



SANTA & COLE

About Santa & Cole

Parc de Belloch
Ctra. C-251 Km 5,6
E-08430 La Roca, Barcelona
España / Spain
tel. +34 938 462 437
fax +34 938 711 767
www.santacole.com

Santa & Cole, Over 26 years of vocation for design

Since it was founded in 1985, Santa & Cole has lived for industrial design, an art consisting of paying attention to everyday objects in order to seek a better experience of use, which therefore requires a reflection on the Material Culture. The selection criterion has always been to publish only that in which it recognises itself: soundness of construction, aesthetic sobriety and functional quality. That's why it brings out into the public works that are mostly from external designers, taking as the fundamental axis the construction and management of a catalogue of products with a clear orientation toward the most intangible aspects of the editing business, which led to subcontract the industrial activities.

In 2011 Santa & Cole is a business group completely dedicated to design as a serious project and management activity. The protection and international circulation of quality original knowledge expressed in good design (gute Form) has become a summary of its business. Its broad portfolio of products and its wide range of professional services make it see itself as a knowledge industry. The human team is a determinant for this, because knowledge is generated by people who do not refuse to work in a fearless environment, with conflicting intelligences for which curiosity is a constant theme and innovation a way of life.

Santa & Cole publishes under its brand four groups of very different products: indoor lighting and furniture products, urban lighting and furniture elements, books, and plant elements for urban reforestations. Four different groups that share, however, a common intelligence: the project professionals, both interior decorators and designers, architects and landscape gardeners interested in original high-quality contemporary design.

Santa & Cole is a combination of associations, of people, of ideas but overall, of talent. Today, the 100-people team shapes a company dedicated to editing quality design: select products and add them to its catalogue, develop them technically, subcontract and finance the production, store and sell worldwide and, above all, protect the author's added value and

defend the editing intellectual property rights in the face of third parties. Santa & Cole is also the result of different mergers and distribution agreements that have formed part of its history. It currently distributes in Spain firms such as bulthaup and USM and is the Spanish agent of Ingo Maurer and La Cornue.

Founded as a collaboration project with consecrated designers (or with the author's rights representatives of deceased designers) and young designers with a great talent to bring out to the public, Santa & Cole has collaborated, so far, with almost ninety authors. Among them, outstanding international design figures such as Vico Magistretti, Arne Jacobsen or Philippe Starck and others from Spanish design such as Miguel Milá, Antoni Arola and Gabriel Ordeig Cole.

Santa & Cole's catalogue contains numerous elements that have been awarded several different prizes. As an example, in indoor lighting, the ADI-FAD Delta de Oro in 1966 for the Serie Americana, designed by Miguel Milá; in outdoor elements the IDEA 2007 and the RED DOT 2008 under the category "Best of the best" for the Key bicycle rack, designed by Lagranja.

Since 1988, Santa & Cole has been present in the markets of California, Florida, France, Holland, Italy and Germany. But it is from 2000, when Santa & Cole emphasizes its commitment to the international market.

In 2004 the first subsidiary of Santa & Cole was opened in Italy. Five years ago, Santa & Cole signed a mutual exclusive distribution agreement with the benchmark American company in outdoor furniture and landscape architecture, Landscape Forms Inc. (Michigan), an opportunity to create transatlantic bridges between Europe and the United States. In 2009 Santa & Cole signed another distribution agreement with Landmark Ltd. , from Australia, and Fel Group, from New Zealand.

Continuing with its internationalisation plan, Santa & Cole Germany opened its doors in July 2008 in Frankfurt, became established in London in the autumn of 2009, and plans to establish Santa & Cole France with a local partner (responsible for its distribution since 2001) in the first quarter of 2011, in addition to a subsidiary with its distribution partner in the United States (Connecticut) and, in the short term, subsidiaries in Mexico (DF) and Brazil (Rio).

The year 2010 will be remembered as one of the toughest years in the history of Santa & Cole, which closed its financial year with a turnover of 22 million euros, exporting 32% of its sales to over 55 countries. However, and in the words of the Chairman of Santa & Cole, Javier Nieto Santa, *“the message is positive: Santa & Cole will survive. The plan to get out of the deep current crisis is based on two aspects: on the one hand internationalisation, to offset the fall in public investment in Spain and, parallel to this, the presentation of spectacular new products, in the Tree Nursery Division, in urban elements and in the design collection”*.

Recognition for Business Endeavour

Santa & Cole’s business management has been awarded the Premio Nacional de Diseño (1999), the Premio Príncipe Felipe a la Excelencia Empresarial (2006) and the Design Management Europe Award (2007).



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".

2007
Design Management Europe (DME) is a

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

Santa & Cole's Commitment to the Future: Knowledge Management

Although the origins of Santa & Cole (as shown by our history) are those of any editor wishing to expand a catalogue, for several years now, the company has been experiencing a gradual internal transformation in terms of its organisational culture.

The original model, focused on creating products that stand out for their intrinsic qualities, has been gradually changing to a "project-focused" model, in which the company mission becomes one of providing knowledge to the requirements of the customer in order to resolve the problems of each project. For example, from how to illuminate a seafront promenade to how to create a kitchen, furnish offices or homes, qualify and humanise large public spaces or compose a tree-lined avenue in an urban environment. This is always carried out under the premise that Santa & Cole does not sell a project, but rather elements that can be used for its successful completion. In this sense, its knowledge is simply intended to provide the good sense of reliable professional advice.

From this new organisational and corporate culture was born the idea of an unprecedented knowledge park to be used for academic purposes and business activities related to the best applied design. This revolutionary 21st century project will be located at Parc de Belloch, a 125

ha. estate purchased in 2002, where Santa & Cole's headquarters are currently located and where since October 2008 Telefónica has housed a project of extraordinary dimensions: Telefónica's Corporate University.

In terms of the field of design, the basic objective of the Belloch Academy is to interweave the relatively unconnected threads of project culture (design), technologies (of a wide spectrum), law (above all that related to intellectual and industrial property) and management.