



A sentimental history of the telephone

At the time of Telefónica's birth in 1924, there were only 65,000 registered subscribers in all of Spain. The telephone was considered to be a luxury item and it would take many years for it to fully enter Spanish homes.

The history of the telephone was marked by the different devices launched by the company: from the elegance of the Bakelite model; through the fun possibilities offered by the colourful plastics of the Herald, the Góndola or the Teide; up to the multi-service models that echoed the country's economic growth, such as the Forma and Domo telephones.

Our lives have passed through their handsets. A glimpse at the evolution of the models introduced by Telefónica is a walk down our recent, sentimental history. Which one is your model?

