

VISTA ALEGRE STARTS THE YEAR WITH A PRESENCE AT TWO IMPORTANT INTERNATIONAL FAIRS

Maison&Objet and Ambiente are two of the biggest fairs where Vista Alegre exhibits their collections

Ílhavo, January 2025 - After a year full of celebrating its 200th anniversary, Vista Alegre is marking the start of 2025 by attending two of the sector's most important international fairs. **Maison&Objet**, which takes place from 16 to 20 January in Paris, where Vista Alegre will be present in hall 7, stand F53. Then, from 7 to 11 February, **Ambiente** will be happening in Frankfurt, where Vista Alegre will be present in hall 12.1, stand C01.

The brand's presence at these strategic events will include novelties in porcelain, crystal and glass, but also new proposals from the textile, cutlery and lighting collections, as well as a furniture line developed with Pininfarina. Pieces that reaffirm Vista Alegre as a lifestyle brand, continually invested in innovation, design and partnerships with the best designers of our time.

The big novelty of the year comes in the form of the iconic **Bicos** line with new proposals: porcelain dinnerware and **Solitário Bicos** vases do not go unnoticed and show the elasticity of this collection, which transforms and evolves over time. A special highlight is the long-standing partnership with the *Christian Lacroix Maison* brand, which gave rise to the **Rêve de Cristal** collection, glasses with a rigorous and artistic workmanship by the Vista Alegre masters.

In cutlery, the elegant and modern **Charm** and **Domo Matt Black**, following market trends; from a celebration of the great names in Portuguese architecture, which has spread around the world, comes the **Bestiário** coffee cup collection, designed by Álvaro Siza Vieira.

There are many new projects and pieces of work in the brand's pipeline for 2025. Here are some examples in detail.



BICOS

An emblematic Vista Alegre glassware collection, **Bicos** has been given new shapes and colors over time, broadening its appeal and functionality. In response to the expectations of the growing number of fans of this line, Vista Alegre is now launching a **Bicos** porcelain service, with motifs in relief on the white glaze. Ideal for matching with **Bicos** glasses, jugs, salad bowls and cups in the various shades available, or to go with the most varied tableware and cutlery. In addition to the tableware, **Bicos** offers a candle holder and a lithophane to give any space the warm, enveloping glow of translucent ceramics.

BESTIÁRIO INCOMPLETO

Siza Vieira, one of the greatest contemporary architects, has once again collaborated with Vista Alegre on the *Bestiário* coffee cup collection, which challenges porcelain engineering with its avant-garde design inspired by modernism and Siza's architectural work.



RÊVE DE CRISTAL

Rêve de Cristal collection of glasses is created in blown and hand-cut crystal, joining the porcelain lines. The line includes: the “Vie Parisienne” glass, in *doublé* crystal, in *lapis lazuli*, emerald, agate and tourmaline colors; the cut crystal glasses for red wine, “Feria”, and for white wine, “Suerte”, with navy blue sapphire glass feet; the “Soir de Fête” champagne coupe in hand-cut *lapis lazuli doublé* crystal, with a blown glass foot; and the multi-purpose “Vuelta”, in tourmaline or lapis lazuli *doublé*, which can be used as a vase or candle holder.

CHARM

Contemporary in its use of materials, elegant and delicate in form, this is how the new *Charm* cutlery is introduced. This modernity is accentuated by the matt resin handle which contrasts with the polished steel of the cutlery, creating a distinction with a marked visual impact. At the same time, *Charm* pays sober homage to the shapes and raw materials of ancient times, where ivory or wood reigned supreme in the handle. A declared touch of timeless charm on your Vista Alegre table.





CARAVELA

The *Caravela* collection celebrates the spirit of Portuguese maritime exploration in the 15th century. Inspired by the dazzle and harshness of these adventures, *Caravela* reflects elements such as the curved lines of ship hulls, the jagged profile reminiscent of the craggy rocks of cliffs, and shapes that evoke both ship sails and ocean waves. Hand crafted, these sculptural pieces, with their white biscuit surface contrasting with the glazed interior (and, in the case of the bookends, with their grey marble bases) bring a little of Portugal's nautical heritage to contemporary decoration, combining history and modern design.

LINHA TÊXTIL

Two blankets and two cushions combining the purest cashmere with the finest Scottish wool, *Geometric Blue* and *Geometric Orange* present, as the name suggests, geometric compositions that simultaneously pay homage to the art deco influence in Vista Alegre's past and the contemporary traits which characterize its collections. In *Geometric Blue*, the blue elements play with each other to form a pattern similar to a musical motif, made up of a dynamic repetition of the brand's initials. In orange tones, the *Geometric Orange* decoration features large patches of color which also form the letters "V" and "A".



There will be many new arrivals for 2025 and many reasons to celebrate Vista Alegre.

[LINK WITH PHOTOS](#)

SOBRE A VISTA ALEGRE

The Vista Alegre porcelain factory was founded in 1824 in Ílhavo, in the district of Aveiro, by a visionary man, José Ferreira Pinto Basto. Over the years, the brand has always been closely associated with Portugal's history and cultural life, acquiring a unique international reputation. In 2001, Grupo Vista Alegre (porcelain, faïence and stoneware) merged with Grupo Atlantis (high quality handmade crystal and glass), creating one of the largest tableware and giftware groups in Europe: Grupo Vista Alegre Atlantis.

In 2009, *Grupo Vista Alegre Atlantis* became part of the *Grupo Visabeira* company, following a public takeover bid of *Vista Alegre Atlantis* shares. Every year the design of this Portuguese porcelain, crystal and glass brand draws the attention of the most prestigious international design awards, which are the German Design Awards, LIT (Light in Theory), Good Design Chicago, Innovative Interiors, European Product Design Awards, IF, German Innovation Awards, Architecture Masterprize, German Brand Awards, among many others, in countries such as Germany, the United States and Italy. The brand thus boasts a considerable number of awards in its history.

Great talents such as Bela Silva, Brunno Jahara, Carmen Otero, Cyril Pedrosa, Françoise Pérovitch, Jaime Hayon, João Cutileiro, Joana Vasconcelos, José de Guimarães, Malangatana, Júlio Pomar, Manuel Cargaleiro, Marcel Wanders, Patrick Norguet, Pedro Cabrita Reis, Ross Lovegrove, Siza Vieira, Sempé and the French haute couture houses Christian Lacroix and Oscar de la Renta are just some of the prestigious names associated with Vista Alegre. Vista Alegre services are officially used by the Portuguese Presidency, the White House as well as several Royal Houses, as well as several celebrities all across the world. Vista Alegre also supplies official tableware for several embassies all across the world, namely Brazil, Spain, and Morocco, as well as for national and foreign public or private institutions. In October 2018 Vista Alegre was honored by the European Commission with the "Regiostars" award, an award that acknowledges the best cohesion policy projects in the European Union, favoring innovative projects and best practices in regional development.

FOR FURTHER INFORMATION, PLEASE CONTACT:

APR - Alexandra Public Relations

Rita Andary | rita@alexandrapr.com