



**VISTA ALEGRE**

1824

# COMPANY PROFILE

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HOTELWARE

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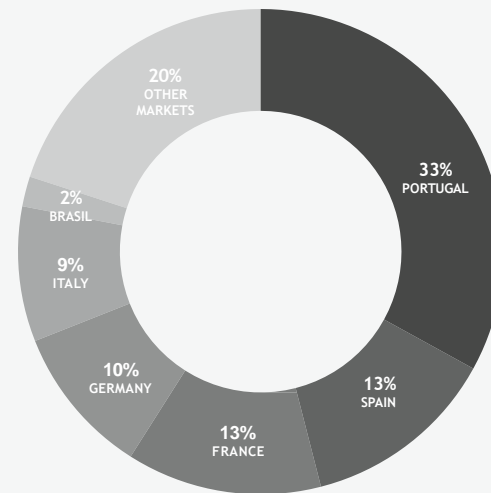
# THE VISTA ALEGRE ATLANTIS GROUP

VAA Group had a consolidated turnover of 105 million euros, in 2018. 68% the turnover is concentrated in its 3 main brands - Vista Alegre, Casa Alegre & Bordallo Pinheiro.

Vista Alegre Atlantis has over 2000 employees, produces more than fifty million pieces per year, within ceramics and crystal segments, with are exported to more than 80 countries.

Its production is made in 6 factories located in Portugal. International markets are a priority for Vista Alegre. By 2025 they are set to account for 80% of total company sales.

## SIGNIFICANCE OF THE INTERNATIONAL MARKET FOR VISTA ALEGRE



Source: 2018

# VISTA ALEGRE

The Vista Alegre porcelain factory was established in 1824.

Throughout its history, the brand has always been associated with Portuguese history and cultural life, having acquired an unrivalled international reputation.

Vista Alegre aims to become the most prestigious brand in the world for tableware, gifts, decoration pieces, porcelain articles for hotels, crystal and glass, maintaining a strong link to design and culture.

Today, Vista Alegre is not only a manufacturing plant, but as well an architectural ensemble of undeniable interest, a place of social and artistic memories that are the pillars of a national identity.





# HOTELWARE

## Product Segments

### TABLEWARE

Porcelain

- Essential
- Decorations
- Contemporary
- Signature
- Excellence

Stoneware

- Contemporary

### OVENWARE

- Stoneware & Porcelain

### GLASSWARE

### GIFT

### CUTLERY

### BORDALLO STONWARE



ESSENTIAL - Perla



CONTEMPORARY PORCELAIN - Carré



DECORATIONS - Venezia Hotel



CONTEMPORARY STONEWARE - Shine



EXCELLENCE - Silk Road



SIGNATURE - Infinita by Carsten Gollnick



BORDALLO STONEWARE - Rua Nova



GIFT - Quartz



CUTLERY - Velvet Matt



OVENWARE - Organic



GLASSWARE - Bicos



# An internationally renowned design

Prizes and awards received between 2018 and 2020



EUROPEAN PRODUCT DESIGN  
AWARD WINNER 2018  
*Bicos Bicolor* by VA Studio  
*Cannaregio* by VA Studio  
*EZH - Hryb* by Ross Lovegrove



EUROPEAN PRODUCT  
DESIGN AWARDS  
HONORABLE MENTION 2018  
*Maya* by VA Studio



GOOD DESIGN 2018  
*EZH - Hryb* by Ross Lovegrove  
*EZH - Nervi* by Ross Lovegrove  
*Utopia* by VA Studio



reddot award 2018  
winner

REDDOT DESIGN AWARD  
WINNER 2018  
*Utopia* by VA Studio



TABLEWARE INTERNATIONAL  
AWARDS OF EXCELLENCE  
WINNER 2019  
*Primavera* by Christian Lacroix



LIGHTING DESIGN AWARD  
WINNER 2019  
*EZH - Hryb* by Ross Lovegrove  
*EZH - Nervi* by Ross Lovegrove  
*EZH - Urquino* by Ross Lovegrove



GERMAN DESIGN AWARDS  
WINNER 2019  
*EZH - Hryb* by Ross Lovegrove  
*EZH - Nervi* by Ross Lovegrove  
*EZH - Urquino* by Ross Lovegrove  
*Saturn* by VA Studio  
*Unica* by VA Studio



GERMAN DESIGN AWARDS  
SPECIAL MENTION 2019  
*Zi* by VA Studio  
*Blue Ming* by Marcel Wanders  
*Gold Exotic* by VA Studio  
*Hemisferio* by Pablo Andújar  
*Mariinsky* by VA Studio



GERMAN DESIGN AWARDS  
WINNER 2020  
*Amazonia* with Ecoarts Amazonia  
*Banana da Madeira* by Nini Andrade Silva  
*Endangered*  
*Once Upon a Time* with Boca do Lobo  
*Primavera* by Christian Lacroix  
*Texture* by Mieke Cuppen  
*Utopia* by VA Studio



ICONIC AWARDS  
- INNOVATIVE INTERIOR 2019  
*EZH - Hryb* by Ross Lovegrove  
*EZH - Nervi* by Ross Lovegrove  
*EZH - Urquino* by Ross Lovegrove



ICONIC AWARDS  
- INNOVATIVE INTERIOR 2020  
*Banana da Madeira* by Nini Andrade Silva  
*Texture* by Mieke Cuppen



## STRATEGY

Vista Alegre invests in new shapes to meet the market needs and works in partnerships with the greatest Chefs as well as international designers to provide the market with the most innovative products.





# CHEFS

In designing plates intended for fine dining, Vista Alegre appealed to those who best know this exceptional universe: the most celebrated chefs, nationally and internationally. This original association bore unique and exquisite pieces that combine the primacy of the Vista Alegre design with the creativity and practicality demanded by the cuisine of excellence.



Chef Ljubomir Stanisic



Chef Deniz Perevoz



Chef Ricardo Costa



Chef Roberta Sudbrack



Chef Dieter Koschina



Chefs Roca



Chef Martha Ortiz



Chef Justa Nobre



Chef Luis Baena



Chef Michael Grunbacher



Chef Georges Blanc



Chef Juan Amador



Chef Luciano Zeffirino



Chef Rui Paula



Chef Vitor Matos



Chef Diego Guerrero



Chef Benoît Sinthon



Chef Vitor Sobral



Chef Luís Pestana



## PARTNERSHIPS

The partnerships with world-class brands and designers create exclusive collections composed of tableware and decoration pieces, in a reinterpretation of the richest aesthetic heritage.

*Oscar de la Renta*

PINEDA COVALIN

  
VISTA ALEGRE  
1824  
  
Christian Lacroix  
MAISON

**Some of designers that Vista Alegre works with:**

Arik Levy  
Brunno Jahara  
Carsten Gollnick  
Jaime Hayon

Marcel Wanders  
Ross Lovegrove  
Sam Baron

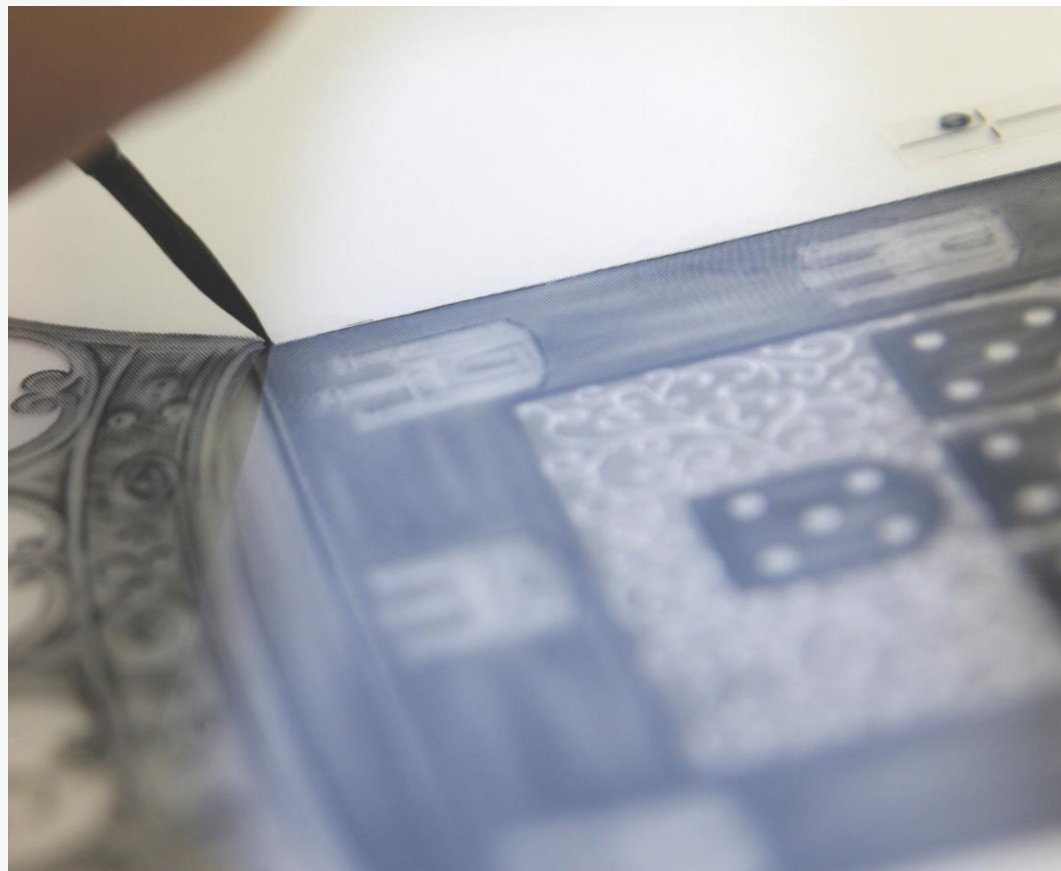


## COSTUMIZATIONS

Vista Alegre offers a wide range of existing pieces and decorations to costume through the inclusion of logos, names.

It is also possible to develop unique decorations in existing models.

Development of entirely original models available, according to client's request.



# COSTUMIZATION PROCESS

## STEP 1

Client provides:

- Briefing; OSE Inspirations;  
shape and item selection
- Artwork in pdf or vector  
and/or briefing for the artwork

## STEP 2

Client receives within 1 week a quote  
and digital render of the collection.  
Physical sample of the decorated item  
subject to design fee.

## STEP 3

Production starts after receipt of PO.  
It takes 4 weeks to manufacture a  
customized collection.

Minimum order for customized collections:  
600 units or 1500€







# PRODUCT CARE AND INSTRUCTIONS FOR USE



100%

All raw materials used by Vista Alegre are of the highest quality.



All products undergo strict quality control, including several inspections and laboratory tests.



All Vista Alegre pieces are tested in terms of resistance to thermal shock.



All products are designed to guarantee high levels of resistance and durability in conditions of use in hotels, through the permanent simulation of extreme conditions of use.



Most of the waste generated in the production process, before the second baking, is reintroduced into the manufacturing process.



All Vista Alegre pieces are tested in a laboratory to ensure compliance with the permitted maximum limits of lead and cadmium released into the food.



If used frequently in the microwave, the stoneware pieces may undergo changes in the glaze.



Vista Alegre decorations are washing machine resistant, and will not lose their shine or color during the most aggressive washing cycles (up to 90° C).



When cleaning stoneware and glass pieces in the washing machine, we recommend short cycles at low temperatures, avoiding frequent use in dishwashing.



# INTERNATIONAL PRESENCE

United Arab Emirates, Angola, Argentina, Austria, Australia, Belgium, Bulgaria, Brazil, Canada, Switzerland, China, Colombia, Cuba, Cyprus, Czech Republic, Germany, Denmark, Dominican Republic, Ecuador, Estonia, Egypt, Spain, Finland, France, United Kingdom, Equatorial Guinea, Greece, Hong Kong, Croatia, Hungary, Indonesia, Israel, India, Iceland, Italy, Jordan, Japan,

South Korea, Lebanon, Sri Lanka, Lithuania, Luxembourg, Latvia, Morocco, Monaco, Moldova, Macau, Malta, Mauritius, Mexico, Malaysia, Mozambique, Namibia, Netherlands, Norway, Oman, Panama, Peru, Philippines, Poland, Romania, Serbia, Russia, Saudi Arabia, Sweden, Singapore, Sao Tome and Principe, El Salvador, Turkey, Taiwan, Ukraine, USA, Uruguay.



# WORLDWIDE REFERENCES





# CONTACTS



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Direct Local: (917) 831-4377  
Fax: (917) 831-4466  
[usa@vistaalegre.com](mailto:usa@vistaalegre.com)

## Warehouse

Luxe-Ops Inc.  
16 Chapin Road, suite 908  
Pine Brook, NJ 07058

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