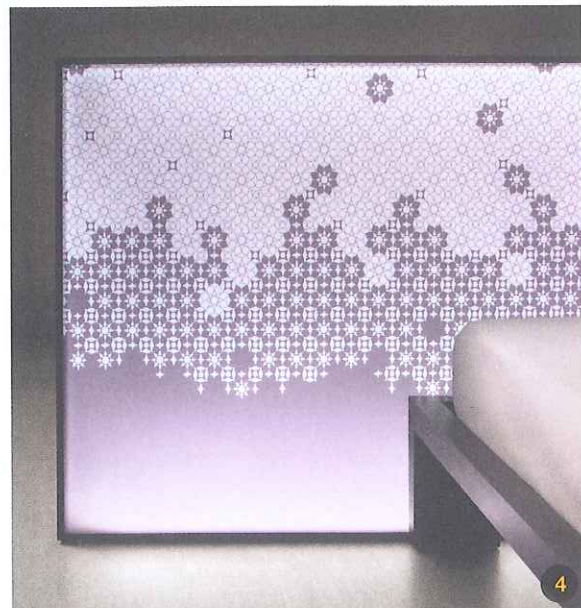
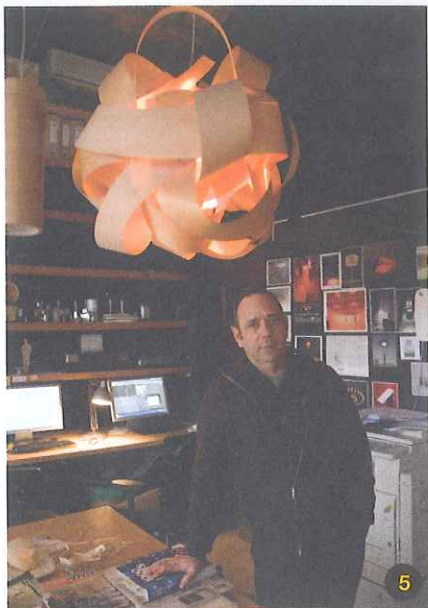


# The Monocle Spain Survey 2010



Finance, transport, culture, tourism:  
a national survey of the brands, people and businesses making modern Spain



## Top five Product designers

**1 Martín Azúa**  
Basque Azúa's playful and sleek products are "inspired by nature as well as new technologies". Recent commissions include medals for the European Athletics Championships Barcelona 2010 as well as a tongue-in-cheek installation for Barcelona's EGO Gallery. Some of MONOCLE's Azúa favourites are the simple Flow tap and the curved Om armchair made by furniture firm Mobles 114. [martinazua.com](http://martinazua.com)

**2 Yonoh**  
Alex Selma and Clara del Portillo, met at a young designers' talent show in Valencia and set up Yonoh in 2006. Since then, their futuristic designs, such as the slender Plof lamp and water-lily-shaped Nenúfar sunshade, are increasingly sought after to be put into production by Spanish firms including outdoor furniture maker Samoa and Fambuena lighting firm. We'd like to see Yonoh exported. [yonoh.es](http://yonoh.es)

**3 Luis Eslava**  
With a masters degree in design from London's Royal College of Art and a

stint working for Camper in Mallorca under his belt, Eslava set up his own firm in Valencia three years ago. His "rethink, reuse" philosophy means he works in everything from coconut to optic fibre, sandpaper to Velcro. Fun but useful additions to his portfolio include the vertical clothes hanger My Mess, which "celebrates disorder as an acceptable part of human behaviour" and the memory stick Oh Mary, Keep My Data Safe in the shape of the Virgin Mary – a metaphor for technology as a new religion. [luiseslava.com](http://luiseslava.com)

**4 José Manuel Ferrero**  
Valencia-based Ferrero recently bagged a job at Toyota following his work on its car interiors. Some of his signature pieces include the cylindrical PO Light for Punt Mobles and the sleek Eix and Level lamps for Manufacturas Celda. [estudihac.com](http://estudihac.com)

**5 Antoni Arola**  
This Barcelona native makes lamps for industrial design firms Santa & Cole and Metalarte that are as innovative and refreshing as his fragrance packaging for Loewe and Idesa Parfums. Arola is currently creating lighting projects for Santa & Cole, Agape and Viabizzuno. [estudiarola.com](http://estudiarola.com) — EP