



SANTA & COLE

Santa & Cole's Contemporary Collection – Indoor line

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Javier Nieto Santa, Gabriel Ordeig Cole and Nina Masó founded Santa & Cole with the idea of publishing objects in which they recognized themselves, as a rule bringing to the public light the objects of others. Their first product was the La Colilla lamp, an orangey coloured 2-metre long methacrylate tube with neon bulbs inside which Gabriel Ordeig Cole already produced, but whose design, from the 70s, was by Carles Riart. Like the stars in the sky, the glow-worms in the countryside or the embers of the hearth, La Colilla becomes apparent as the sun sets. The antithesis of what was in fashion in the 80s, it was planned as an accompanying light, suitable for music, conversation and love, a type of light which has aesthetically marked Santa & Cole's catalogue throughout its history.

Since 1985, Santa & Cole has spent twenty-five years publishing a catalogue which includes some of the best products by major, mainly Spanish, contemporary designers, with a concern for a certain humanist idea of life shared in the home, where we give and we receive, and whose aim is to transmit a sample of the timeless quality of good design. *Important figures from international design, such as Vico Magistretti, Arne Jacobsen and Phillippe Starck, and from Spanish design, such as Miguel Milá, Antoni Arola and Gabriel Ordeig Cole himself, thus form part of Santa & Cole's indoor collection.*

The indoor catalogue is created starting from a reissue of certain design classics, from the request for a design directly from an author or from the original idea of a designer who comes with a new project. In any case, the original idea enters Santa & Cole's Laboratory, all the components are analyzed which will subsequently make up the industrial product in itself, and new technologies and materials are sought to make it consistent with the catalogue. Its Publisher, Nina Masó, is the architect of this consistency and of the collection's warmth. To include a product it is essential that the function is precise, that the object accompanies but does not tire, and that it provides simplicity, visual comfort and harmony. In any case, for Nina Masó the relationship with the authors is fundamental: *"You cannot decide between people and objects. Both are important, but when there is a series of similar affinities and sensitivities between the designer and the publisher truly fantastic things appear".*

All new proposals are submitted to the Editorial Board, a collective body formed by seven people which meets once a month to discuss the editorial lines, new ideas or projects, and which makes a unanimous decision on whether or not to publish. It is on the Editorial Board that Santa & Cole's catalogue is created and expanded; it is the soul of the company.

Once it has been decided to publish a product, Santa & Cole carries out its technical development, subcontracts and finances its production, stores and sells worldwide and, above all, protects the author's added value and defends the copyright against third parties.

Since it was founded, the indoor collection has been Santa & Cole's hallmark, the one which has defined the company's unmistakable character and the one which has probably had the most categorical impact on the aesthetic guidelines of the rest of the group's business lines.

In 2009, the indoor line turned over more than €4.8 million and 65% of its sales were exported to over 35 countries.