



SANTA & COLE

IIDA Award of Excellence 2009 - Belloch chair

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Santa & Cole prizewinner of the IIDA Award of Excellence 2009 for the Belloch chair

Within the framework of the last Hospitality Design Expo Edition in Las Vegas, the International Interior Design Association (IIDA) has celebrated the 13th Annual Platinum Circle Gala Awards in which Santa & Cole has received the Excellence Award 2009 for the Belloch chair, a Lagranja Studio design.

The distinguished jury selected the Winters based on the following criteria: innovation, technical advancements, cost effectiveness, environmental responsibility, aesthetics, need and usage in the hospitality industry and both client and user benefits.

The Belloch chair is Santa & Cole and Lagranja's joint bid to achieve an environment-friendly and recyclable product by using new materials and applying new technologies. A special mix of recycled plastic and wood forms its elegant body, which is supported by legs made either from beech wood (for indoor use) or from aluminium (for outdoor use). Versatile, current, light and ergonomic, with stylistic evocations of Charles and Ray Eames, it is a chair of classical lines but with a perfectly contemporary, robust and very comfortable shape.

Santa & Cole's environmental compromise is to understand design as a creation process in which the main concern is not how to construct, but rather how to disappear. The company thus devoted time and effort to studying the material and did not stop until it succeeded in producing a contemporary and economical chair with an innovative material, 100% recyclable.

