



OBJECTS TO READ

24-27 September 2009

Earls Court London
Stand G70A

100%design



About Santa & Cole

Since 1985, when Javier Nieto Santa, Gabriel Ordeig Cole and Nina Masó founded Santa & Cole, the company's *raison d'être* has been industrial design, an art consisting of seeking the best of each object to be able to offer a more pleasant experience in our daily life.

Santa & Cole's business is based on seeking and choosing, from among a large number of objects, those with a great history which precedes them or with a humble surprise to be discovered, a selection which contributes more than just matter: peacefulness, culture and wellbeing.

During the 25 years since its foundation, Santa & Cole has grown from a company wholly dedicated to design into a group which provides design-based project and management services for an international clientele.

Under its brand, it edits four types of products: indoor lighting and furniture products, books, urban lighting and furniture elements, and trees for urban reforestation. These four very different groups share, however, a common intelligence: the project professionals, both interior decorators and designers, architects and landscape gardeners interested in original high-quality contemporary design.

***Manufacturing is language, it is poetry.
The people of today, even if they insist on avoiding books,
they are forced to read objects.***

Dino Gavina, 1981

100% Santa & Cole

Santa & Cole exhibits at 100% Design lighting and indoor furniture and textile products, a sample which is the product of the efforts made over the past months in the framework of Santa & Cole's laboratory of objects. They are modern products committed to very current needs, mostly suitable for Contract projects, but without them being subject to fashion or trends. They are mature and

far-reaching designs in their own right which once again demonstrate the timeless quality of good design.

Santa & Cole is thrilled to present its new proposals, thanks to its collaboration with great Spanish contemporary designers, with a concern for a certain humanist idea of life shared in at home, where we give and we receive.

The Belloch Family

by Lagranja



Belloch is the name of the estate which houses the headquarters of Santa & Cole, where a chair was needed for everyday use.

The result has stylistic evocations of Charles and Ray Eames and very topical concerns for the environment. Santa & Cole's technical team devoted both time and effort to studying the material in order to produce a contemporary and economical chair with an innovative material composed 60% of recycled polypropylene from agricultural plastic post-consumer remainders, and 40% of recycled wood dust from the waste produced in saw-mills. Santa & Cole takes a keen interest in the environment and its modest contribution is to understand design as a creative process in which the main concern is not how to construct, but rather how to disappear.

The BELLOCH family is now extended with two spacious, very elegant tables without adornment; the perfect companion to the chair of the same name. A table with a white top cut on the cross, with blunt edges and natural beech wood legs.

The table and chair set, without being the main character, has a light and pleasant presence.

Noa Shelves

by Carme Pinós



NOA is a simple modular shelving system designed by the architect Carme Pinós to make bookshelves for the wall. Consisting of a folded steel sheet, the modules are joined together by intermediate connectors which are also final at the ends. The shelves, with a small cross-section, notably lighten the weight of the books in the space, producing the illusion that they are floating. The modules incorporate a back opening to be able to pass loudspeaker or light cables, and are offered in either black or white.

Amigo Ceiling Lamp

by Miguel and Gonzalo Milá



The AMIGO ceiling lamp is the first product shared by father and son - Miguel and Gonzalo Milá - 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 rare: a solid fluorescence with diffuse luminosity thanks to a vertically-positioned shade, which prevents insects getting inside it, while producing a halo of filtered light, thus preventing lateral dazzling. A design in which nothing is surplus.

Asa

by Miguel Milá



Santa & Cole has reissued the ASA (Handle) table lamp, a 1961 design of Miguel Milá, which formed part of his first collection for TRAMO (Trabajos Molestos = Unpleasant Tasks), the company he initially needed to establish in order to produce his own work.

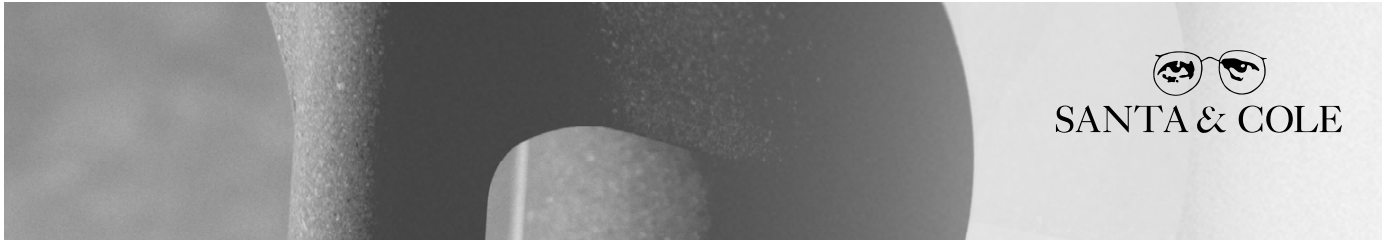
Reproduced in two different versions: the original, in which the black handle (ASA) and knob stand out of the white translucent methacrylate shade, and a completely white version.

Corso

by Antoni Arola



Antoni Arola, considered to be one of the most versatile and original designers of contemporary Spanish design, proposes an original solution for contract projects and installations, a wall lamp whose illuminated arm runs from left to right, like a scanner of vertical light on a horizontal background with degradations of colour, made from a gently reflective material. Using this simple principle of reflection, CORSO becomes the first fluorescent lamp to allow variations of chromatic shades just by moving its arm, which is moved manually and is thermally cold, as the two fluorescent tubes are housed there, protected by an internal diffuser.



New Santa & Cole's Textile Collection



In collaboration with Teixidors and with the aim of decorating the home not just with the heat of light and furniture, but also with the warmth of unique complements hand made with natural materials, Santa & Cole launches in 100% Design the first products of the new Santa & Cole Textile collection.

Teixidors, established with the sole idea of helping to integrate people with learning difficulties, socially and into the labour market, thanks to the handloom, contributes the knowledge acquired over its more than 25 years of

existence, and Santa & Cole the design as an added value for high-quality products with a limited production.

Ever since it was established, Santa & Cole has lived for industrial design, an art consisting of paying attention to daily objects to seek a better experience of use, publishing only those elements in which it recognizes itself, and which provide peacefulness, culture and wellbeing.

Today, the same concern has led Santa & Cole to undertake a new adventure, designing objects to keep us warm.

Contact details

Olivia Lecomte

Communication Department
Parc de Belloch, Barcelona
E-Mail. olivia.lecomte@santacole.com
T. +34 938 619 100
Cell phone. + 34 607 196 919
www.santacole.com

Elisa Viladàs

Communication Department
Madrid
E-Mail. elisav@santacole.com
T. +34 915 646 297
Cell phone. +34 600 936 1911
www.santacole.com