

The biggest challenge was to simplify the components so that a few pieces combined in different ways would create a versatile series of streetlamps. Making them easy to store, transport, set up, and maintain was also a concern.

We created the Rama LED, which has an outstanding lighting quality, with equally high energy efficiency and long life. The wattage options range from 25 watts to 70 watts.

I like to think of it as a tree with its different branches stemming from the trunk. It's one of the few streetlights that have so many luminaires on one pole, which can be placed from four up to ten meters high.



One day, when we put two long, thin lamps on the table, each with its ballast, a new shape appeared, one very different from the cylinders with which I had started. That evolved into a long flat case that, when attached perpendicular to the pole, worked perfectly as an arm.

Currently, the luminaires are manufactured in Europe and the columns in the United States. Both the Rama and the Rama LED will be available in the all-aluminum version, which makes them fully recyclable.

The Rama is made up of a long cylindrical pole and a simple rectangular prism, both pure, clean shapes. I wanted it to be functional and simple, yet striking and powerful.

## Branching Out

**Santa & Cole launches a versatile LED version of a tree-inspired streetlamp.**

Barcelona underwent a major transformation during the 1980s and '90s, due in part to the 1992 Olympics. As a student there during that time, Gonzalo Milá bore witness to this makeover. The changes didn't fail to influence Milá, who designed a bench, trash can, and streetlamp for his graduation project. After he submitted the streetlamp design to Santa & Cole, the company turned to him to create lamps for the science museum in Alcobendas, Spain, which was then nearing completion. The museum had two requirements: "They had to be versatile and couldn't have been used anywhere else before," says Milá. "And we only had six months to produce them." In record time, Milá designed the Rama, a "tree" of light that reduced energy consumption and had an optional number of lamps that could be fitted at different heights and positions. "The key element was the luminaire's case, which doubles as an arm," says Milá. "Once

I figured out what its proportions needed to be, it could be reduced to three parts: the pole, the luminaire and the clamp. This meant a simple life cycle, from production to maintenance, but also guaranteed the formal effect I was looking for." In 2012 Santa & Cole launched its LED version of Rama, which allows for high efficiency and adjustable light intensity. Here, Milá discusses the lamppost's design evolution. **M**



GONZALO MILÁ (b. 1967) joined Santa & Cole in 1999, where he collaborated with its production and edition sections. In 2001 he began working on his own, experimenting with new technologies and concepts. He won the ADI-FAD Delta de Plata award that year for his unified formal lighting solutions.