

Dieter Neumann, Ralph Sadler, SG

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## Glasunternehmen Vista Alegre Atlantis Group und Glaswerk IVIMA, Portugal

Guten Tag Herr Neumann,

die Firma **IVIMA** ist unseres Wissens **1998 von der "Grupo Atlantis" gekauft** worden. (siehe unten)

Die Website ist folgende:

<http://www.atlantis-cristais-de-alcobaca.pt/ivima/pt/flash/en/index.html>

Anschrift und Ansprechpartner finden Sie unter:

<http://www.atlantis-cristais-de-alcobaca.pt/ivima/pt/flash/en/contactos.html>.

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<http://www.portugalinbusiness.com>

<http://www.visitportugal.com>

<http://www.atlantis-cristais-de-alcobaca.pt/ivima/pt/flash/en/historia.html>

In **1972** the factory was converted to produce top quality handmade lead crystal - the **Atlantis crystal**, which was launched on the American market that same year. Production was then divided between two factories - **crystal** was produced in the **Alcobaca** unit and **glass** was produced in the **Marinha Grande** unit.

**Atlantis** was founded in **1944** under the name Crisal - Cristais de Alcobaca, Lda with 80 employees, and began producing glass chandeliers. Shortly after, the factory turned to the production of tableware and giftware items. When the Raposo de Magalhães family took control (1952) the company began exporting to the United States and England.



Between **1952 - 1972**, **Atlantis** increased production considerably mainly because exports were reaching 50 - 75% of total production capacity. Production was centered on **handmade colored or clear pieces** with very simple cuttings. At this time the number of employees increased to over 500. Atlantis crystal was an immediate success on the American market mainly due to the very favorable price / quality relation and to its original and often innovative design. This market success allowed **Atlantis** to triple its production of crystal, reaching 7

tons per day in **1974**, and therefore creating opportunities in new markets. The Atlantis crystal was by then being exported to 20 different countries and has become famous as one of the purest crystals in the world.

During that same year, **1974**, the glass factory in **Marinha Grande** was converted to produce **automatic-made glass** in Portugal, which is nowadays, commercialized under the name CRISAL GLASS.

In **1985 Atlantis** decided do build a new factory to produce 10 tons of crystal per day, and moved to Casal da Areia, also in Alcobaca. In 1986 the company was listed on the Lisbon Stock Exchange.

In **1991** the production capacity of the **Marinha Grande** factory was increased to 50 tons/day.



**Atlantis** keeps on growing, and in **1994** great changes took place in the shareholding structure with control of the company being taken over by COFINA. A restructuring plan was put into action, mainly on the commercial side, and this originated strong investments in distribution through the opening of new **Atlantis own shops**.

During **1995** a new project called NEOVIDRO was launched to study the improvement of new technologies and energy consumption in the area of handmade glass. At the end of **1998** the new factory led by **Atlantis** was inaugurated.

In **1996** the **Visitor Centre**, was opened to the public in the Casal da Areia factory (Alcobaca), which includes shops, a museum, an auditorium and visits to the factory.

The ROYAL CRYSTAL by **Atlantis**, of automatic production, was also launched in **1996**. This is sold in specialized shops and in shops selling housewares. In the same way as with the Atlantis crystal range there is an emphasis on the quality and design of these pieces, albeit being a more affordable line.

In **1997** the company changed name to **Atlantis S.A.**, therefore taking on the name of its best-known brand. During that same year, and included in the commemorations of the Portuguese Discoveries, **Atlantis** made the largest crystal glass in the world for "Expo 98", which went into the Guinness - World Book of Records.

In **1998 Atlantis** invested strongly in their factories and built a new crystal furnace with a daily capacity of 12/13 tons. At the same time the company doubled the production capacity of the Marinha Grande factory, to 100 tons/day. At the end of this same year **the company bought IVIMA, a famous old company best known for its colored glass items.**



In **1999**, the Enterprises Complementary Grouping Vitrocrystal - Study and Project to Support Crystal Industry (Estudos e Projectos de Apoio à Cristalaria), constituted by the Association of the Crystal Industry (Associação dos Industriais de Cristalaria - AIC), Support Institute of Small, and Medium Enterprises (Instituto de Apoio às Pequenas e Médias Empresas - IAP-MEI), Technological Pottery and Glass Center (Centro Tecnológico da Cerâmica e do Vidro - CTCV), Portugal Investment, Trade and Tourism (Investimento, Comércio e Turismo Portugal - ICEP), Marinha Grande Professional and Artistic Scholl (Escola Profissional e Artística da Marinha Grande - EPANG), and that **Atlantis** takes part since **1994**, creates the Marinha Grande **MGLASS** project - glass/crystal produced in the glass region of **Marinha Grande** (include the cities: Leiria, Marinha Grande and Alcobaça). This project main objective is to make easier and faster the adjustment in the crystal environment industry (market and competition). As a result it is expected internationally to demark this Region and Mark.

By the end of **2000**, **Atlantis** and **Vista Alegre** began the fusion process creating the **Vista Alegre Atlantis Group**. This Group assumes the highest national Tableware position and the sixth higher worldwide. The holding that takes place with the fusion, manages many different areas such as: tableware, decorative and hotel china, ceramic insulators, tracings, pottery, crystal, hand

made and automatic glass, miner resources, retail and distribution chains.

Nowadays, **Atlantis** is the market leader in Portugal and exports to around 30 countries, with special relevance to the North American and English markets. **Atlantis** has 23 shops of their own and 9 shops Partner Atlantis in Portugal, one in Barcelona, and it is possible to find **Atlantis** pieces in over 3000 points-of-sale all over the world.

<http://www.atlantis-cristais-de-alcobaca.pt/sa/uk/historia.html>

### Vista Alegre Atlantis Group

Vista Alegre Atlantis Group is the result of the **merger** between two of the most prestigious Portuguese companies, market leaders and synonym of excellency and unequal quality - **Atlantis and Vista Alegre**. This Group assumes the highest national Tableware position and the sixth higher worldwide, since the end of **2000**.

The holding that takes place with the merger, manages many different areas: **tableware, decorative and hotel china, ceramic insulators, tracings, pottery, crystal, hand made and automatic glass**, miner resources, retail and distribution chains. To strengthen its position worldwide, Vista Alegre Atlantis Group bought a 25% share on 'Royal Worcester and Spode Limited' capital, which is responsible for the decorative and tableware china production and trade enterprises group, since the middle of the 17th century.

[http://rotadovidro.rt-leiriafatima.pt/rota\\_vidro\\_uk.html](http://rotadovidro.rt-leiriafatima.pt/rota_vidro_uk.html)  
[http://rotadovidro.rt-leiriafatima.pt/rota\\_vidro\\_pt.html](http://rotadovidro.rt-leiriafatima.pt/rota_vidro_pt.html)

### Glasherstellung in Marinha Grande

[...] Der Anfang der Herstellung von Glas in Portugal geht - soweit man weiß - auf das 16. Jhd. in **(1528)** in **Quinta do Covo bei Oliveira de Azeméis** zurück. Gebrauchsglas war jedoch in Portugal bereits bekannt, weil es wie Flachglas aus Produktionszentren rund um das Mittelmeer eingeführt wurde, um Fenster aus farbigen Gläsern zu fertigen, wie beispielsweise für das **Kloster Batalha (Ende der 1430-er Jahre) bei Alcobaça, Leiria oder Tomar (15. und 16. Jhd.)**.

In Portugal **begann die Herstellung von Glas zu Beginn des 18. Jhdts. unter der Regierung von König Dom João V. in der „Coima Royal Real Fábrica de Vidros de Coima“ (1719 - 1747)** am Südufer des Flusses Tejo. Der Mangel an Energie in der Region Lissabon in der ersten Hälfte des 18. Jhdts. zwang die Glasfabrik **1747 zur Verlagerung nach Marinha Grande**, wo es Sand und Holz für die Glasöfen im Überfluss gab. Nach der Verlagerung kam die Glasfabrik 1748 in verschiedene schwierige Situationen, die sie **1767 zur Stilllegung** zwangen.

Zwei Jahre später wurde die Glasfabrik Marinha Grande wieder eröffnet, diesmal geleitet von dem Engländer **Guilherme Stephens** (gest. 1803), der sie zu einer der wichtigsten Fabriken in Portugal machte. Er übernahm die Leitung der Glasfabrik nach dem Tode seines Bruders **João Diogo Stephens bis 1919** und vermachte sie

dem Staat Portugal [bequeathing it to the Portuguese nation].

Die Glasfabrik produzierte mit großen Unterbrechungen bis 1826, wobei die Besetzung durch Frankreich [Napoléon I., 1808 - 1811; [http://de.wikipedia.org/wiki/Geschichte\\_Portugals](http://de.wikipedia.org/wiki/Geschichte_Portugals)] die größten Probleme schaffte. Im folgenden Jahrhundert wechselten verschiedene Leitungen einander ab.

Von der zweiten Hälfte des 19. Jhdts. bis heute [2003] entwickelten sich neben der Glasfabrik Marinha Grande **Royal Glassware Factory** / Feis / JM Glass weitere Fabriken, von denen (nur?) Marinha Grande noch produziert [2003]. [...]

[SG: die Daten zu Stephens sind falsch: siehe <http://espr.ccems.pt/comenius/amarinha/AMHI0102.htm>]



**Guilherme Stephens**, English entrepreneur, born during the first half of the 18th century and **died in London in 1802**. In the beginning of **1769 he came to Marinha Grande and bought a small glassfactory**, which until 1748 belonged to his compatriot John Beare. It was inaugurated on the 7th July of the same year; he increased the facilities and the number of workers and endowed it with the most modern equipment of the time. Marquês de Pombal granted him permission to use all the wood he needed from the State pine-wood, during 15 years, a privilege that then became permanent. The factory was under the King's protection, because it was considered useful to the public and to the woods. **Stephens asked, from England, for skilled workers in the glass industry, hired five Genoese specialists and, having accepted a great number of workers to whom they taught their art**, he decided to build big and spacious workshops, just like the "pombalino" style. He transformed John Beare's small factory in one of the first glass-factories in Europe: **REAL FÁBRICA DE**

**VIDROS** (meaning, Royal Factory of Glass). He promoted culture and leisure among his workers, giving them primary school teachers of drawing and music. Following his example, other entrepreneurs of Portuguese nationality established their factories in Marinha Grande. Guilherme Stephens was helped by his **brother João Diogo Stephens**, that carried on the factory administration. In **1826 he donated it to the State**, "as a benefit to Marinha Grande in particular and use of this kingdom in general, as a sign of appreciation for the granted honours".“]

[SG: Die englische Übersetzung des portugiesischen Original-Textes ist nicht vollständig. Der portugiesische Text kann leider nicht übersetzt werden, ist aber verständlich im Vergleich zum übersetzten englischen Text.

„Dois anos mais tarde a fábrica reabriu, desta vez sob a administração do inglês **Guilherme Stephens (+ 1803)**, que a transformou numa das mais importantes manufacturas portuguesas.

**Funcionou aparentemente sem grandes interrupções até 1826**, apesar das dificuldades que atravessou no período das **Invasões Francesas**, época em que faleceu **João Diogo Stephens**. Este assumiu a administração da fábrica após a morte do seu irmão Guilherme Stephens, deixando-a em testamento à Nação Portuguesa.

A fábrica passou então por um período de quase um século em que se sucederam várias administrações, intercalando períodos de laboração com paragens, até **1919, altura em que o Estudo Português resolveu retomar a exploração da fábrica**.

Em 4 de Outubro de **1954**, passou a designar-se Fabrica **Escola Irmãos Stephens** e em **1992** encerrou, terminando o período de administração estatal. As instalações fabris foram vendidas ao industrial **Jorgen Mortensen**, que iniciou em **1994** mais uma fase de laboração, desta vez sob administração privada.

O conjunto arquitectónico da século XVIII foi entregue em **1994** ao Município da Marinha Grande. Foi então recuperado e nele foram instalados o **Museu do Vidro e a Biblioteca Municipal**, entre outros.

A partir da segundo quartel do século XIX e até aos nossos dias a par com a **Real Fábrica de Vidros da Marinha Grande / FEIS / JM Glass**, surgiram outras fábricas bem como outros centros de produção, dos quais se mantém o da Marinha Grande.

Siehe unter anderem auch:

- PK 2006-2 Neumann, SG, Vielleicht eine verrückte Geschichte: wurden die Reproduktionen alter Pressgläser von Baccarat und St. Louis, um 1840, bis 2003 in Portugal hergestellt? Das verschwundene Glaswerk IVIMA gehörte 1998 - 2003 zu Vista Alegre Atlantis Group!**
- PK 2006-2 SG, Das Glasunternehmen „IVIMA“, Portugal, ist seit 2003 spurlos verschwunden!**
- PK 2006-2 Neumann, SG, Die Ruinen der Glasfabrik „IVIMA“ in Marinha Grande kann man kaufen!**