

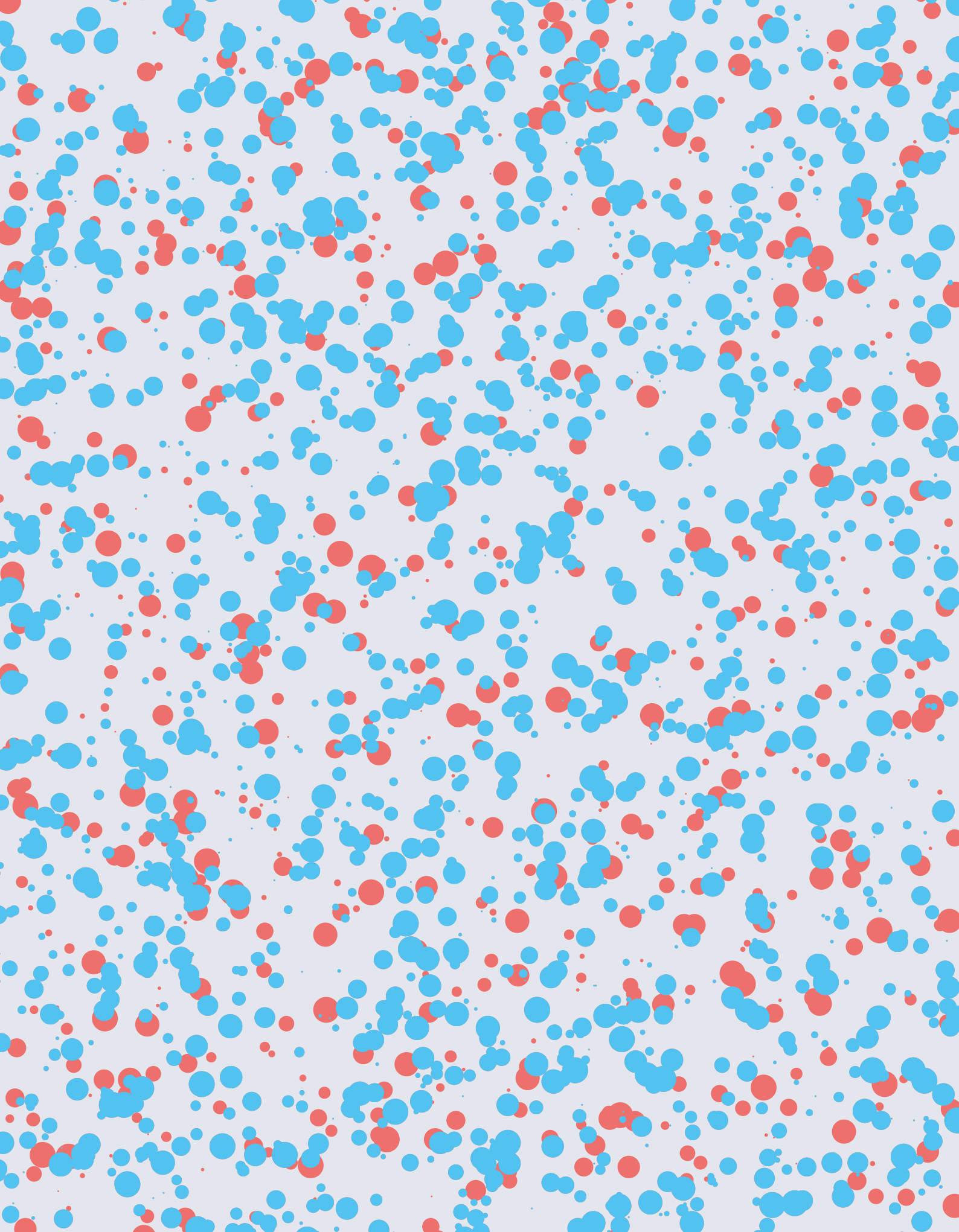
*Once upon
.....
a time...*
.....

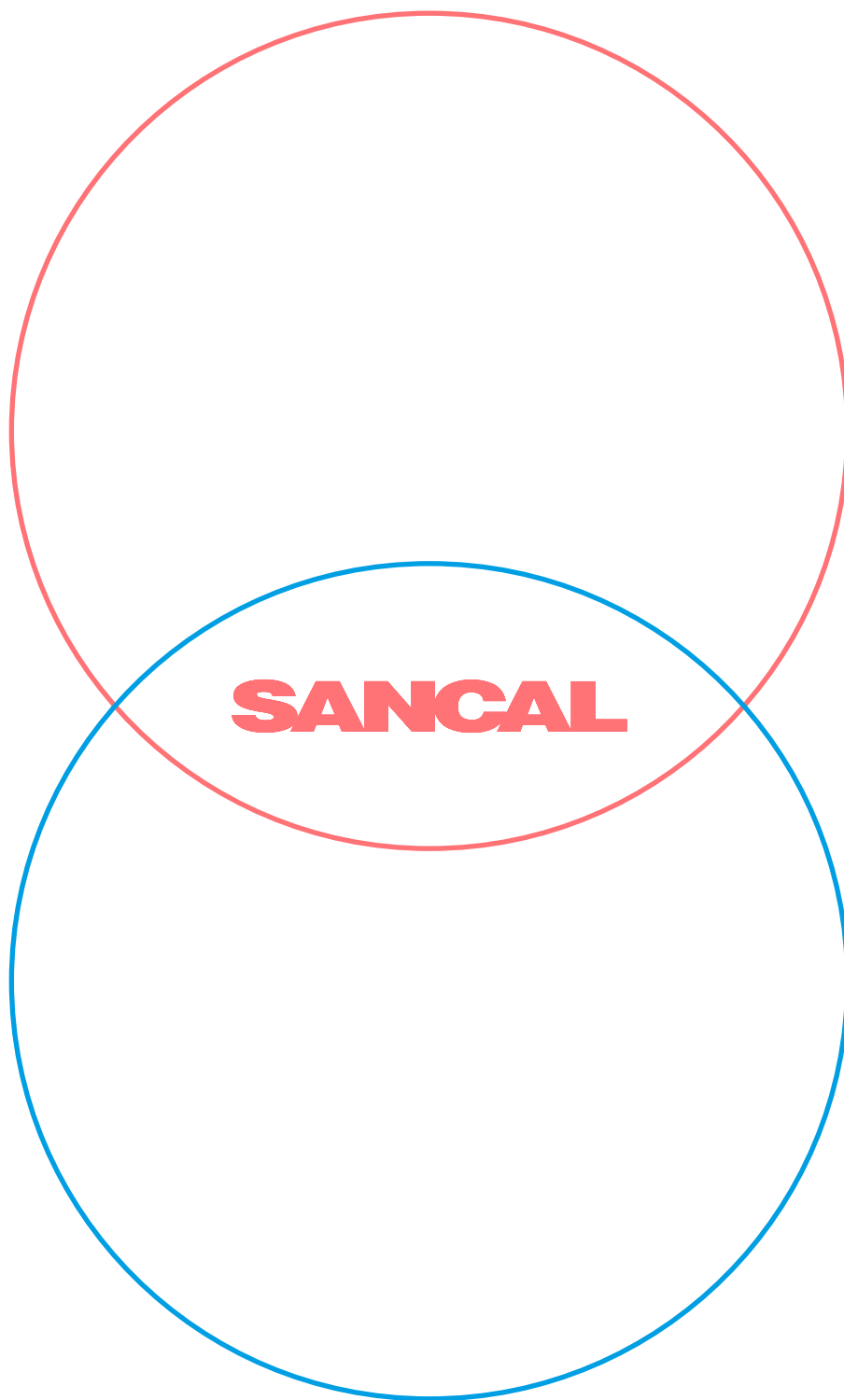
SANCAL





SANCAL





COLO- REAN- DO.

I try to apply colors like words that shape poems, like notes that shape music.

Joan Miró

Primary and secondary, vibrant or pastel, natural or artificial,
satin or matte, opaque or translucent, all colour motivates us,
even brown!
Colour is the language we use to express a world of emotions.





SANCAL IS FROM SPAIN.

We were born under the Spanish sun some forty years ago, and remain there to this day. Our Spanish identity: passionate, open, joyful yet humble is captured in every design. We are our proud of our artisans and would not dream of outsourcing our carefully crafted pieces to foreign sweat shops.

Our love for our roots naturally extends to the environment. Our factory is nestled amongst the mountains in the south east of the country. We produce our own electricity, and comply with ISO14000, but above all we reject the dictates of throw away consumerism, carefully producing pieces that are designed to pass the test of time.

Just like a painter, we are happiest when we are at work, creating. Over the past few years this authenticity has become highly appreciated, catapulting the firm to one of prominence in Spain

Made in Spain

guitar



sun



SANCAL



*medi-
terráneo*

A DREAM COME TRUE.

Sancal is a family company, owned and run by the Castaño-Carpena family. Santiago, José, Antonio and Elena are the sole shareholders. They have been joined by other members of the family who guarantee the future of this exciting venture.

Ancient times or Antiquity or Great age

Santiago was just twenty when he decided to set up shop on his own manufacturing classic Marie Antoinette style chairs. As demand grew, he enlisted the help of his brother Pepe and his wife Concha. Together, they transformed Sancal into the family company that it is today.

Liberty, equality & fraternity

Sick of tufts and gold thread Santiago pivoted towards modern design. Sancal's revolution coincided with a new period of openness in Spain as the country successfully made the transition to a liberal democracy. In keeping with the spirit of the times, the new designs were for everyone. The best seller was Model 33, a modular design that enabled a near infinite number of compositions

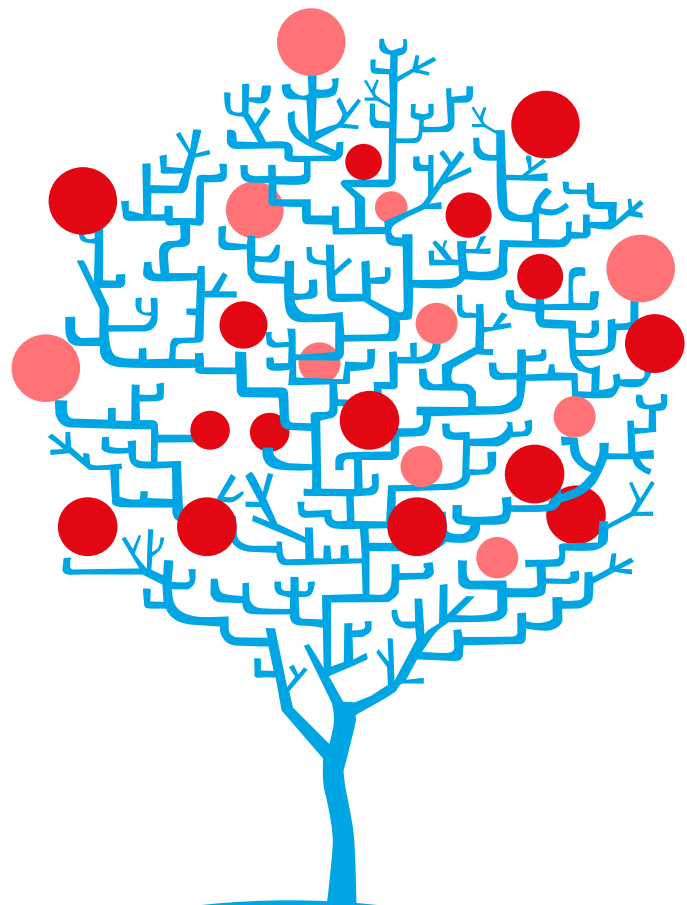


OUR PRESENT AND FU- TURE.

Sancal's interest in design has evolved over the years. As an introverted rationalist, Santiago has always found design to be the best way to do away with the superfluous. This personal philosophy guided the company during its first decades.

The new century saw the artistic direction of the company being handed onto Santiago's talented daughters Esther and Elena. Their take on design is more hedonistic and extroverted, where communication becomes part of a product's function. The Natural, Flash, Tierra and Gráfica collections are testament to this evolution.

A peaceful transition rather than a revolution, the company stands in good stead for future generations.



KEY DATA.

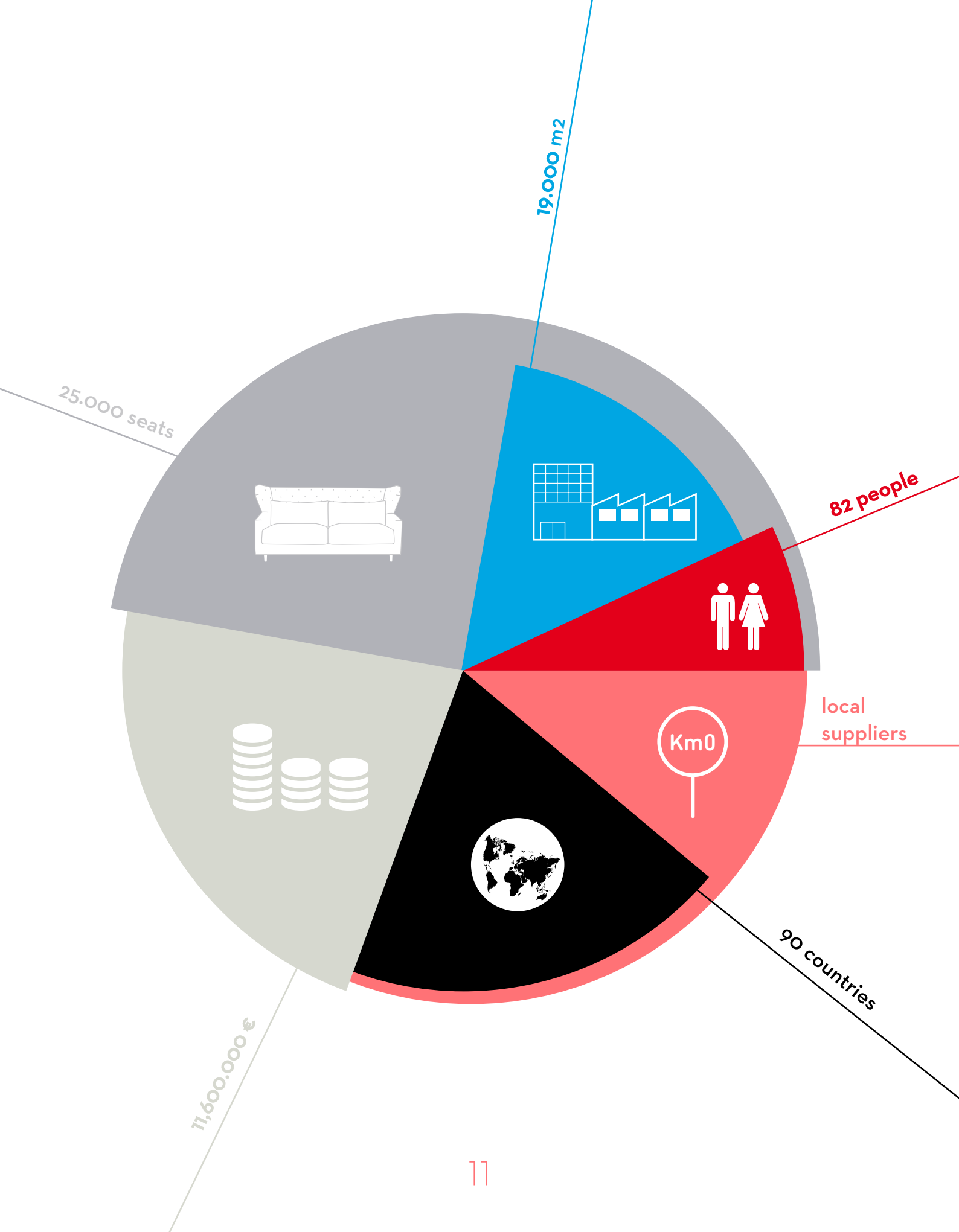
70 people work in two factories, both in Yecla, Spain.

Our combined manufacturing space totals more than **19,000 M2**.

We manufacture around **25,000 seats** per year.

Our turnover stands at around **11,6 million euros**.

Our products can be found in over **90 countries**.



MANI- FESTO.

People are at the core of Sancal's ethos: we create for, and are thankful for, the discerning. We design balanced products with a strong identity, but which can be personalized at the same time, because the diversity of humanity is the measure of everything.

Sancal has a particular design far from the conventional and without the limitations of the perfectly-matched environment; a contemporary style, timeless and eclectic with which we evolve. Our premise is to design products which go forward with us, which bring value and allow us to create personal, singular spaces.

We wish to contribute to the creation of intelligent homes, open and friendly settings in which we can develop without constraint.

We think public spaces should be pleasant places within which we feel at home.

Love and humour are the secret ingredients to have fun. At Sancal, we enjoy what we do; each product is a labour of love.



MANU- FACTU- RING IDEAS.

A quick flick through our catalogue will leave you in no doubt that we are predominantly upholstery manufacturers. Yet our interest goes beyond the merely functional – the same pages clearly show our appreciation for a broad cross section of visual arts. This eclecticism, far from muddling, enriches the collection and liberates us from academic dogmas.

As a medium sized family company with forty years of experience, we are free to produce pieces that we truly believe in, without the pressures of short term profiteering.

Our factory units reflect this philosophy boasting huge murals that communicate a joie de vivre to every last corner of our company. None of this would be possible if we did not let our hair down and follow our emotions; we are just the right size to be able to improvise.





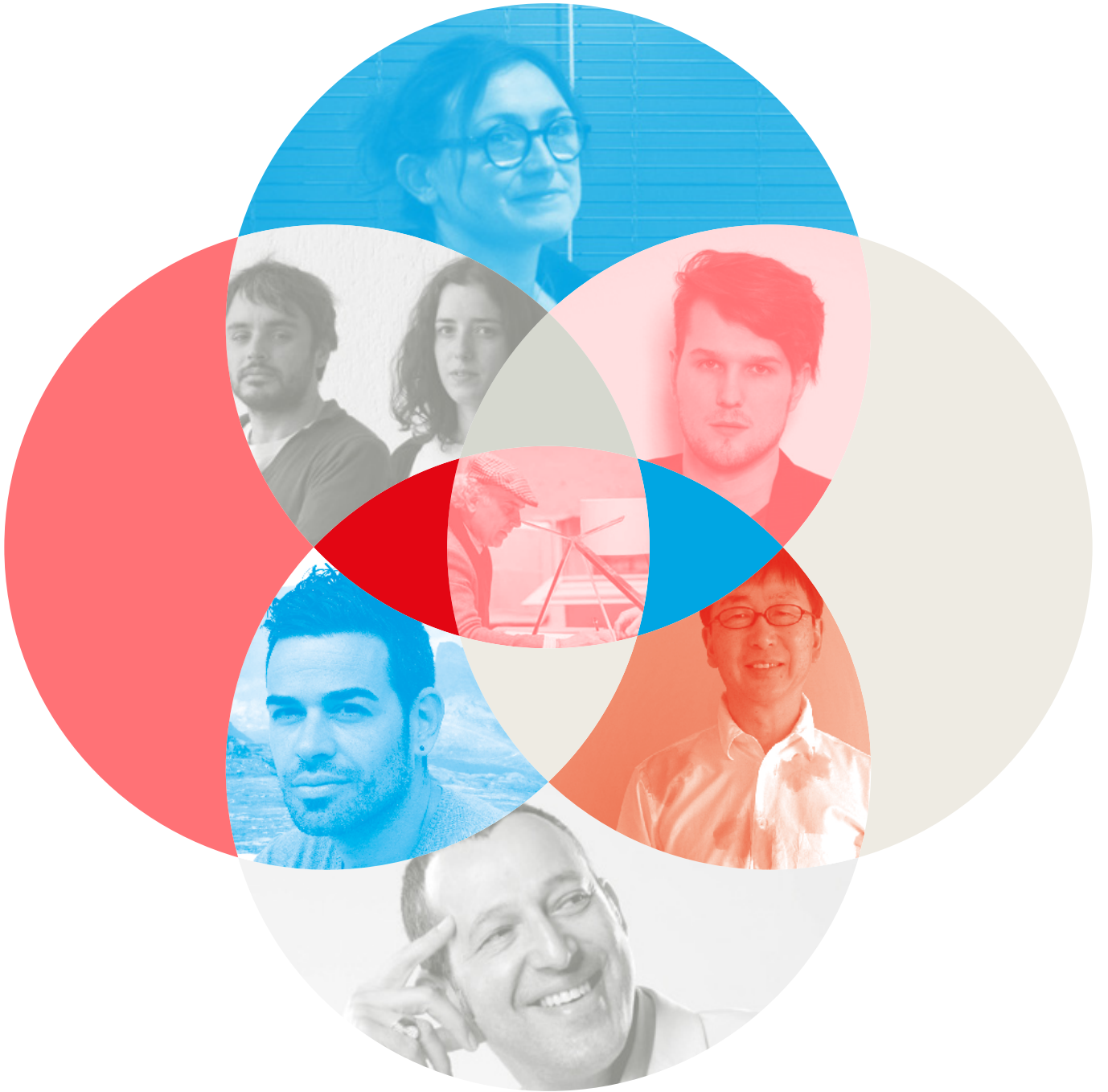
RESPECT FOR DE- SIGNERS.

We feel profound respect for all creative professionals. This means that whatever project that we embark on, no matter how small, is directed by industrial, graphic or interior designers.

We combine simple forms with an acute attention to detail to produce pieces that are both practical and expressive. We try to remove the superfluous to concentrate on the essential.

For Sancal design should be a source of: **Innovation**, to develop new concepts and improve existing products. **Simplicity** to make our lives easier. **Familiar**, in order to make the new accessible. **Creativity**, to thrill us.

This personal culture of design is possible, and enriched by, our incessant collaboration with designers from around the world. Their personalities impregnate each and every product.





SANCAL EVERYWHE- RE.

We have been helping to create homes since our inception, and now, that care and comfort has become valued in a wide variety of public spaces.

Our array of products makes us an ideal partner for projects as diverse as a small loft in Soho, a waiting room in a dental clinic, a restaurant or an entire hotel.

hotel



home



QUALITY AND SUS- TAINABI- LITY.

As you would expect, we have both the ISO9001 and ISO14001 total quality and environmental certification. Yet our concern goes way beyond the requirements of any norm.

As a family company run with the next generation in mind, we reject the premise of the throw-away society, carefully designing pieces that will stand the test of time.

Within our manufacturing process we start with wood from renewable sources and carefully separate our residuals for recycling. Solar panels on our factories produce all the electricity we need.



SAN- CAL'S SHOW- ROOMS.

El Garaje (the Garage) in Madrid and La Nave (the Factory) in Brussels are Sanca's new permanent exhibition spaces for professionals. Feel free to ask for an appointment.

Madrid

•el•garaje•

•la nave•

Brussels



google



hilton



visa

OUR RE- FEREN- CES.



dropbox

Some of the world's most renowned companies have used Sancal in their projects. We are proud that our products are contributing to the wellbeing of people around the world, be it in the office, during a trip in a hotel, enjoying a meal in a restaurant or relaxing at home.



*estado
puro*



*accor
hotels*

*ee
hotels*

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trib

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generator

camper

*jaleo
tapas-bar*

samsung

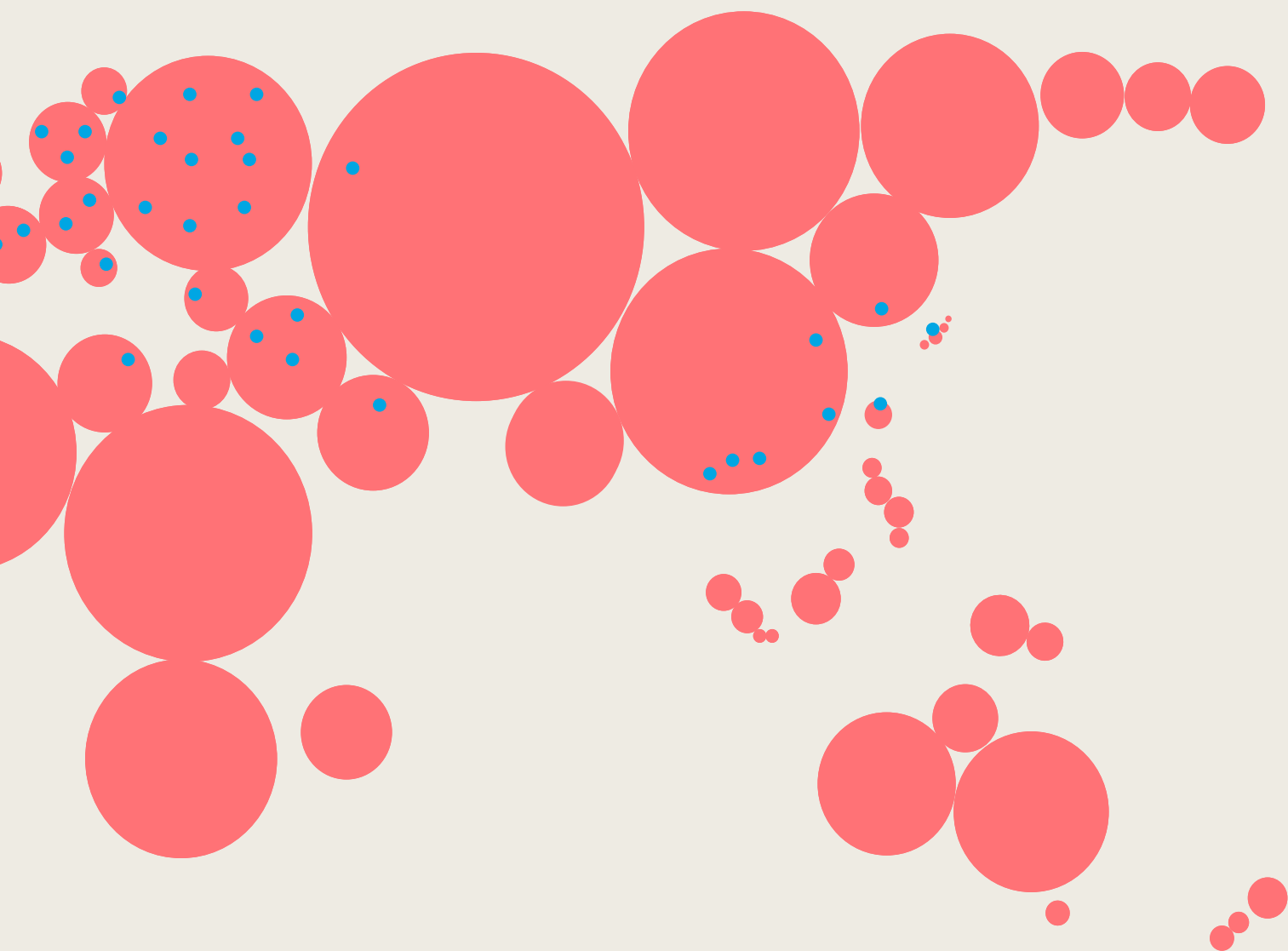
vodafone

SAN- CAL ARO- UND THE WORLD.



Sancal is a “glocal” company, that is to say that although we manufacture locally we export globally.

With our products in some of the best interior design projects in over 90 countries, the chances are that you have seen, or maybe even used, our products at one time or another.



SANCAL

REF. 14004_es

Art direction & styling Elena Castaño-López Juan Ibáñez Lax.

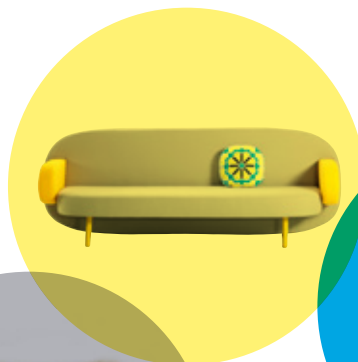
Photography David Frutos - Marcelo Martínez

Coordination Esther Castaño-López

Graphic project Juan Ibáñez Lax

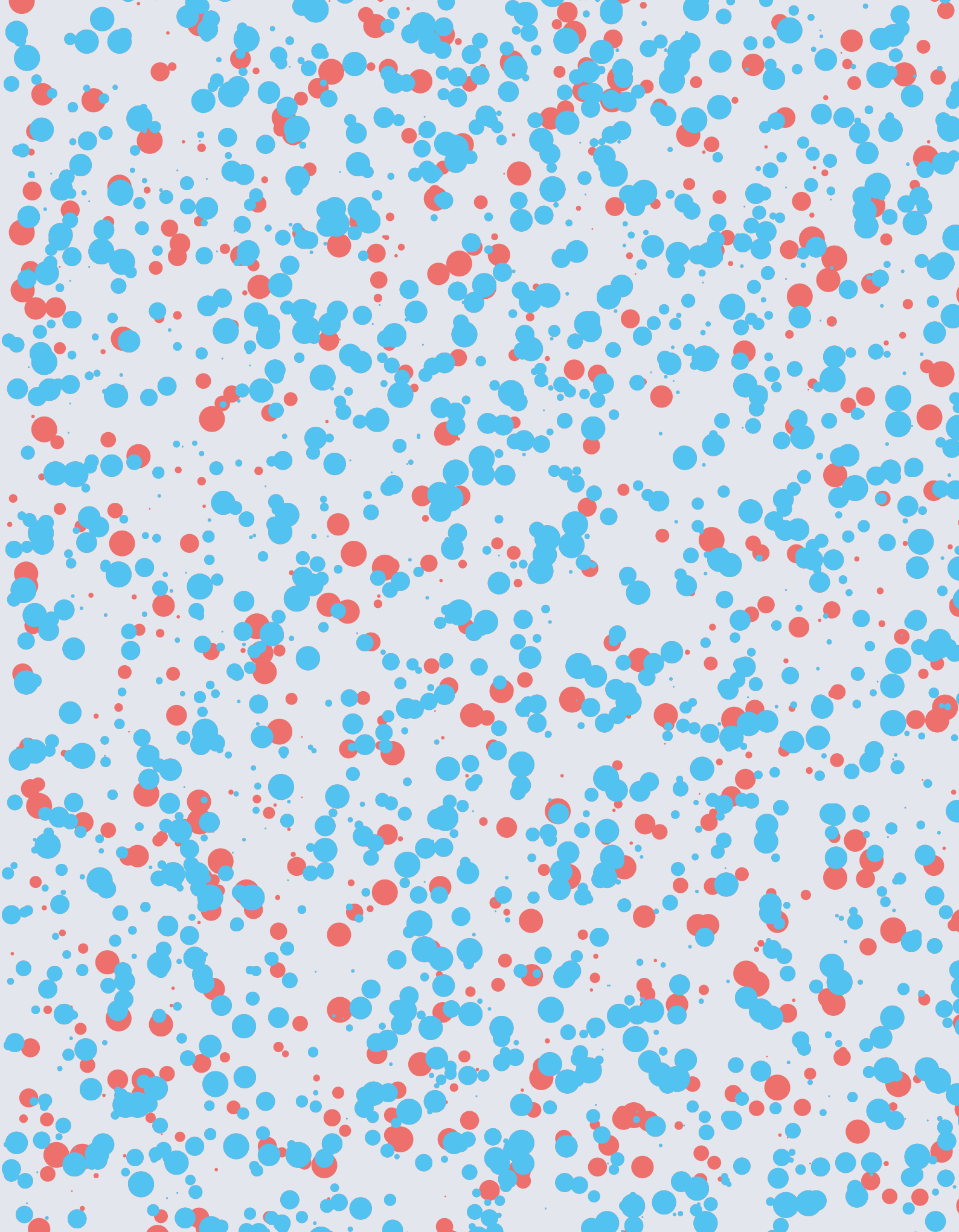
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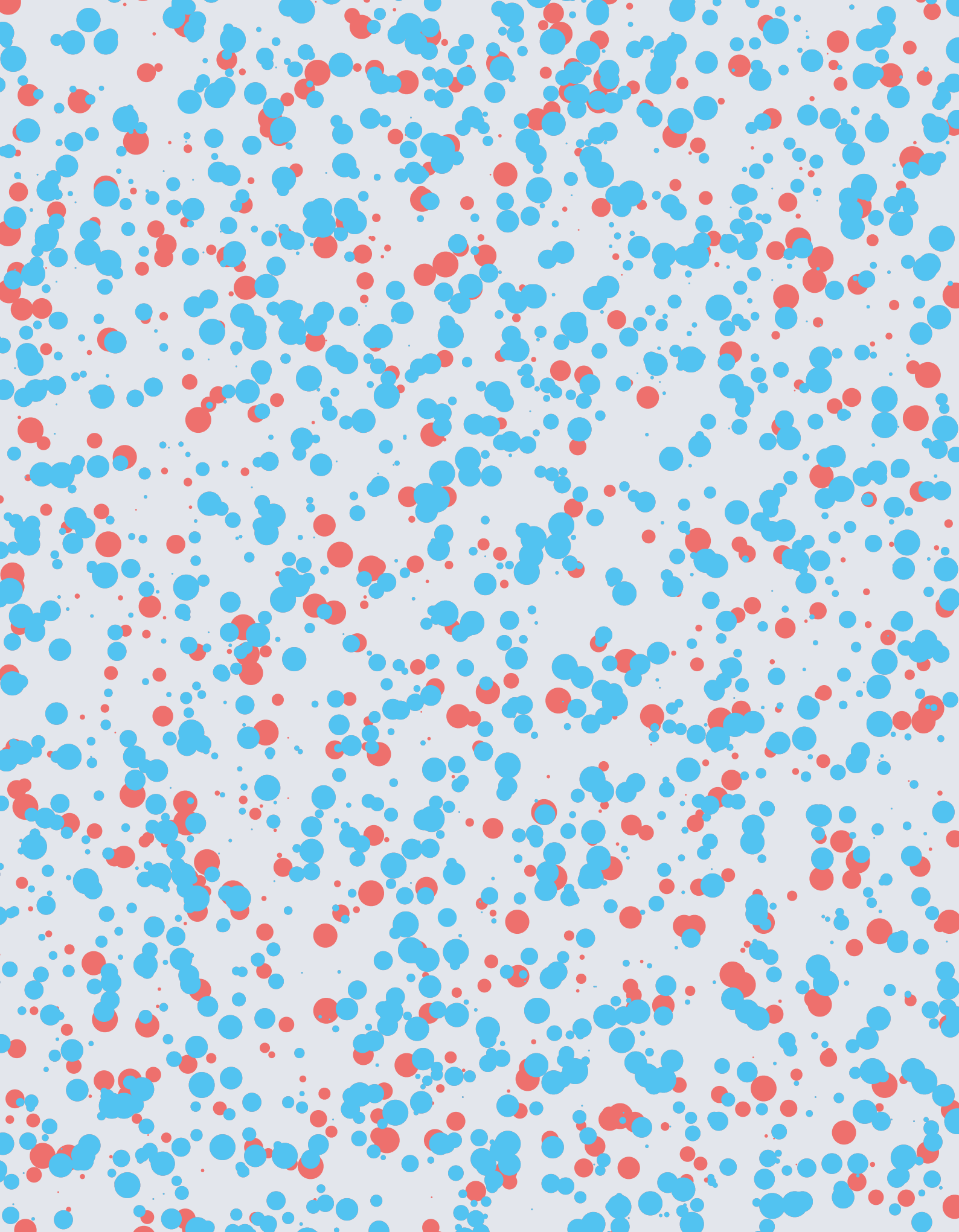
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SANCAL DISEÑO, S.L.
Pol. Ind. La Herrada C/ Príncipe de Asturias, 18
30510 Yecla (Murcia) Spain
Tel Esp. +34 968 75 15 03
Tel. Eng. +34 968 71 90 62
Tel. Fra. +34 968 71 90 61
Fax +34 968 79 40 62
e-mail web@sancal.com
www.sancal.com









The background of the entire page is a light blue-grey color, densely populated with numerous circles of varying sizes. These circles are colored in two shades: a vibrant blue and a bright red. The circles are scattered across the entire surface, creating a dynamic, bubbly, or confetti-like pattern. A large, solid red rectangle is positioned in the center of the page, partially obscuring the background pattern.

www.sancal.com