

Salamancadesign & Co. S.r.l.

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Salamanca design & Co.

Salamanca Design & Co, studio established in 1991 and located in Bologna, is made by a group of Design professionals who work on the development of products and projects for the companies committed to reinforce their presence on the market field through a design strategic approach.

The idea comes in 1991 from an initiative of Lucy Salamanca, Lucy is Designer with academic studies in Industrial Design at the University of Bogotá – Colombia – and a post graduate specialization taken at the Istituto Europeo di Design (IED) in Milano (1985).

Freelance Designer, in Milan, for home and office furnitures, bathrooms, furnishing and lighting, from 1991 until 1996 Lucy Salamanca has been art director for Zigurat Design Group in Pesaro, Bologna and Milan.

In 2013 she becomes part of the eative design team for HOMI – Fiera Milano – the fair dedicated to lifestyles, a new idea to discover from January 2014.

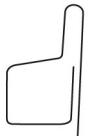
Salamanca Design & Co – focuses on the research of trends, design and development of products for bathroom, furnishing and contract, moreover the studio develops strategic concepts, exhibitions, events and interior design under a dynamic and relational vision.

The services offered by Salamanca Design & Co are characterized by an approach that always considers a project or a service under various point of view: research, design and development.

Further than the Social & Eco design division, based on the themes of the social and environmental sustainability, Salamanca Design has a Kids division which follows the development of projects in this field: "New ideas come from the knowledge of the market and the updating of new concept and trends both influent on the products and sales channels' identities and from the observation and study of the children different languages" Lucy Salamanca says.

In October 2013 Salamanca Design obtained the Art Direction of Newform and began an ascending path, with the company, across the national and international market.

As Lucy Salamanca says "the art direction starts inside, form the history and values of the company in order to study and elaborate the new positioning of the brand and its



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codes, to track new guidelines and transfer to the Newform product lines the company's innovative values and the importance of a continuous research in the field".

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