

# Company Profile

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Smile,  
Break  
the mold  
and be  
happy



Our motto is a call to action, to contribute. Start by smiling, because good humour is the key to good work. Break with the established. It's possible to design a happier world.

We are happiest imagining stories that inspire designers and architects to surprise us with their brilliance: interiors that are beautiful and elegant, yet fun and stimulating, creating wellbeing for those that inhabit their spaces.

Discover our history and unique approach to design.

# Heritage

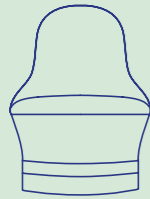


Founded as a small upholstery workshop, Sancal has grown to become an international benchmark in the habitat sector thanks to a holistic vision of design

Started as a family business in 1973, the firm was conceived during the heady days of Spain's transition to a modern democracy.

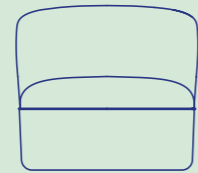
The company grew close to the design community, especially in Barcelona, manufacturing pieces commissioned by a pioneering design editor before going on to collaborate with Juli Capella in the prestigious cultural project for the '92 Olympics with Valencian designer JJ Belda. Miguel Milá, one of Spain's most lauded designers, went on to create three emblematic pieces for the brand.

# Milestones



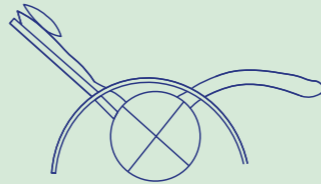
## 1973 Maria Antonieta

Sancal's first product was a bestseller. A classic French-style armchair by Santiago Castaño that would be reimaged four decades later as the Tonella.



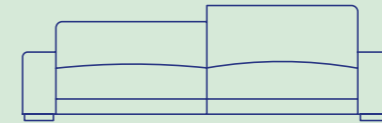
## 1978 Módulo 113

Santiago went on to create a simple modular system that represented a new chapter in the company's history.



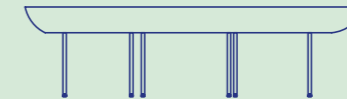
## 1997 Letargo

Designed by Miguel Milá, it was a revolutionary introduction of signature designs to the catalogue.



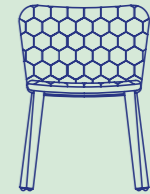
## 2004 Eleva

With its generous dimensions, Rafa García represented the archetype of the sofa in a period with minimalist tendencies.



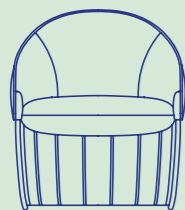
## 2010 Konoha

The first product signed by an international architect, Toyo Ito, it presented a manufacturing challenge for the team.



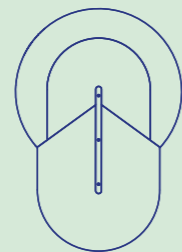
## 2011 Tea

Together with this model, by EstudiHac we introduced two new techniques (quilting and injection molding).



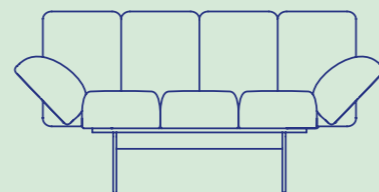
## 2015 Tonella

A tribute to the company's first product, it was also the first collaboration with Scandinavian designers, Note Studio.



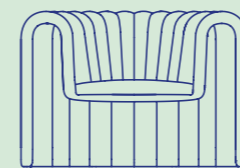
## 2017 Beetle

Together with Mut Studio and AITEX we redefined acoustic panels as art. The Centre National des Arts Plastiques acquired one panel to be part of their permanent collection.



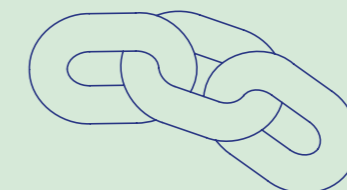
## 2019 Next Stop

A new tailoring process in collaboration with Luca Nichetto and Marie-Louise Rosholm. Its cover, is made with a weaving system borrowed from the fashion textile industry, eliminates waste material.



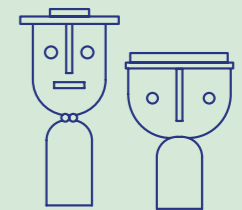
## 2020 Remnant

A technical challenge presented by Note Studio, due to its structural complexity. In addition to its iconic design, an international bestseller.



## 2022 Link

An iconic piece by Raw Color presented another construction challenge using injection molding.



## 2023 Faces

MoMa and Sancal sign a collaboration agreement to distribute Nathan Yong's Faces, one of our most sculptural pieces.

# Estudio



# Sancal

In 2007, the second generation joined the company at the beginning of this century. Esther and Elena Castaño-López brought fresh insight, developing more emotional, hedonistic and extroverted designs. They are also responsible for the artistic direction, leading Estudio Sancal.

Estudio Sancal grew into a multidisciplinary powerhouse in its own right, boasting inhouse graphic, industrial and interior designers, a dedicated master upholsterer and artistic direction. Total control, from inception to manufacturing and commercialization.

01



02



**04 Graphic Design**  
Business cards by  
Juan Villascusa.

**05 Product Design**  
Click by Toni J Castaño

04



06



07



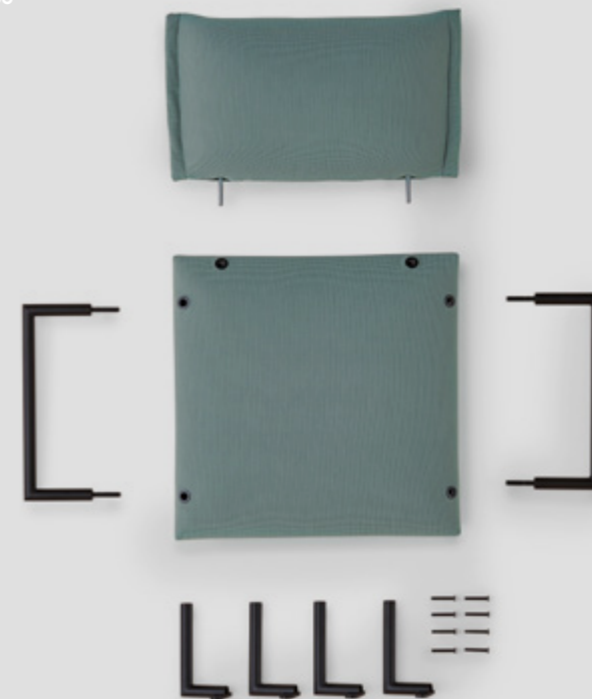
08



03



05



**01 Editorial Design**  
General catalogue  
design by Juan  
Villascusa, text  
by Celia Victoria.

**02 Product Design**  
Perigallo by Juanma  
Dominguez, Juan Ibañez  
and Rafa García.

**03 Set Design**  
Milan 23 stand by Esther  
and Elena Castaño-López  
together with Carolina Micó.

**06 Graphic Design**  
Online campaigns design  
and concepts by Juan  
Villascusa & Celia Victoria

**07 Product Design**  
Product Development  
by Toni J Castaño

**08 Product Design**  
Flower Power by Esther  
& Elena Castaño-López

# Collaborations

**Design goes beyond products. It stems from a commitment to improve people's lives, both functionally and emotionally.**

Sancal's approach to product design has evolved over the years. Collaboration with freelance designers has gone from occasional to continual.

More than 50 new products have completely revolutionized the firm's range over the past few years, signed by a diverse array of

designers. Renowned and up and coming, from our native Spain and around the world. Industrial designers, architects and artists. Together, they have broadened the way we understand design.

**Note Studio's** calm expression, **Toyo Ito's** organic forms, Mut's conceptual style, **Sylvain Willenz's** pictorial slant, Lesur and Venot's French inventiveness, **Estudihac's** refined lines and **Raw Color's** vibrant vision constitute very different design languages.

Sancal Studio's **Esther** and **Elena's** careful curation and artistic direction have harnessed this disparate talent to hone a catalogue that is both coherent and compelling.





# Artisans

# &

# Industry

Our 19,000m<sup>2</sup> factory resembles an oversized atelier. Fully integrated with the Studio, it celebrates craft, staffed by those that take pride in bringing challenging designs to market.

Based in Spain's largest furniture producing cluster, it draws on generations of know-how and furniture manufacturing culture. Sancal nurtures this local community of skilled artisans so to assure that each cover is tailored to perfection.



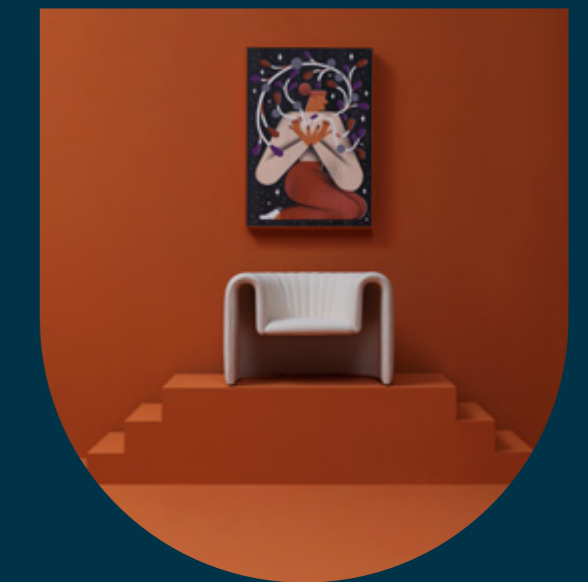
# Inspiration

Our most artistic side leads us to dream and create experiences to inspire, committing to emotion and re-imagining our products through colour, materials and tactility.

We have imagined fantastic spaces, majestic palaces and lively flat interiors, visiting the past and the future from an underground station to the jungle.

We also believe in the power of diversity and different understandings of product and space by the architectural and interior design community. Our products are versatile, and the customisation options are almost infinite; they have an entity of their own, they can be eclectic or mimetic. Because in the end, a space is nothing more than the result of the character of the person who designs it.

We want to inspire you. And to be inspired by you.



# Versatility

After more than a decade of intense and constant product renewal, we can say that our current catalogue is fully aligned with the innovative, expressive and creative design we want to offer.

All our products use state of the art contract grade materials and are designed to provide the comfort required in a domestic setting. It is, then, no surprise that they are to be found in exclusive residences or some of the best hotels and restaurants. Yet maybe office spaces, shops and hospitals are a little less obvious. At Sancal we keep an open mind and are always keen to help bring some happiness to new areas.



# Use

# &

# Reuse

Our products are designed to last and thrill. To age with grace.

Sancal goes beyond passing trends and fashions by designing products that stand the test of time both aesthetically and in terms of durability. In fact, they are designed to be repaired or dismantled, thus helping to extend their useful life. They are tested for strength and durability in an independent laboratory and most pieces are covered by a 10 year limited warranty.

Sancal employs responsible manufacturing techniques that minimize its environmental footprint, such as the use of water-based solvents and responsibly sourced wood. With the recent expansion of its industrial facilities, a major investment has been made in the extraction system. The 19,000 square metre facilities are powered by solar panels.

We strive to minimise the environmental impact of our industrial process, certified under ISO 14001 standards and have been awarded the Indoor Advantage Gold seal.



ISO 9001  
ISO 14001

BUREAU VERITAS  
Certification



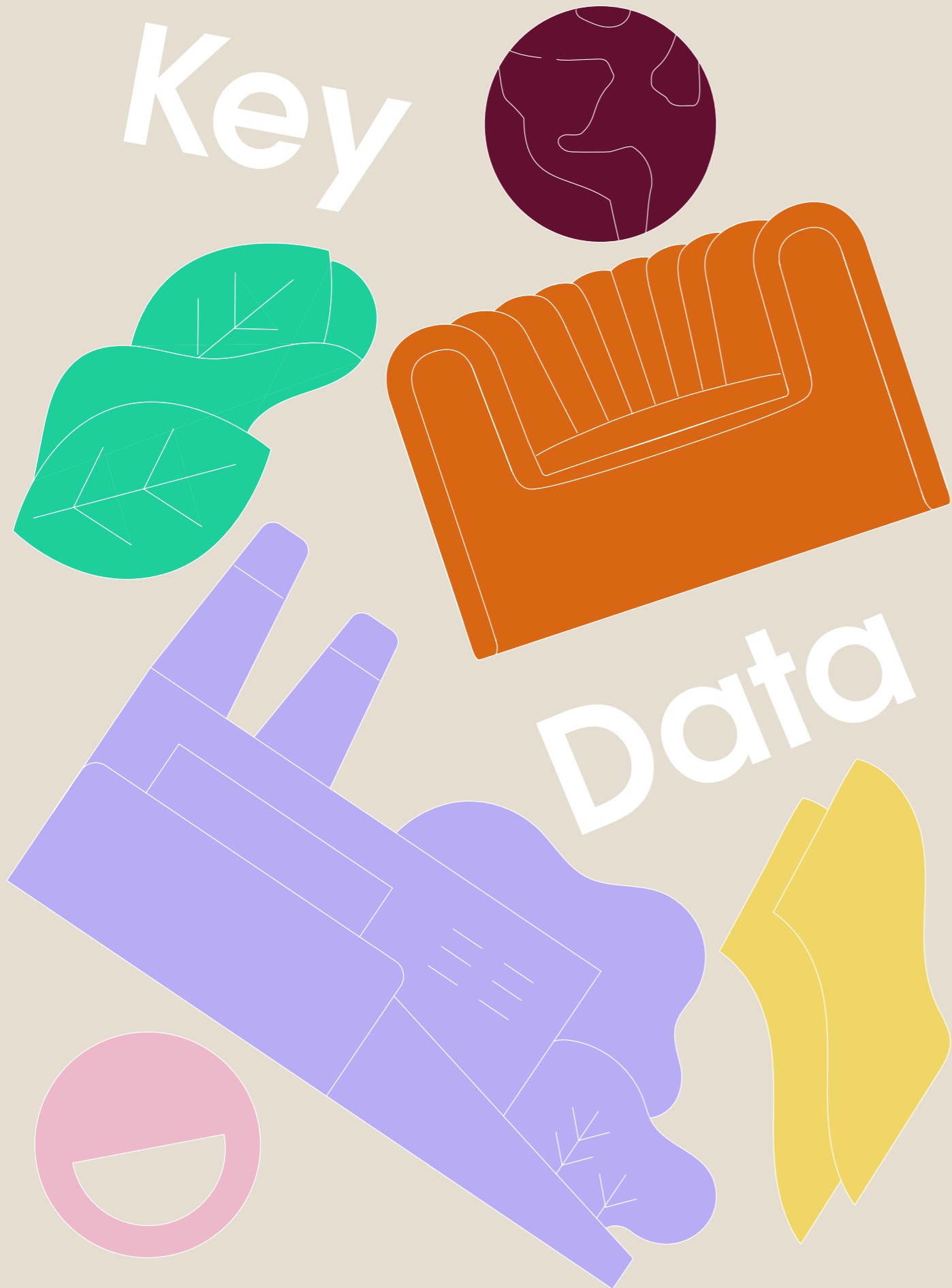
**10**  
Years  
Warranty



# Made in Spain

Sancal is a family business born in the Mediterranean. All our products are Made in Spain, and this identity is reflected in our passionate, fresh, jovial and humble character.

Beyond our commitment to our local roots, there is our love for culture and for a way of life that is close to people's real lives. Maintaining cooperative ties between our community is an invaluable asset and also a great responsibility.



90

Our products can be found in over 90 countries, 71% of our turnover.

79

79 people work daily in two factories, both in Yecla, Spain.

70.000

An average of 70.000 meters are upholstered every year.

+19.000

Our combined manufacturing space totals more than 19,000 m2.

KM0

Most of our raw materials and supplies come from local companies.

32.000

We manufacture around 32,000 seats per year.

# Projects

Our products are part of the most varied projects, in all corners of the world.

From a loft in Soho, a hotel in the Alps, a meeting room in an Austrian castle, the waiting room of a dental clinic, a hotel lobby, a karaoke bar, a hairdresser's or a Michelin restaurant.

Office

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Hotel

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Retail

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Restaurants

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Healthcare

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Education

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Home

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# Office

Sentra HQ  
By: Rust Architects  
Tel Aviv

Photography:  
Itay Benit

Products:  
Mousse Sofa  
Tortuga Armchair

Vesper occasional table  
Elle Armchair



# Hotel



Hotel Kimpton Vividora  
By: El Equipo Creativo  
Barcelona

Photography:  
Adrià Goula

Products:  
Tonella Armchair    Nudo Occasional Table  
Tortuga Armchair    Tiptoe Sofa



# Retail



The Coat  
By: Rina Lovko  
& Daryna Shpuryk  
Kyiv

Photography:  
Yevhenii Avramenko

Products:  
Diwan Chaise-Longue  
Totem Stool



# Restaurants



Sômthin'else  
By: Sômthin'else  
Shanghai

Photography:  
Xiaohan Wang

Products:  
Pion Bistro Table   Elle Mini Armchair  
Roll Chairs

# Health

Isabel Cadroy's Clinic  
By: Estudio Vitale  
Castellón

Photography:  
Santiago Martín  
and Hilke Sievers

Products:  
Magnum Armchair  
Mosaico Sofa and side tables



International School of Prague  
By: Studio Perspektiv  
Praga

Photography:  
Studio Flusser

Products:  
Rew Sofa

# Education

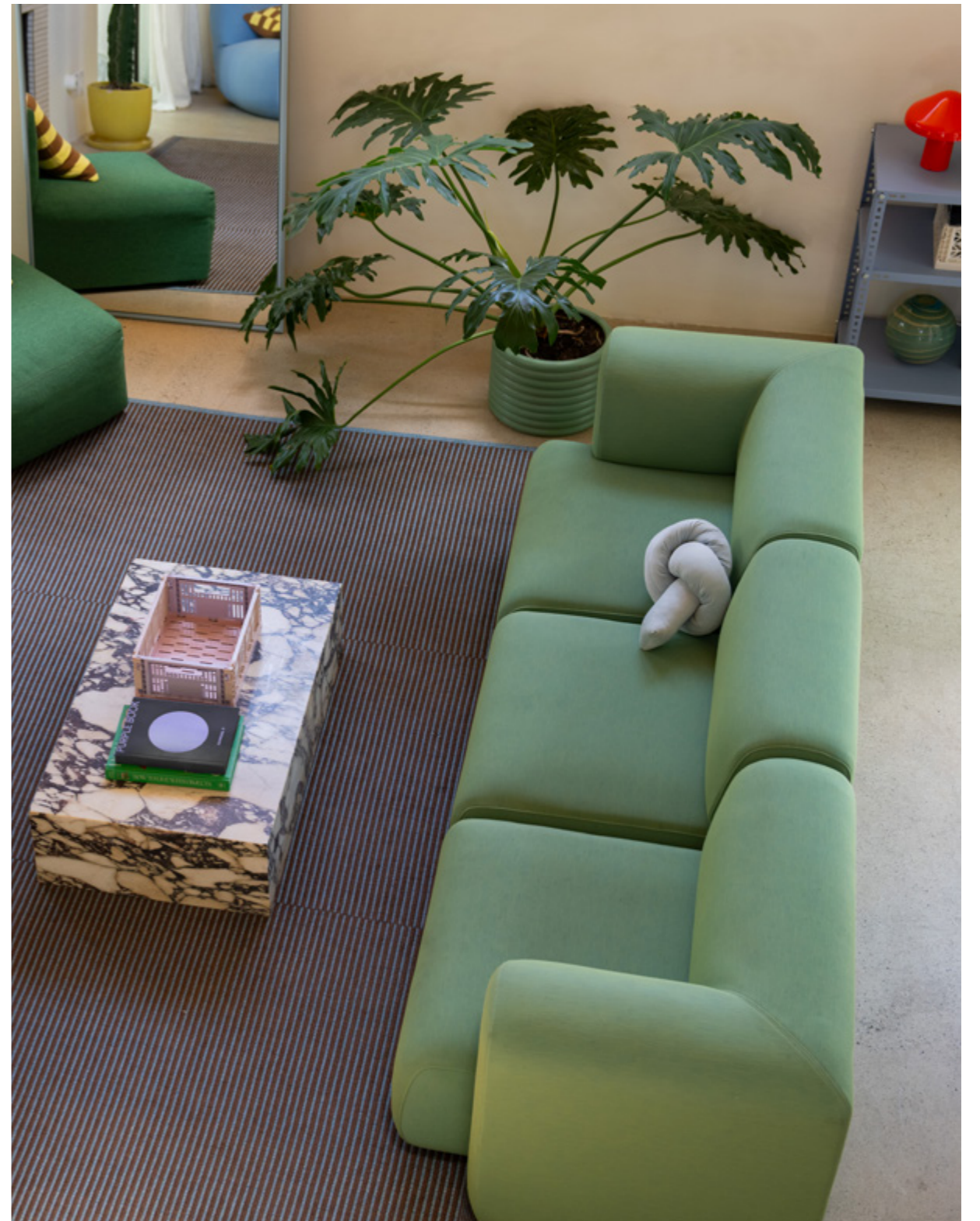
# Home



Bethany Brill Home  
California

Photography:  
Bethany Brill

Products:  
Duo Sofa



# References

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.

**Accor**

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**American Airlines**

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**Campari**

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**Camper**

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**Coca-Cola**

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**Dior**

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**Dropbox**

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**Facebook**

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**Generator**

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**Google**

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**Hilton**

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**Instagram**

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**Jaleo**

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**Kimpton**

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**Linkedin**

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**McDonald's**

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**NH**

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**Samsung**

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**SAP**

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**Shisheido**

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**Sofitel**

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**Visa**

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**Vodafone**

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**W Hotels**

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# Our journey continues in the General Catalogue

[sancal.com/en/downloads/catalogues](https://sancal.com/en/downloads/catalogues)



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