



SANTA & COLE

About Santa & Cole

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Santa & Cole, a 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, and which therefore requires a reflection on the Material Culture. The selection criterion has been to publish only that in which Santa & Cole 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.

Twenty-three years after it was established, Santa & Cole is today a business group completely dedicated to design as a serious project and management activity. The protection and international circulation of quality original knowledge has become a summary of its business. Its unusual (in view of its breadth) portfolio of products and services make 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 habit.

Santa & Cole publishes under its brand 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 130 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, always 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 public, Santa & Cole has collaborated, so far, with almost ninety authors. Among them, outstanding international design figures as Vico Magistretti, Arne Jacobsen or Philippe Starck and from Spanish design as Miguel Milá, Antoni Arola and Gabriel Ordeig Cole.

Santa & Cole catalogue contains numerous elements that have been awarded with several different prizes. As an example, in indoor lighting, the ADI-FAD Delta de Oro of 1966 of the Serie Americana, designed by Miguel Milá; in outdoor elements the IDEA 2007 and the RED DOT 2008 under the category of "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 was opened in Italy. Two years ago, Santa & Cole signed a mutual exclusive distribution agreement with the leading American company in outdoor furniture and landscaping, Landscape Forms Inc., an opportunity to create transatlantic bridges between Europe and the United States.

Continuing with its internationalisation plan, Santa & Cole Deutschland opened its doors last July in Frankfurt and Santa & Cole France will be established during the next months.

In 2007, Santa & Cole's turnover reached over 31 million euros and 35% of it was sold internationally to over 35 countries.

Recognition for Business Endeavour

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

A 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 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 XXIst 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 next January 2009 Telefónica will inaugurate its Corporate University: Telefónica Universitas.

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.