



Belloch



THE REVOLUTION OF DAILY LIFE

Gerard Sanmartí y Gabriele Schiavon (Lagranja), Industrial designers

We are well aware that we do not make revolutions, and we do not even want to make revolutions, what we are interested in is changing things gradually, small revolutions, the revolution of daily life.

The driving force is peace of mind

There are times when you can have incredible states of mind and therefore you are super-inspired, super-fast, super-sharp and the other one just has to follow. And sometimes it is the opposite. And that is the driving force, the tick-tock, tick-tock. It is an exercise like always of being at peace with yourself.

Sometimes it may happen that on developing a project the other one maybe sees it in a different way, but we believe that what is important – like in all families – is that you are happy with the concept, with the idea, and then the nuances, well, everyone adds their own.

Not too much sauce with the pasta

It seems a fairly childish project because of its shape. It is a shape that is very recognizable, very familiar for everyone... So it is a fairly direct project. Maybe its our calmness, we try to be direct. In this case it turned out well.

We don't like to put too much sauce with the pasta... We like it to be as direct as possible. No, we took a very long time to do it, between a quarter of an hour and twenty minutes (laughs). Then we presented it to Santa & Cole "yes, yes, well, well ..." First they didn't say anything because they are quite... like that, reserved and so. And Mia, who is very serious said "yes... mmm... well... we'll let you know". After six months or a little more, they came with a prototype. We already thought that we had to look for another company to present it and well, the prototype arrived. It is true that a lot of royalties, no, but the investment in time wasn't excessive either.

The post of a traffic light is very useful to attach bikes if

they didn't give you a fine, so a post is multifunctional, you can hang a traffic light, you can put a stop sign or you can attach a bike. So let the dogs come, let the children jump, and let them attach bikes. I believe that it is good... it is part of the programme.

The Belloch Chair

Here there was fairly long and interesting research on the material. The plastic used for this chair has almost 40% natural fibres as if it were recycled sawdust of little bits of wood which are recovered and which are thrown into the crusher to add them to the plastic. And there is more. Now we are trying to develop it completely with recycled plastic and wood. So, not only recyclable and very compatible, with wood and plastic, but the plastic is totally recycled, 70% recycled plastic and 30 wood. The tests that we are now carrying out, they are looking very good. There is another aspect that we believe to be interesting, thanks to the component of the wood, both placed inside the plastic and in the legs, we believe that it adds a point of warmth, which is moreover one of the key elements of Santa & Cole.

A logical fantasy

As I child I liked drawing but I never had the balls to be an artist. So therefore, this lets me continue to draw and to enjoy myself quite a bit.

So design gives us, or at least gives me, the security of functional needs, of limits, of restrictions, of some, well they are really limits, which set out the path for me. As we are both fairly rational people and it is quite clear for us that our way of working is a logical fantasy. On the one hand a more irrational and fun element but then



always with the need to remove, to abstract, to cleanse, to reduce, to functionalize... We do not believe that we are minimalist, apart from the fact that we do not like abbreviations less, but people tell us a lot that we are very purified and maybe because our process is that of removing. The fact that there are two of us as well, plus a team which participates ever such a lot in the work process, so things are always questioned a lot, we talk a lot, they stay on the drawing board, someone goes past and makes a comment, you take something off, etc. Well I believe that this is part of the process which inevitably leads us to make increasingly simple things. We are very self-critical in the sense that one has to convince the other and then convince all the rest. This is an incredible filter. Then, of course, on trying to convince the design is purified, and is gradually cleansed, it is gradually cleansed until one convinces the other, it emerges or it stays in the box of the disasters.

“La Fábrica effect”

To believe in yourself and to fight for your personality, not to be mediocre... In the sense of being a little radical as regards thoughts. So, thought in industrial design is transformed into axes. That is if it fits in well, if it doesn't fit in well, listen, what are we going to do? But don't swallow your pride.

What did we bring from “Fábrica”? We share a lot of what we brought... “You brought me, and I brought you” (laughs). It's true that we met there! And many more friends who are still in our sphere. Then, if you ask me whether I have a good feeling with Olivero Toscani, whether I agree with what he thinks or says... No... He is someone with whom I do not usually agree. But as Gerard said, he was the first person to trust in me, coming out of architecture school where it was all like destruction of the ego and of the personality, destruction of desires... For me it was a release, for the first time I began to trust in the things I did. And then, to talk about creativity, there was Castiglioni and also Michele de Lucchi who said something very pretty, which is a word which, when you name it, disappears.

Room to manoeuvre

We are very clear, we give a service. They commission a project from us and we do it. OK, very good. Starting from there, what I would like is for the people who work

with us to earn more money, and for us to be able to make more things, more trips, more free time, more inspiration, and more of everything and then you need (money).

Yes, to always have your belt fastened so tight that it chokes you a little.

We are very very generous with work, that is to say we make a lot of models, we make a lot of approximations, we make a lot of verifications, we give the client options... That is to say, we are very generous with work and we always will be, both if it's for a poor client and for a rich client. The carpenter chair is for a poor client and you have already seen that we have made a one to one scale model to really believe in it, verify it and seduce. In actual fact what we like is to be left to work in peace. To be given room to manoeuvre and if on top of that some money is invested...

Two small flat things

We take the catalogues and we begin to say: “hey, there's a gap here”. With Santa & Cole it was very clear, that they didn't want... that (Javier) Nieto didn't want to spend much money on the mould, so we have to make very small moulds, so it is not an enormous block of plastic that you need, a washing machine size mould, but rather two small flat things. And this was one of the points, to make a chair in two pieces. And well, this warm element that we sought because we believed that it was an interesting element for Santa & Cole. And then, in this case, it turned out well, we hope it turns out well in the end, finding a material which, until now, well a recycled plastic with wood has not been used to make such big pieces... Some small handles and things have been made... But, well, the technical problems that this technology represents are taking us a little further down the road.

With Santa & Cole we feel very at ease, we believe that above all what they have done in the urban sphere has been not just a reference but also an example for the whole of Europe... I made a good impression, didn't I...? (laughs)