



It has been 70 years since VICAL set out on its journey. As a brand our stock in trade has always been our energy and passion. Having started life as a producer of handcrafted wickerwork, we have developed into a touchstone for high-class home decoration, interweaving ideas from every corner of the world. Finding and sharing beauty through the creation of unique items and spaces for elegant living is our hallmark.

ROOTS

Our seventieth birthday is the perfect time to tell our life story. It is a story that began in 1949 out of craftsmanship and traditional skills, and continued to evolve each step of the way: from our early years in wicker, working with willow, wood and basketry, all the way to our exquisite current collections of furniture and interior decoration. A perpetual evolution that has thrilled us because it has enabled us to experiment, take risks and commit ourselves to the creation of genuine works of art, made with conviction and dedication, poring over every detail.

VICAL lives, is transformed by, creates and renews itself in staying true to the values that define the development of the brand and the professionals who work within it: eagerness, passion and perseverance are what drive the people involved in this truly rewarding undertaking.

CRAFTSMANSHIP

In a world of right now, and its production of identikit impersonal objects, craftsmanship represents a heroic gesture declaring its values in contrast to “just in time” production. The commitment to a more painstaking and time-consuming way of working is also a commitment to creativity, talent and the time-honoured craftsmanship of the skilled hands that carry out the work.

Our respect for craftsmanship underlies each creative idea. From the very moment of selection of the materials for a new product, we travel to the country where that material comes from and where it is worked by hand, using only natural processes. This is how every VICAL piece comes to life, born of the love of skilled craftsmen for their working materials and their trade.

This is our pathway to enable us to focus on exploring the beauty within the individual irregularities of the materials being worked, making this part of the purity that makes every piece unique and distinctive. From this handcrafting of each item emerge pieces of furniture and features imbued with values that endure and hark back to a more conscious and mindful consumption, one that yearns for an identity beyond endless replication.

SUSTAINABILITY

Our feeling for the planet’s natural beauty can only be expressed truly through the adoption of methods of production that advocate respect for the environment and our surroundings. Gradually, consciously and thoughtfully, at VICAL we have created over the years a business model of our own that is all about sustainability.

50% of what we create involves reusing and transforming recycled pieces of furniture and other materials that had previously had other uses. By means of craftsmanship, these pieces are recovered and reworked to be given a second life. In our commitment to maintain the natural life cycle of each piece, we travel to each source country, respecting indigenous traditions and working side by side with each locality and each culture.

THE BEAUTY OF AGE

It is things that are genuine, distinctive and imperfect that acquire true beauty with the passage of time. The ageing process reveals the natural beauty of the noble woods, imbuing each groove, flaw or irregularity with personality and character. It is precisely this that makes each VICAL piece unique: the way we value the richness added by time to every material.

The living materials that our pieces are made from mature to reveal a beauty that adds itself in turn to the space and warmth of the home. The imperfect, individual finish of every piece, alongside craftsmanship and sustainability, are the very essence of VIDAL.

ANTIQUES

In our constant search for inspiration we reach deep into far-flung cultures to find pieces of superior beauty. These are the unique and exclusive antiques that round off our catalogue, giving it special value. We come across these items of furniture and decorative pieces in the course of our travels, then salvage and restore them because each has a story worth telling.

The value of unique objects and a respect for where they come from are intertwined in the antiques section of the VICAL catalogue. Exclusivity is part and parcel of these pieces, so that they give deeper meaning to the spaces they inhabit, reinterpreting the past to enhance the present.

Every single one of these pages conveys the spirit, soul and passion of VICAL.

