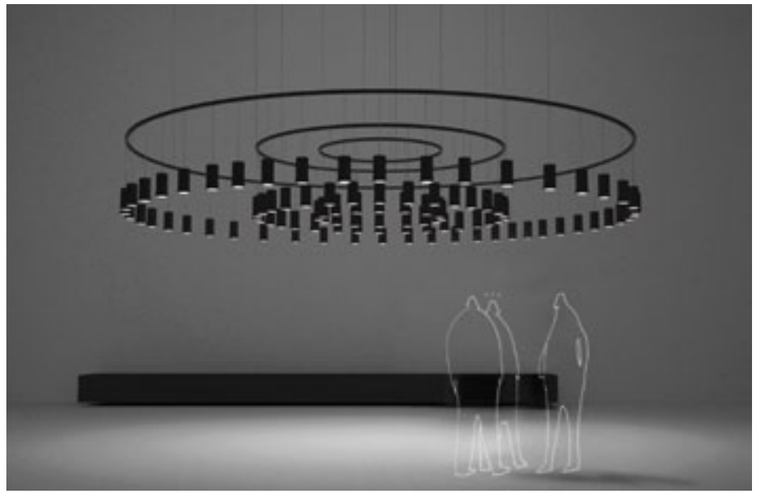
“This lamp arises from the big public lamps. It was almost certainly in Istanbul, in the big mosques, where I saw them for the first time. The need arose when I was preparing an exhibition. To give more impact to a small piece which I had published years earlier I tried to repeat it, and it was just one step from there to Istanbul. I showed it to Nina Masó (editor of Santa & Cole) and she was enthusiastic about the idea. Then we saw porcelain as a noble material which diffuses the light with the elegance of a candle, and the LEDs inevitably arrived. When the project was being planned we understood the possibility of creating a system with many applications, and being able to propose different shades to generate different atmospheres. We thus found ourselves with a product with endless formats and uses”.

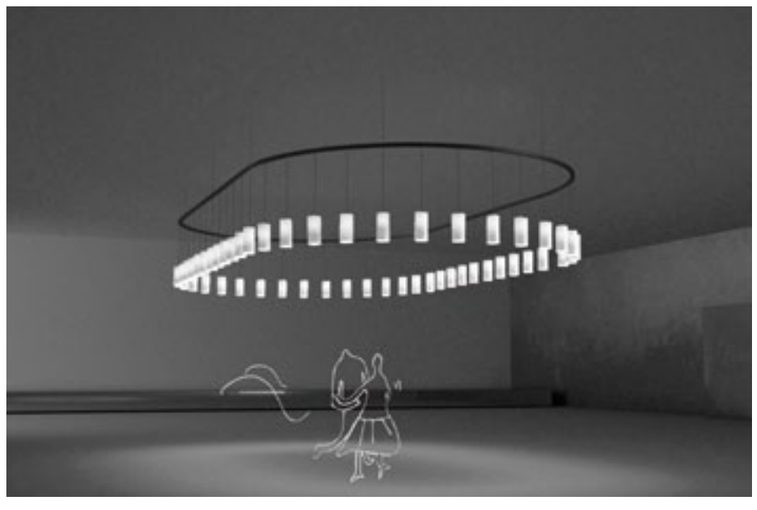


An ingenious capsule containing the light source allows the shades to be easily exchanged: from porcelain to black aluminium in a single gesture.

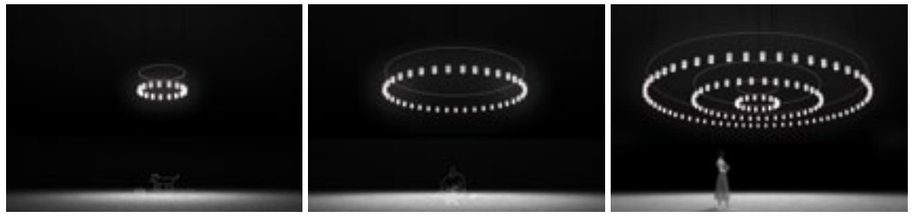








"This lamp arises from the big public lamps. It was almost certainly in Istanbul, in the big mosques, where I saw them for the first time".



BELLOCH RECYCLING

Lagranja
2010

We present a new version of the Belloch chair, manufactured with an innovative completely recycled and recyclable plastic material. The original model was created at the beginning of 2009, on commissioning an everyday chair from the Lagranja Design studio, intended for Santa & Cole's headquarters at Parc de Belloch. Since then our technical team, in collaboration with the company **SP Berner**, has achieved an innovative material composed of 60% polypropylene from post-consumer plastic waste, and 40% recycled wood dust from sawmills.

This material moreover contains ultraviolet light stabilizers to lengthen its working life and to prevent it from degrading with time, and retardants which allow the spreading of the flame to be delayed in the event of a fire. A very comfortable and economical chair is thus obtained, suitable for use both indoors (with natural beech wood legs and felt pads) and outdoors (with matt anodized aluminium legs and rubber pads), always with an elegant classical appearance.

The Belloch Recycling chair contributes to the environmental commitment of Santa & Cole, which understands design as a creative process in which now what is essential is maybe not just how to appear, but also how to disappear.

Special mention in the "Disseny per al reciclatge" Awards (Generalitat de Catalunya).





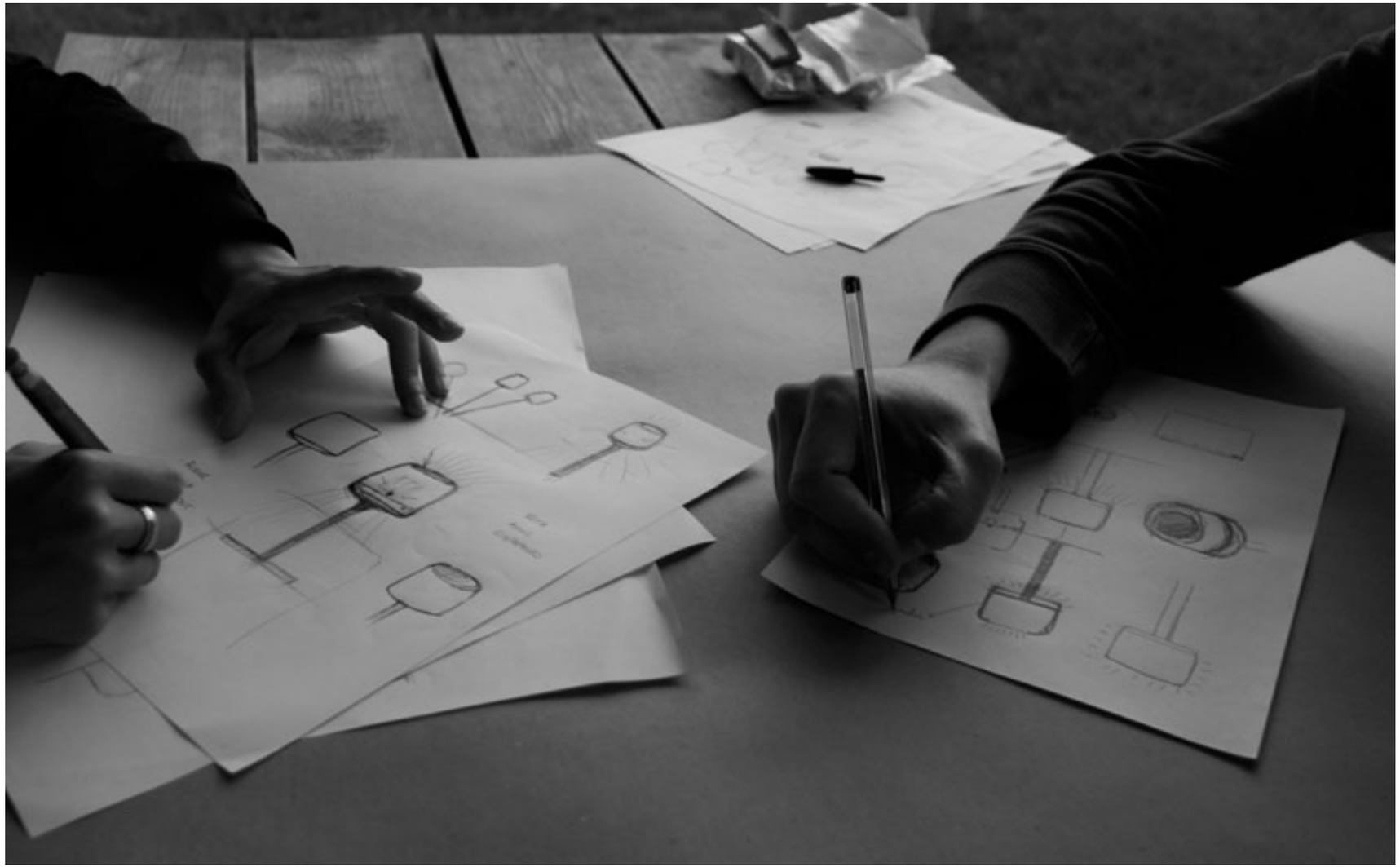




GARDEN SERIE

The new Garden Series is a hybrid collection, with elements half way between domestic terraces and big public exteriors, which not only want to be attractive thanks to their aesthetics but also to their commitment to the environment, produced with recycled materials or with light sources which consider the maximum energy efficiency. Because we believe in the warmth of technology applied to open-air spaces, and because life is also lived out of doors.

Causas Externas
2010



"On considering our first garden lamp we did not want to abandon the warmth of an ambient light, that is we did not want to simply limit ourselves to a beacon to mark a path. So we perforated the top part so that it would also project a zenithal light, as if sprinkling the night vision with fireflies. We wanted to go beyond big gardens and for it to also fulfil its purpose in porches or small terraces, discreetly lighting up the night.
The choice of LED as the light source was almost obligatory: low consumption, long duration, and the possibility to channel the light to solve two types of lighting with a single source, a position light, which is projected toward the ground, and another which takes advantage of the residual light to discreetly illuminate the night sky, with a note of green or amber colour depending on the colour of the plastic cover.
The base consists of a stake which is driven directly into soft ground. Another two versions have also been developed, one for domestic spheres, which allows the lamp to be placed on hard ground both indoors and outside, and another for installations, with three fastening points, which can be embedded or on the surface. Everyone can thus choose the height of the shaft, the colour of the cover and the type of base".



"We wanted to go beyond big gardens and for it to also fulfil its purpose in porches or small terraces, discreetly lighting up the night".









AMIGO

Miguel Milá & Gonzalo Milá
2009

AMIGO (ceiling lamp by Miguel and Gonzalo) is the first product shared by father and son, two excellent designers who again show us how good design always produces a timeless dialogue, even between two so very different Spanish generations.

Available in three sizes, its functional virtues are truly infrequent: fluorescence with complete sealing and diffuse luminosity thanks a shade in vertical position, which prevents insects from living inside it while protecting the electronics and producing a halo of filtered light, thus preventing lateral dazzling, and all with an impeccable simplicity in which nothing is surplus.

The AMIGO ceiling lamp was designed to be installed under the long arcades which join the buildings of the central campus of Parc de Belloch, an excellent rationalist ensemble from the 1960s where Santa & Cole has set up its headquarters. Used as an outdoor ceiling light, the AMIGO illuminates without dazzling and its sequence produces a beneficial lighting and sensation of order, simple and very pleasant.









We spend more and more time outside the home, in offices, hotels, waiting rooms, restaurants, educational centres, airports or museums, which have already become everyday settings for everyone. In Santa & Cole we are concerned by the quality of this anonymous coexistence and we work to obtain wellbeing in these spaces, between public and private.

The strength of our collaboration on our clients' projects is based on two facts: (1) we offer a broad range of products which cover both indoor and outdoor lighting and furniture, and include tree nursery elements, which facilitates the coordination by the project manager; and (2) the coherence of our publishing criterion, with a sound defence of good design, functional, balanced, long-lasting and original, but not intrusive.

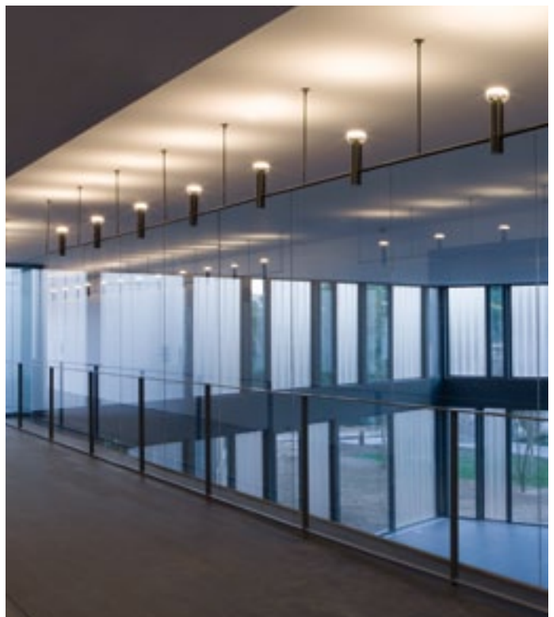
Santa & Cole's collaboration with architects and installation professionals involves the provision of solutions:

– We give customized advice. Our technical office works in close dialogue with project designers, offering them its support. We know that each project is a world of its own and we devote it the attention it deserves, providing renders, light studies and technical dossiers with all the information for an optimal decision.

– We develop special products. Sometimes, the optimal decision involves the adaptation of a product from our catalogue to the specific requirements (customization of materials, measurements, formats or colours), or even the development of a completely new element, conceived exclusively for the special nature of a space.

– We have a broad range of products with a vocation for repetition. And also a careful selection of large-sized elements, capable of transforming large spaces by themselves.

You can see a selection of our products at: **www.santacole.com.** Please do not hesitate to contact us. We enjoy what we do.













Corporate University of Telefónica
Parc de Belloch, La Roca - Barcelona







Pascual Maragall Foundation
Barcelona

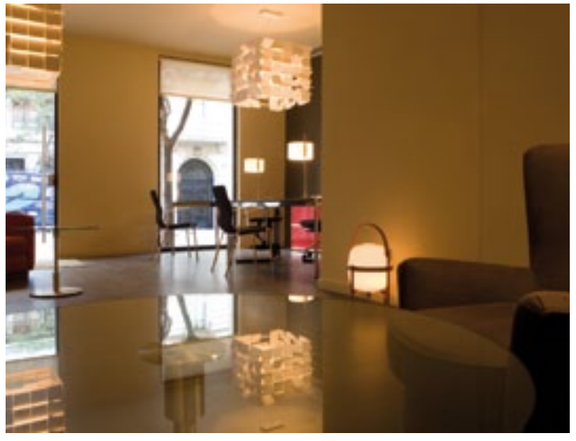






Villarrosàs Agency
Barcelona





Disfruta y Verdura
Barcelona





Citrus Restaurant
Barcelona





Cacao Sampaka
Barcelona

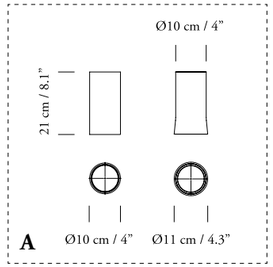




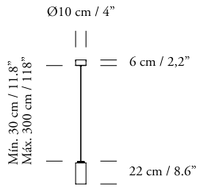
Jelmolí Restaurant
Zurich (Switzerland)

CIRIO

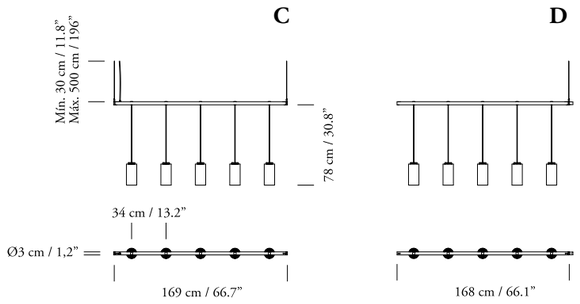
Porcelain /metallic shade

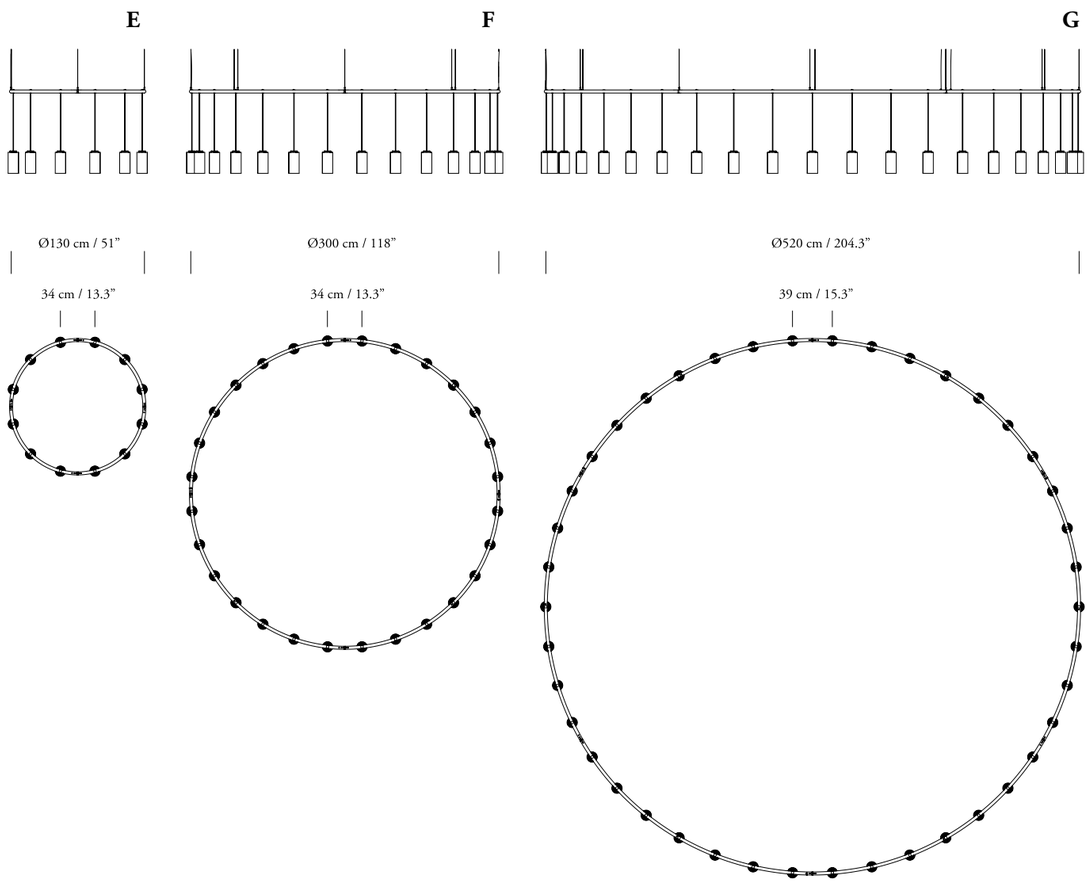


A



B





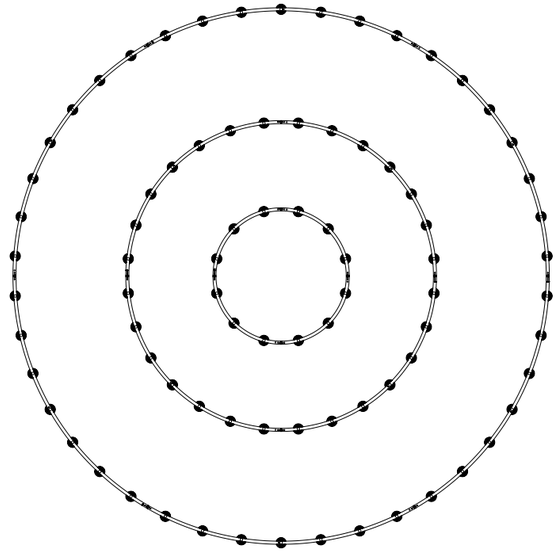
Steel structure and shade either in porcelain by Sargadelos or in spun aluminium with the inside in a golden colour and the outside black.
The light source is a sheet of 3 LEDs with a power supply of 24V DC. Its working life is a minimum 40,000 hours.
Power 7.5 W per sheet (light source)
Warm colour temperature, 2720-3040 K

COMPOSITION OF THE SYSTEM:

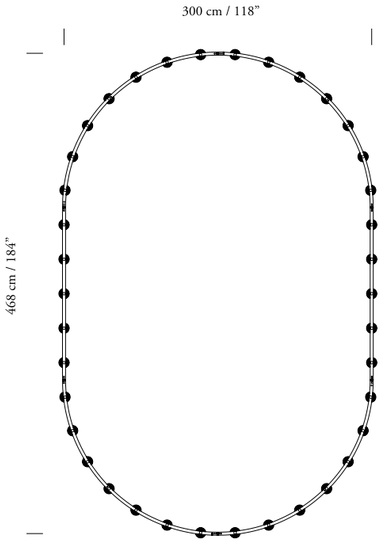
– Possibility of choosing between the two models of shade (**A)**
– 1 simple structure = 1 light source (3 LEDs) (**B)**
– 1 linear structure = 5 light sources (**C)**
– 1 intermediate structure = 5 light sources (**D)**
– 1 Ø130 cm structure = 12 light sources (**E)**
– 1 Ø300 cm structure = 28 light sources (**F)**
– 1 Ø520 cm structure = 42 light sourcesw (**G)**
– Possibility of linking Ø300 structures with linear structures.

2D

1E + 1F+ 1G



1F + 2D

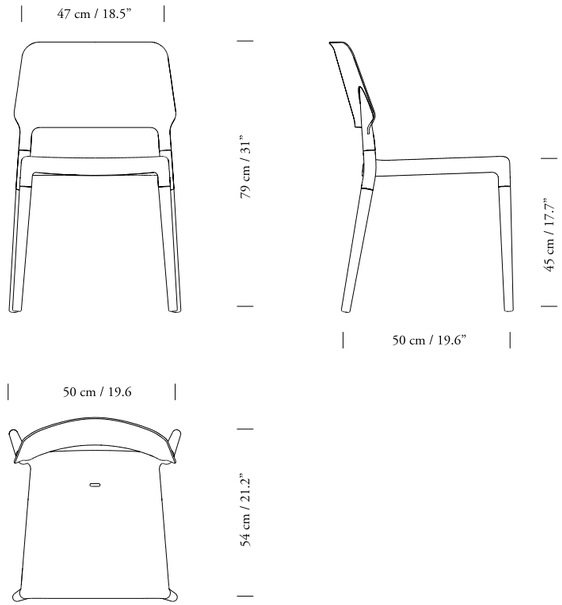


BELLOCH RECYCLING

Stackable, indoor and outdoor.
Colours: brown, grey
Seat and back manufactured with a compound of 60% recycled polypropylene and 40% wood dust.
Approx. weight: with matt anodized aluminium legs 4.0 Kg; with natural beech wood legs, 3.8 Kg.

Complies with the following standards:

– UNE-EN 581-1; 06;
– UNE-ENV 581-2;00;
– pr EN 581-2;07.
– Quality certificate from AIDIMA (Furniture, Wood and Packaging Technology Institute).



OCO

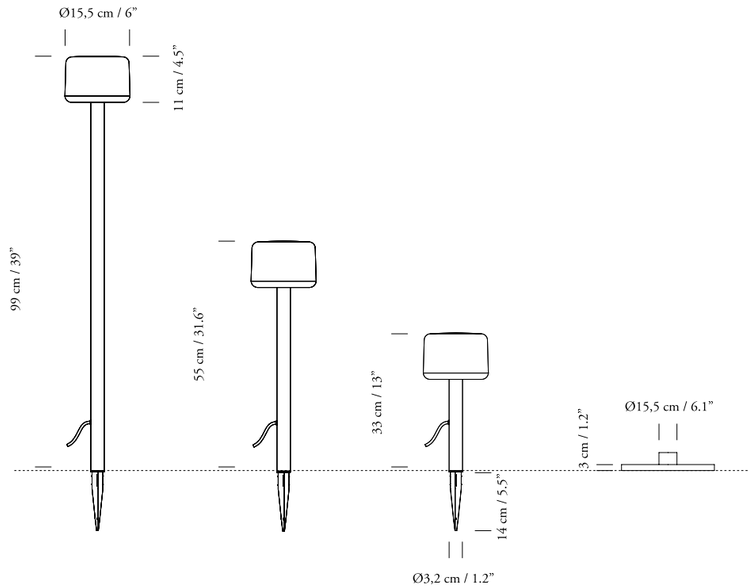
Recycled and recyclable.
Shaft in black painted aluminium and casing in an innovative high-quality recycled and recyclable plastic, with high resistance to the weather and to ultraviolet rays.
The diffusers are coloured transparent plastic, with high resistance to ultraviolet rays.
Water paint is used, without the need for chemical solvents.
All the pieces fit together without the need for screws.
Three heights: 99 cm, 55 cm and 33 cm.
Upper cover colours: green and amber.
The light source is a module of 3 LEDs powered at 350 mAh. Its working life is a minimum 40,000 hours.
3 W power per module (light source).
Warm colour temperature, of 2700 K.

Composition of the system:

– Mobile domestic version with stake to drive into soft ground.
  Optional: base with support for the lamp on hard ground.
– Version with fixed base for outdoor projects.
  Presented with three fastening points and a connection system with strip which allows fast and simple installation.



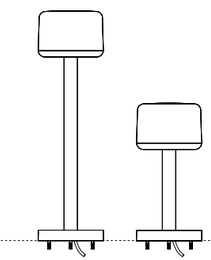
COLOURS UPPER COVER



OCO 99 OCO 55 OCO 33

MOBILE

MOBILE BASE (OPTIONAL)



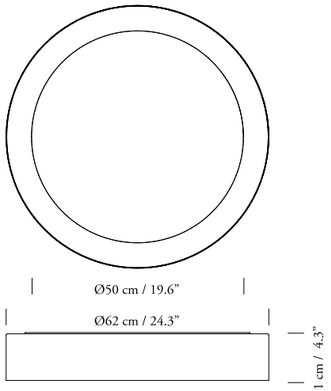
OCO 55F OCO 33F

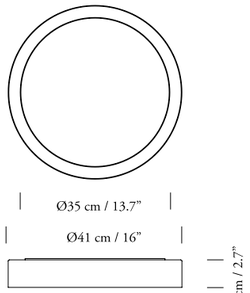
FIXED

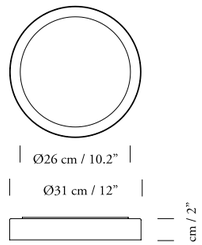
AMIGO

Indoor and outdoor.
White metallic structure.
White translucent plastic cylindrical diffuser.
SMALL: Fluorescent T16-R. 22W/827 2GX13 230 V.
Energy Efficiency Class B.
MEDIUM: Fluorescent T16-R. 55W/827 2GX13 230 V.
Energy Efficiency Class B.
BIG: Fluorescent T16-R. 2x60W/830 2GX13 230 V.
Energy Efficiency Class B.

Class I.
IP54
Fluorescent not included.







RECOGNITION OF BUSINESS MANAGEMENT

premios NACIONALES de diseño

1999

"We valued their business innovation based on permanent collaboration with designers which leads to an excellent dissemination of design in our country.
We highlight the importance of their street furniture, their publications produced in association with the University and the recovery of historic designs".

2006-2007

"On making the culture of design its business strategy and for its innovative path which converts it into a true knowledge industry which it applies to its different product lines: lighting, indoor and outdoor furniture, urban reforestation and book publisher".

DME AWARD_

2007

Design Management Europe (DME) is an European initiative to demonstrate and promote to businesses the commercial benefits that can be gained with good design management practices. Santa & Cole was awarded with the third prize in the medium-sized companies category.

PHOTOGRAPERS

Levin, David
Macià, Carme
Rotger, Stella
Sarra, Jordi
Tamayo, Jordi
Tles, Javier

ACNOWLEDGEMENTS

Estudi Arola (p. 23 - 24 - 25 - 26)
RCR Arquitectes (p. 26 - 27)

We protect intellectual property. Santa & Cole is a registered trademark. The names, brands, and industrial models of the products have been registered in the respective offices. The technical information provided by Santa & Cole about is products, in reference of measurements, materials and features may be modified without prior notice.

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