

Luxury Vista Alegre porcelain and Atlantis Crystal now available in the UK

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If you're looking for something stunning to adorn your dining room table you can now find it, as the elegant porcelain and crystal ranges from the famous Portuguese tableware company Vista Alegre (<http://www.tableware.co.uk/buy/vista-alegre>) and sister company Atlantis Crystal have arrived in the UK.

Vista Alegre is renowned across Europe as a heritage brand that is constantly innovating. Its artistic and cultural heritage has been kept alive as it commissions leading designers and artists to work on exciting new collections. Recent collections have been designed by fashion designer Christian Lacroix and artist Eduardo Nery.

Established in Portugal in the 19th Century, Vista Alegre still manufactures all of its porcelain in Portugal, using the finest materials with no compromise on design or finish. Although not well known in the UK, the company is a market leader in Europe.

Manufactured in Portugal, Atlantis Crystal is one of the finest handmade crystals in the world, with a complete range of stemware, barware and giftware. Atlantis also produces both simple clear and coloured plain and cut glassware for a more casual look.

Jon Ward, managing director of Exclusive Distribution, the company which is bringing Vista Alegre and Atlantis Crystal to the UK says: "These collections are going to appeal to someone who wants elegance, quality and something a little bit different. You won't come across Vista Alegre or Atlantis often, so you can be sure of exclusivity. To get an idea of how special these collections are, you just need to look at them – nothing I can say really does them justice."

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Note to editors:

For more information on Vista Alegre and Atlantis Crystal go to <http://www.vistaalegreatlantis.com/>

Vista Alegre tableware is available at <http://tableware.co.uk/buy/vista-alegre/>

Vista Alegre product range:

Vista Alegre's 2012 porcelain collection includes:

'Prairie', a fresh bright tableware design, with a feel of nature's open spaces, featuring flowering motifs - <http://www.vistaalegreatlantis.com/product.aspx/Mesa/Porcelana/Casual/Prairie/>

'Nery' is a powerful luxurious pattern, by the famous artist Eduardo Nery, with strong geometric lines combining vibrant blue and gold making a startling impact. -

<http://www.vistaalegreatlantis.com/product.aspx/Mesa/Porcelana/Premium/Nery/>

More on Eduardo Nery - <http://www.eduardonery.pt/neryEN.html>

Atlantis Crystal's 2012 collection includes:

'Vendome', where the exquisite detailing of the hand worked design reflects the beauty of the facades of the famous Paris square after which it is named.

<http://www.vistaalegreatlantis.com/detail.aspx/Vend%C3%B4me/11389/>

Vista Alegre - History

Vista Alegre is the legacy of José Ferreira Pinto Basto, a 19th Century Portuguese businessman, industrialist, farmer and politician, protector of the arts, of education and of charitable institutions.

He had a vision of building a glass and porcelain factory and in 1812 he acquired the 'Quinta da Ermida' (Chapel Estate), near the town of Ílhavo on the edge of the Aveiro estuary and the Vista Alegre Estate, with a Palace, a Chapel and various buildings around a large square. Here he started the construction of the factory in 1824.

The factory started by manufacturing glass whilst also making inroads into porcelain production. The factory's glassware was a success, with pieces using relief work, engraving or frosted effects, and many of which were greatly admired.

The manufacture of porcelain took a little longer to perfect, but by the 1830s 152 craftsmen were producing quality porcelain and the factory employed 125 people.

In 1851, the porcelain of Vista Alegre was exhibited at London's Crystal Palace, to great success and received a global prize at The Paris World Exhibition of 1867..

During the years that followed, and until the end of the Great War, the company was drawn into testing times by social instability.

However, the spirit instilled in the business by the founder and the survival of the school of painting and drawing, stimulated the reorganization and modernization of the firm. The company had an artistic revival with renowned artists bringing new ideas to the company and technological developments ensuring the quality of the pieces.

In this way, on its 100th anniversary, Vista Alegre began a reconstruction that aimed at transforming the business into a private limited company, the structural modernization of the Factory and the renovation of its services.

A tradition was established of unique pieces being created for great personalities - for example, the service for Her Majesty the Queen of England – as well as collaborations with contemporary artists were enhanced. Today the Collectors Club reflects the importance of the company's work to the art world.

In May of 2001 the Vista Alegre Group combined with the Atlantis Group, forming the largest national tableware organization and the sixth largest in the world in the sector; The Vista Alegre Atlantis Group.

Today, in addition to being market leaders in Portugal and boasting some of the best automated porcelain factories in the world, Vista Alegre continues to develop and preserve the porcelain made and worked by hand, honouring its history and tradition.

Atlantis Crystal - History

Founded in 1944 to produce and export glassware, Atlantis started to produce full leaded and manually produced crystal in 1972 -

The business is divided into 2 units: the crystal, produced in Alcobaça, and the glass, produced in Marinha Grande.

Atlantis Crystal has been enormously successful due to the excellent quality of the product combined with modern and innovative design.

Due to the quality and flexibility of its production, Atlantis is also frequently contracted for outsourcing for brands such as Waterford Crystal, Baccarat and Saint Louis.

In May 2001, Atlantis merged with Vista Alegre, which created VAA –Vista Alegre Atlantis S.G.P.S., S.A.. This group is the 6th largest tableware company in the world of the sector.

Exclusive Distribution

Exclusive Distribution has been set up to distribute brands renowned for their design panache, coupled with quality and skilled artisanship in manufacture. The aim of the new distribution company is to offer both the retailer and the consumer something different, not 'more of the same'.

The company has been set up by the team that run Chinasearch™ which is Europe's largest tableware replacement and matching service. As well as dealing directly with the consumer, Chinasearch™ also works with trade outlets (e.g. restaurateurs and hoteliers), large companies (boardroom china being a particular favourite), embassies, film and theatre companies (usually for period china)

For more information go to - <http://chinasearch.co.uk/>