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Barcelona, 2015

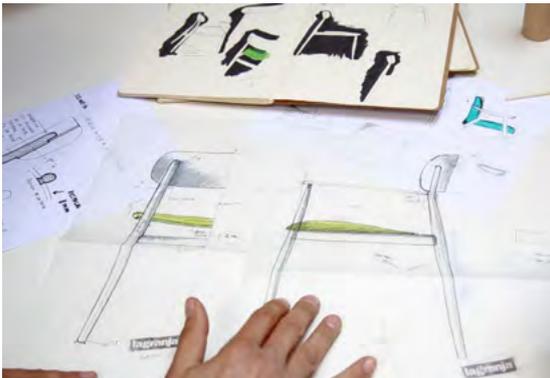
The story of Lagranja Collection began in 2012 with the design of an armchair for the hotel Chic&Basic Ramblas in Barcelona. As the hotel's interior design budget was quite tight and given that we did not want merely to use replicas, we decided to risk designing and producing a series of 15 chairs. After all, we believe that if you can't find what you want, then the only solution is to make it yourself! The design of the armchair had to be attractive, simple, easy to produce and, above all, sufficiently original to justify our decision to create our own product.

Fortunately, everything turned out perfectly!! Many of the hotel's guests asked where they could buy chairs like ours. So, with that encouragement, we set to work to produce a second series. The chair's design began to circulate on Internet and we were even occasionally able to sell single chairs to clients. Then, one day, a very important international chain ordered almost 100 units for their cafés in Norway. This had a logic to it since our design has a certain Nordic feel. We were delighted ... but logistically things began to get a bit complicated as we had to learn to manage orders and stocks, and provide post-sales service when at heart all we ever wanted to be was a design team!

And then Lady Luck came knocking again, just at the right time. Vergés, a local manufacturer of chairs with three generations of experience, got in touch. Soon, they had taken control of the production of our chairs and the distribution logistics, thereby allowing us to concentrate on more creative tasks. A year on from the start of our collaboration with Vergés, our chair no longer stands alone. We have created a whole series based on the same concept, which now includes chairs, armchairs, stools and tables. All on sale on-line and at competitive prices.

We chose Basic as the name for our first collection because it summarizes the ideas that guide us and provides a clear identity for this new project. High-quality materials, careful manufacture and good design do not necessarily mean high prices. Good design is simplicity — and very often the opposite is also true: simplicity is often the best design.

Photography: Meritxell Arjalaguer | Kiwi bravo



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