



SANTA & COLE

MATERIAL CULTURE
1985 - 2010

25TH

**INDOOR
OUTDOOR
TREE NURSERY
BOOKS**

LIGHT + BUILDING 2010
11-16 APRIL
FRANKFURT AM MAIN
HALL 1.2 STAND F50

PRESS KIT



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.

MATERIAL CULTURE, 1985 - 2010

The year 2010 is Santa & Cole's 25th anniversary and we still feel young. Having come of age, we enjoy the true challenge of good design: promoting a creative process in which what is essential is not how to appear, but rather how to disappear.

This year in LIGHT + BUILDING Santa & Cole is thus presenting indoor and garden lighting elements, and urban furniture and lighting with an emphasis on providing LED technology with warmth and on achieving the greatest efficiency using the minimum number of parts and assemblies which aid their maintenance and subsequent recycling. The new 2010 outdoor products have concentrated efforts on innovation in materials and the application of colour in our streets. Once again, to give more using less.

Objects in which a particular way of living and of feeling at ease can be recognized, all of them sensitive to the rhythm of life in the 21st city.

New Indoor Products: Santa & Cole wishes to go beyond the domestic sphere, with lamps and furniture which are comfortably installed in big public spaces, spaces for shared living which wish to transmit an experience, in addition to meeting a need.

New Outdoor Products: Santa & Cole focuses its efforts on publishing useful, long-lasting elements, conceived for everyone, made with recycled and recyclable materials, manufactured under our supervision by nearby industries committed to the environment.

New Garden Series: This is a hybrid collection, with elements half way between domestic terraces and big public exteriors. Because we believe in the warmth of technology applied to open-air spaces, and because life is also lived out of doors.

New textile collection: People are the centre of our textile collection, which wants to stimulate the sense of touch. And our beginnings could not be in better company than with the cooperative Teixidors, dedicated to the preparation of handmade textiles of exceptional quality and committed to people with learning difficulties. The articles that we are presenting have an exceptional history, the memory of skilful hands and a precise, but not identical, gesture.

NEW INDOOR PRODUCTS

CIRIO

2010

Antoni Arola

“This lamp arises from the big public lamps. It was almost certainly in Istanbul, in the big mosques, where I saw them for the first time. The need arose when I was preparing an exhibition. To give more impact to a small piece which I had published years earlier I tried to repeat it, and it was just one step from there to Istanbul. I showed it to Nina Masó (editor of Santa & Cole) and she was enthusiastic about the idea. Then we saw porcelain as a noble material which diffuses the light with the elegance of a candle, and the LEDs inevitably arrived. When the project was being planned we understood the possibility of creating a system with many applications, and being able to propose different shades to generate different atmospheres. We thus found ourselves with a product with endless formats and uses”.

Tecnical specifications:

Steel structure and shade either in porcelain by Sargadelos or in spun aluminium with the inside in a golden colour and the

outside black.

The light source is a sheet of 3 LEDs with a power supply of 24V DC. Its working life is a minimum 40,000 hours.

Power 7.5 W per sheet (light source).

Warm colour temperature, 2720-3040 K.

Composition of the system:

- Possibility of choosing between the two models of shade
- 1 simple structure = 1 light source (3 LEDs)
- 1 linear structure = 5 light sources
- 1 intermediate structure = 5 light sources
- 1 Ø130 cm structure = 12 light sources
- 1 Ø300 cm structure = 28 light sources
- 1 Ø520 cm structure = 42 light sources
- Possibility of linking Ø300 structures with linear structures.



NEW INDOOR PRODUCTS

BELLOCH RECYCLING

2010

Lagranja

We present a new version of the Belloch chair, manufactured with an innovative completely recycled and recyclable plastic material. The original model was created at the beginning of 2009, on commissioning an everyday chair from the Lagranja Design studio, intended for Santa & Cole's headquarters at Parc de Belloch. Since then our technical team, in collaboration with the company SP Berner, has achieved an innovative material composed of 60% polypropylene from post-consumer plastic waste, and 40% recycled wood dust from sawmills.

This material moreover contains ultraviolet light stabilizers to lengthen its working life and to prevent it from degrading with time, and retardants which allow the spreading of the flame to be delayed in the event of a fire. A very comfortable and economical chair is thus obtained, suitable for use both indoors (with natural beech wood legs and felt pads) and outdoors (with matt anodized aluminium legs and rubber pads), always with an elegant classical appearance.

The Belloch Recycling chair contributes to the environmental commitment of Santa & Cole, which understands design as a

creative process in which now what is essential is maybe not just how to appear, but also how to disappear.

Special mention in the "Disseny per al reciclatge" Awards (Generalitat de Catalunya).

Technical specifications:

Stackable, indoor and outdoor.

Colours: brown, grey.

Seat and back manufactured with a compound of 60 % recycled polypropylene from post-consumer plastic waste, and 40 % recycled wood dust from sawmills.

Approx. weight: with matt anodized aluminium legs 4.0 Kg;
with natural beech wood legs, 3.8 Kg.

Complies with the following standards:

– UNE-EN 581-1; 06

– UNE-ENV 581-2;00

– pr EN 581-2;07

– Quality certificate from AIDIMA (Furniture, Wood and Packaging Technology Institute).



NEW OUTDOOR PRODUCTS

CANDELA

2009

Gonzalo Milá

CANDELA is an urban street lamp to light up roads (from 6 to 12 metres high) which complements and coexists with the RAMA street lamp (useful in ranges from 4 to 8 metres high), between them offering a scalable, efficient and sober lighting system, which allows all kinds of urban projects to be tackled.

The CANDELA lamp is made up of three pieces: (1) a clamp which adapts to the cylindrical cross-section of the RAMA street lamp's column; (2) an arm with a rectangular section and different lengths, which holds (3) a simple and serene oval-shaped luminaire. They are all Basic and contrasted shapes, designed so that the view of the whole from the road is homogeneous.

The arm of the luminaire is presented in two sizes (750 mm or 2,000 mm) in order to adapt the distance between the light source and the shaft of the column, in accordance with the type of road to be illuminated and with the presence of tall trees. The formal design of the luminaire is solved with an easy-to-handle

piece which contains all the electrical equipment and aids the maintenance.

Manufactured in aluminium and painted, it is an element made with recycled and recyclable materials.

The CANDELA street lamp incorporates an optical body for outdoor lighting optimized for 250 W although it accepts the installation of lamps of up to 400 W with a functional and environmental light output of over 75%.

To improve the energy efficiency of the light, dual-level adjustment units can be incorporated as an option.

The flat lower configuration of the luminaire body reduces dazzling and prevents light pollution.

Upper flux fraction 0.0%



NEW OUTDOOR PRODUCTS

RAMA LED

2009

Gonzalo Milá

Technical upgrade of the RAMA lamp for outdoor lighting through the incorporation of LED technology which allows the energy performance and the light efficiency to be optimized.

The intensity of the light projected can be adjusted with urbiotics in accordance with the needs of the urban environment, thus allowing a considerable energy saving.

The adaptation of the RAMA street lamp to LED technology involves a revision of its fastening, replacing the already classical attachment to the column using clamps with a new direct integration at the end of the column.

The body of the lamp, a single piece with a clear profile and no joints, thus merges with the column forming a right angle,

creating a pure shape which frames the urban horizon. This body of the lamp is made from aluminium extrusion, then anodized (recycled and recyclable material).

Main advantages of using LED technology as a Light source:

- Energy saving. It has a high light efficiency, above conventional lamps, and it is compatible with the urbiotic possibility of adjusting its intensity of flow at will (linearly reducing its energy consumption).
- Long duration. Its working life is longer than the majority of conventional lamps, even exceeding 40,000 hours of operation.
- Does not require maintenance.



NEW OUTDOOR PRODUCTS

NEOROMANTICO SUSTAINABLE

2009

Miguel Milá

With the incorporation of polymers into the manufacture of urban benches we manage to colour the whole element en masse, to produce with sun and rain-resistant materials which do not need maintenance and to use materials which mainly come from recycled and easily recyclable materials.

The NEOROMANTICO SUSTAINABLE bench is the result of a revision of the NeoRomantico Classic bench, a true icon of urban elements throughout Europe, designed by Miguel Milá in 1995.

Santa & Cole improves the life cycle of urban elements with this new bench, made with recycled and recyclable materials, more resistant to corrosion, ageing and extreme uses, and which can be mass-coloured. The city in colour!

Composed of a structure with a recycled polypropylene injection arm with 30% fibreglass, and a special blend of polymers with 50% recycled plant fibres for the slats, shortly after being launched it won the first prize awarded by the Materials Centre of the FAD (CREA! MATER 2009) for the development of new materials.

The latest member of the NeoRomantico family is created as a public element truly committed to sustainable urbanity. And more economical!

Recycled and recyclable material
Does not require maintenance
Anti-vandal
Light and economical



NEW GARDEN SERIES

Oco

2010

Causas Externas

“On considering our first garden lamp we did not want to abandon the warmth of an ambient light, that is we did not want to simply limit ourselves to a beacon to mark a path. So we perforated the top part so that it would also project a zenithal light, as if sprinkling the night vision with fireflies. We wanted to go beyond big gardens and for it to also fulfil its purpose in porches or small terraces, discreetly lighting up the night.

The choice of LED as the light source was almost obligatory: low consumption, long duration, and the possibility to channel the light to solve two types of lighting with a single source, a position light, which is projected toward the ground, and another which takes advantage of the residual light to discreetly illuminate the night sky, with a note of green or amber colour depending on the colour of the plastic cover.

The base consists of a stake which is driven directly into soft ground. Another two versions have also been developed, one for domestic spheres, which allows the lamp to be placed on hard ground both indoors and outside, and another for installations, with three fastening points, which can be embedded or on the surface. Everyone can thus choose the height of the shaft, the colour of the cover and the type of base”.

Tecnical specifications:

Recycled and recyclable.

Shaft in black painted aluminium and casing in an innovative high-quality recycled and recyclable plastic, with high resistance to the weather and to ultraviolet rays.

The diffusers are coloured transparent plastic, with high resistance to ultraviolet rays.

Water paint is used, without the need for Chemicals solvents.

All the pieces fit together without the need for screws.

Three heights: 99 cm, 55 cm and 33 cm.

Upper cover colours: green and amber.

The light source is a module of 3 LEDs powered at 350 mAh. Its working life is a minimum 40,000 hours.

3 W power per module (light source).

Warm colour temperature, of 2700 K.

Composition of the system:

– Mobile domestic version with stake to drive into soft ground.

Optional: base with support for the lamp on hard ground.

– Version with fixed base for outdoor projects. Presented with three fastening points and a connection system with strip which allows fast and simple installation.



NEW GARDEN SERIES

AMIGO

2009

Miguel Milá y Gonzalo Milá

AMIGO (ceiling lamp by Miguel and Gonzalo) is the first product shared by father and son, 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 infrequent: fluorescence with complete sealing and diffuse luminosity thanks a shade in vertical position, which prevents insects from living inside it while protecting the electronics and producing a halo of filtered light, thus preventing lateral dazzling, and all with an impeccable simplicity in which nothing is surplus.

The AMIGO ceiling lamp was designed to be installed under the long arcades which join the buildings of the central campus of Parc de Belloch, an excellent rationalist ensemble from the 1960s where Santa & Cole has set up its headquarters. Used as an out-

door ceiling light, the AMIGO illuminates without dazzling and its sequence produces a beneficial lighting and sensation of order, simple and very pleasant.

Technical specifications:

Indoor and outdoor.

White metallic structure.

White translucent plastic cylindrical diffuser.

small: Fluorescent T16-R. 22W/827 2GX13 230 V.

Energy Efficiency Class B.

medium: Fluorescent T16-R. 55W/827 2GX13 230 V.

Energy Efficiency Class B.

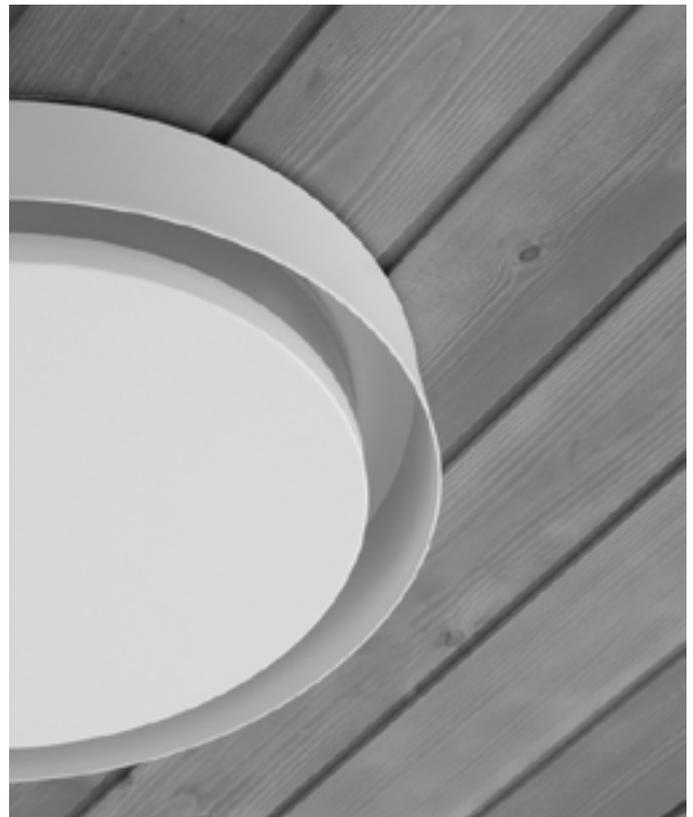
big: Fluorescent T16-R. 2x60W/830 2GX13 230 V.

Energy Efficiency Class B.

Class I.

IP54

Fluorescent not included.



NEW TEXTILES COLLECTION

ANDINA

Made from 100 % natural wool, its most outstanding characteristic is the type of thread used: a strand with an exceptional twist, which provides a very contemporary irregular effect. It is made from single-ply yarn for greater lightness, or from two-ply yarn to obtain a more consistent effect, suitable for blankets.

– Andina single (single-ply):

Colours: grey with natural profile, brown with reddish and natural profile, beige with brick red and olive green profile, mocha with beige profile. Measurements: 140 x 220 cm.

– Andina double (two-ply):

Colours: beige with mocha side strip, grey with natural side strip. Measurements: 140 x 180 cm.

PALMA

This plaid stands out thanks to its great quality, due to a special thread consisting of a mesh of silk which conceals a core of cashmere. The silk makes it hang well, the cashmere provides the warmth. The thread is composed of 60 % cotton, 20 % cashmere and 20 % silk. An article designed for mild climates.

Colours: natural, green, stone.

Measurements: 140 x 180 cm.

TUNDRA

Its difficulty lies in obtaining the desired sponginess through a combination of Italian plush and a thinner thread. The plush is a 100 % natural wool thread characterized by its greater thickness, as a result of a specific spinning process.

Colours: brown, stone.

Measurements: 140 x 180 cm.



CONTACT DETAILS

Elisa Viladàs

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

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