



## **The books as a source of knowledge: four different collections to encourage the memory**

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In 1991, the design editing company Santa & Cole embarked on the publication of design monographs, with the firm belief that the books and the material objects that it edited were inseparable, as both contributed to the same extent to the promotion of an improved material culture, more sensitive and full of nuances, more essential and less phenomenal.

After its demerger in 2005, the book division becomes a company on its own, which in 2007 changes its name to Ediciones de Belloch S.L. The publishing house has expanded nowadays its activity to four collections, each with its own voice, and each intended to bridge past excellence, present awareness, and what future promises:

**Design Classics and Contemporary Designers** are monographic studies of authors whose bodies of work are points of reference for new generations. The Classics collection, the first to be on the market, goes over the experience of time-honored creators of the 20th century, with the double purpose of reinforcing a memory that is sometimes endangered, as well as putting forward critical debate, in order to spur on to future contributions within the field of industrial design, going beyond fads.

**The Contemporary Designers** collection, born in 2001, brings to light the work of major professional designers that are still active or with recent production, and offers different approaches to the act of creating everyday objects. Each design author we have selected is analyzed by a specialist who, through proximity and knowledge, reconstructs the main character's theories on design.

**Los ojos fértiles**, launched in 2005, is a heterogeneous collection that tackles a broader range of subjects, which goes from essays on industrial design to other writings that are more oriented to sociology or even philosophy. The only condition for their incorporation in this collection, and their common point, is that these titles raise questions that affect what has been established, that analyze the values of today's society, and reflect on where history seems to lead our daily life.

**Biblioteca de gestión** is an ambitious collection of essays on management thought and history, published in collaboration with the renowned business school ESADE. The selected titles come from the most world-acknowledged authors on the subject. The main aim of this new collection is to foster quality management literature in Spanish, dreadfully scarce nowadays. Through these monographs and essays on design and management, Ediciones de Belloch seeks to promote the figure of great designers and thinkers who have changed the world, so that we may continue to learn from them.