



# NEWS

APR / JUN 2015, YEAR 32, No. 2



EXPO MILAN 2015 SHOWCASES  
CORK FROM AMORIM





AMORIM



# WINEMAKERS THINK THE WORLD OF US

All over the world, time and time again, Amorim proves to be the cork of choice for discerning winemakers. But it's more than just the superior quality of our closures. The strength of our global resources and our partnerships with

the wine industry speak for themselves, with international plaudits for our advanced production methods, quality control, environmental record, value for money and service. When it comes to wine closures, Amorim is worlds apart.

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## EDITORIAL

This issue of Amorim News showcases our latest initiatives, works and accolades that have placed cork, Corticeira Amorim and the skills of our staff at the service of expanding the areas of application of this unique raw material. The secret lies in cork's unique composition – 40 million cells per cm<sup>3</sup> – which delivers specific characteristics and advantages that are impossible to replicate.

The continuous development of more technically advanced and aesthetically appealing solutions for cork, furthers the loyalty of our existing partners and attracts new enthusiasts.

Our cork stoppers are the natural choice and Corticeira Amorim is the ideal partner – whether for traditional and prestigious wineries who choose to use high-quality natural corks to seal their wines, or bold new wine producers who are seduced by the innovation and convenience of the Helix packaging solution and producers who use our Top Series stoppers to seal their luxury editions of rare spirits.

As a counterpoint to our increasingly interconnected society, dependent on technological gadgets, there is growing demand for warm and natural environments, for which cork is the ideal solution. In this context, Wicanders' floor and wall coverings and MDFachada insulation solutions are being applied in new buildings, ranging from simple refurbishment works to key international developments, where cork is selected by world-renowned architects. For example, Corkcomfort flooring was recently chosen for the Towada Community Plaza (Japan), designed by the architect Kengo Kuma.

Every day, we're stimulated by new opportunities and challenges! Examples include the innovative and creative applications of cork presented this year in Milan – during Milan Design Week: the "Lunch Box" initiative, in partnership with T12 Lab and the students of the Nuova Accademia Belle Arti di Milano (NABA), and the James Irvine exhibition organized by the Museo del Novecento; and during Milan Expo 2015: the application of expanded cork agglomerate in the Brazilian Pavilion, a joint project of Studio Arthur Casas, the Atelier Marko Brajovic and Studio Mosae, as well as the playful creation, "You Make the Park", an urban furniture collection from FACTORY (a research centre of the Benetton group, coordinated by the designer Sam Baron) in cork, terracotta and wood. Overall, cork presents an infallible combination of key advantages: sustainability, creativity, expertise and respect for nature, with truly amazing results!

Best regards,

**Cristina Amorim**  
Director



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# EXPO MILAN 2015 SHOWCASES CORK FROM AMORIM

Partnerships with Corticeira Amorim made it possible to present cork's technical and sustainable credentials in this major international event dedicated to the theme, "Nurturing the Planet, Energy for Life", which runs until 31 October and will include 140 countries.



© Marco Furio Magliani 2015 FABRICA

*"You make the park",  
urban furniture collection  
developed by Fabrica*



"As we were designing works for the exterior, cork seemed to be the perfect material for this project and, obviously, Corticeira Amorim is the best possible partner. We feel proud to show that it is possible to create a unique design, by bringing together recyclable materials, savoir-faire and good ideas, with a basic principle of respect for nature."  
Sam Baron, Head of Design at Fabrica

The Fabrica research and communication centre, a member of the Benetton Group, was selected in a public tender launched by Expo Milan to design a leisure area, aimed at enriching visitors' experience to this world exposition. Under the theme "You make the Park", the proposal is developed around an innovative collection of outdoor furniture, whose main materials are cork, terracotta and wood.

Developed in close connection with the Expo's theme, this line of sustainable furniture evokes the concept of "what comes from the earth, returns to the earth", supporting the use of materials that are 100% natural and recyclable, wherein cork is the finest example.

"You make the Park" is presented as a range of 60 items of furniture – benches, chairs, loungers and tables – that invaded the Piazza dei Tigli, next to the Open Theatre. The items – with simple design, cleanly worked and comfortable – occupy different parts of the Park and invite the visitor to enjoy a unique sensory experience, a moment of conviviality, relaxation or socialising outdoors.

The collection's innovative effect is related to the furniture's modular character, wherein the items may be used in different formats and easily moved, thereby encouraging interaction with visitors, who are constantly challenged to create their personalised space. The area is therefore constantly altering, transforming itself in form and in colour, according to the changing seasons.

Alongside Corticeira Amorim, three more companies were partners in this project, all of whom are leading companies in their respective sectors: Deroma (Galestro terracotta), Prosign (wood) and Alquimia White, Red & Green (digital platform).

[www.youmakethepark.com](http://www.youmakethepark.com)



### **Brazilian Pavilion**

Amorim Isolamentos was responsible for producing the MD Fachada expanded cork agglomerate used in the Brazilian Pavilion at Expo Milan, a project coordinated by Studio Arthur Casas and the Atelier Marko Brajovic, with consultancy work by Studio Mosae. The pavilion stands out due to its unconventional design, in which the architectural and scenographic elements appear to be intimately connected. This represents a further example of the use of cork on the façades of the buildings during major international expositions.

According to the architect Dario Pellizzari, of Studio Mosae, "The choice of MD Fachada cork agglomerate allows us to offer an innovative solution which, with a thickness of only 80 mm, ensures a good level of thermal insulation for the building." He adds that "this is a 100% natural raw material and its use has no negative impact in terms of greenhouse gas emissions."

The Brazilian Pavilion is composed of two contiguous buildings, with distinct characteristics: an open gallery, made of steel, includes a mezzanine-level pedestrian network that allows visitors to observe the typical biodiversity of the country below their feet, on the ground floor. This is complemented by a second closed building, entirely covered by expanded cork agglomerate, a material which, when subjected to variations in climate, becomes a bit lighter, a perfect combination with the rusty colour of the selected steel.

Since the start of Expo Milan 2015, the Brazilian Pavilion has been one of the most noteworthy buildings of the event, as a good example of a construction where sustainability is omnipresent, demonstrating that it is possible to create good content with a reduced environmental impact.



# CORTICEIRA AMORIM AT MILAN DESIGN WEEK

***Various initiatives ensured that cork remained in the spotlight for the fifth consecutive year in the world's biggest design event.***

Corticeira Amorim attended Milan Design Week and presented innovative cork projects which explore the natural, technical and aesthetic characteristics of this unique raw material.

## TRIBUTE TO JAMES IRVINE: "AN ENGLISHMAN IN MILAN"



The Novecento Museum hosted the exhibition "James Irvine. An Englishman in Milan", sponsored by Corticeira Amorim – in tribute to the well-known British product designer. Curated by Maria Cristina Didero and Marco Sammicheli, the exhibition showcased James Irvine's famous "treasure boxes" and included many of the designer's key works – such as prototypes, sketches and the different materials that he studied.



Stow It

The projects presented include two works by James Irvine developed for Corticeira Amorim, shortly before his premature death: SIX, a transportable mini wine rack from the MATERIA collection, launched in 2014, and STOW IT, a wall module included in the Metamorphosis project, of 2013 – both of which highlight the designer's special connection to this natural material.

### About James Irvine:

James Irvine (b.1958, London – d. 2013, Milan) was a notable industrial designer who graduated in 1984 from The Royal College of Art, London. The same year he moved to Milan, Italy. From 1984 to 1992, he was a design consultant for the Olivetti design studio in Milan. In 1988 James Irvine opened his own design studio, whose first clients were Cappellini and SCP. In 2004, he was elected an RDI (Royal Designer for Industry) by the Royal Society of Arts in London. In 2007, Irvine was awarded an Honorary Doctorate in Design from Kingston University.

In 2006, he founded James Irvine Srl in Milan, a design studio that has worked with various internationally-renowned companies, including Alfi, Alias, Arper, Artemide, B&B Italia, Canon, Coro, Foscarini, LG, Magis, Marsotto Edizioni, MDF Italia, Muji, Olivari, Olivetti, Pamar, Phaidon, Ströer, Thonet, Whirlpool, WMF and Zumtobel.



Six

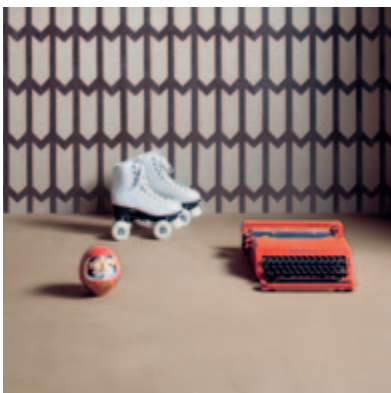
## NABA WORKSHOP/T12 LAB



**Lunch Box** is an initiative developed in the framework of the project, *T R A N S I T design for the city*, inspired by the international phenomenon of the takeaway lunch. Curated by T12 Lab, new models of lunch boxes, made from cork, have been designed by NABA's design students (Nueva Academia Belle Arti di Milano), aimed at raising awareness of the need to reduce waste – one of the main challenges facing Western society.

According to curator Dominique Kuroyanagi it was essential to use "a natural material, that has optimal insulation qualities and is 100% recyclable." Lucia Cavalieri, tutor of the workshop at Milan Design Week, emphasised that, after coming into contact with cork, "one easily perceives the hidden qualities of this natural material".

## EXIT: DESIGNED BY STUDIO IRVINE FOR MATTEO BRIONI



A new modular system, that functions as a wall or floor covering, has been developed by Studio Irvine for Matteo Brioni – a designer recognised for his link to natural materials. Using materials such as cork (still in the prototype stage), marble and terracotta, mixed with raw earth, **Exit** is designed with a palette of colours close to the tones of clay and has a natural texture. It is a highly customisable system due to its use of earth colours, different possible configurations and wide range of high quality materials.

## "TRIOMPHE IN TAVOLA" EXHIBITION, BY ISABELLE RIGAL



Isabelle Rigal, a Franco-Italian designer who is renowned for combining design and art, presented the exhibition, "**Triomphe in Tavola**", at the Palazzo delle Stelline.

The inspiration underlying this initiative was "socialising at the table", through which the designer explored different culinary aspects, by evoking different natural components using various materials – cork, wood, textiles and lighting. New artistic creations were presented in cork, developed with support from Corticeira Amorim. The models were placed outside and evoke the shape of a large Champagne cork.

"The fact that we at Corticeira Amorim are challenged to take part in various initiatives at the world's leading design venue is a clear sign not only of the prestige that cork enjoys today, but also a validation of the company's strategy, which has long identified this area as one of great potential.", says Carlos de Jesus, Corticeira Amorim's Director of Marketing and Communication.



# HELIX CONQUERS WINE PRODUCERS AROUND THE WORLD

***Wineries in Spain, Germany, Austria, Italy and France are implementing an innovative packaging concept developed by Corticeira Amorim and O-I***

Helix is the first ever wine packaging solution to combine an ergonomically-designed cork stopper and a glass bottle with an internal thread finish. It is easy to open – dispensing with the need to use a traditional corkscrew – and has thereby introduced the concept of convenience to an age-old wine packaging solution, thus maintaining the key benefits of cork and glass: quality, sustainability and premium image.

Developed for *popular premium* fast-turnaround still wines, Helix offers the additional advantage that it may easily be implemented in production lines. Since its launch, it has won the admiration of prestigious wine cellars throughout the world.



## **Finca La Estacada Spain**

Finca la Estacada has just launched an innovative range of wines that breaks with the winery's classic image. The new brand, *Hello World*, packaged using the Helix solution, is directed at young consumers and fans of traditional aromas.

The final result is an elegant twist-to-open bottle, which combines various kinds of grape varieties, such as *Cabernet Franc*, *Prieto Picudo* and *Petit Verdot*, that are cultivated on the estate, using a process of simultaneous alcoholic and malo-lactic fermentation. "The ability to innovate is not restricted to offering different varieties of wine. It's also about creating new wine-related products, which constitute a hallmark of quality, convenience and sustainability, as exemplified by the Helix solution" explains Marisol Cantero, Director of Finca La Estacada.

## **Bruendy and 3DC Tredici Austria**

In March, two leading Austrian wine cellars decided to adopt the Helix system. Bruendy, from Feuersbrunn, and 3DC Tredici, from Sollenau, have adopted the solution for their white and red wines. In a market where aluminium screwcaps are the market leaders, this is a great opportunity for these brands to reinforce their distinctive positioning, which combines premium value, convenience and sustainability credentials.

Despite his initial reluctance, Rudolf Bruendlmayer, of Bruendy, decided to adopt this solution, because: "The consumer will perceive our innovation capacity. Bottling a young wine with cork is undoubtedly newsworthy in this market. Helix is also an eco-friendly system and easy to open, dispensing with the need for a corkscrew".

3DC Tredici is a longstanding fan of cork stoppers, and was one of the earliest adopters of Helix, because, as Director Michael Lang explains: "I want to show innovation to my customers and I am convinced



that my new wine and the Helix system will complement each other perfectly”.

## Herbert Bretz Germany

March also saw the first bottling of Pinot Gris 2014 wines using the Helix solution, produced by the winery Weingut Herbert Bretz, in Bingen am Rhein, Germany.

Syre-Wilbert, co-owner of Herbert Bretz, was enthusiastic from the outset with the idea of playing a leading role in adoption of the Helix solution in Germany: “We believe our customers will be amazed by this innovation. A natural cork stopper - which is easy to open and reinsert - seems perfectly suited to our wine”, he states.

## Vinitaly 2015 Italy

Wines from the Tuscan winery Castellani, together with a selection of wines from Spain, Portugal and France, were the hosts of the 2015 edition of Vinitaly. All have successfully adopted the Helix packaging solution.

During Vinitaly there was a wine-tasting event, commencing with “Ziobaffa Pinot Grigio IGT Bio 2014” and “Chianti DOCG Pindar”, from Castellani, followed by “S de Sol”, from Alentejan winery Ervideira, “Bianco & Rosso”, from La Estacada (Castilla-La Mancha, Spain) and finally, “Cuvee Mythique” from Val D’Orbieu (Languedoc-Roussillon, France).

According to Carlos Santos, director of Amorim Cork Italia, “Corticeira Amorim and O-I seek to establish themselves as leaders in packaging innovations. This is undoubtedly a cutting-edge concept which has already been adopted by over 30 wineries in Italy, including some of the world’s leading wineries”.



## HELIX RECEIVES 7<sup>TH</sup> INTERNATIONAL AWARD

The Helix packaging system received the *Best Green Launch* award at the 2015 edition of the *Drinks Business Green Awards* in London.

The event was hosted in one of London’s most prestigious venues, the Ivy Restaurant, where Patrick Schmitt, editor of the *Drinks Business* magazine, emphasised the revolutionary nature of this packaging solution, which overcame tough competition thanks to its surprise effect: “Helix’s appeal is based on its convenience and ease of opening, and also the fact that it continues to offer cork’s sustainability credentials.”

This important recognition comes in the wake of various other awards won by Helix since its launch at Vinexpo 2013, including “Packaging Oscars”, in France and Italy. This path-breaking solution has received the highest compliments, and has already been described as the most innovative packaging concept of the 21<sup>st</sup> Century.

## TOP SERIES® CORK STOPPER SELECTED FOR KWV NEXUS BRANDY

*Top Series®*, – Corticeira Amorim’s prestigious brand of capsulated stoppers – has been selected to package the 30-year-old brandy, KWV Nexus. Red Baltic Amber was the cork stopper chosen by the producer, KWV. Designed for the Premium segment, the stopper is red, spherically shaped, and has an appealing and seductive format, reminiscent of a button about to be pressed. Designed by David Reade, the packaging for the brandy bottle uses interlaced wood, which slides open to reveal the beauty of the bottle.

According to Peadar Hegarty, KWV’s Director of Marketing, the choice of unconventional packaging was “an irreverent option, created with natural products, in line with the brand’s philosophy : Finish Great”.





## CORK HIGHLIGHTED AT TEKTÓNICA 2015

***Amorim Isolamentos and Amorim Revestimentos presented their solutions in the prestigious International Construction and Public Works Fair, held at FIL, in Lisbon, from May 6 to 9.***

In the context of a partnership with Gyptec Ibérica, Amorim Isolamentos was represented at Tektónica 2015, including presentation of the auditorium building of the Portuguese Architects Association (Ordem dos Arquitectos) - the Gyptec Business Auditorium. Expanded cork agglomerate was the predominate material used – applied on the floor, walls and also in the furniture.

The development of the Business Auditorium was inspired by the Gypcork board - a multi-layered building solution that combines two excellent Portuguese products - Gyptec laminated plaster boards and expanded cork agglomerate, from Amorim Isolamentos. It is a sustainable solution, with low embodied energy, and excellent performance in terms of thermal and acoustic insulation, responding to the needs of sustainable rehabilitation.

Amorim Revestimentos also participated in the trade fair, via its Leiria-based client, Gosimat, which promoted the new Hydrocork collection, from Wicanders. Launched at the beginning of the year, this is the first floating floor solution to combine reduced thickness, water-resistance and the traditional characteristics of cork.

## LANDMARK BUILDINGS



### **Sacred Heart Church in Bilbao**

Location: Bilbao, Spain  
Product: Woodcomfort W314007 Nogal

### **Pureland Amitabha Buddhist Association**

Location: Kuala Lumpur, Malaysia  
Product: Dekwall

### **Jakarta Australian International School**

Location: Jakarta, Indonesia  
Product: Corkcomfort Floating HPS



### **Lagar do Cais Restaurant**

Location: Lisbon, Portugal  
Product: Vinylcomfort Arcadian Rye Pine and Clic Seal

## AMORIM CORK SOUTH AFRICA TAKES PART IN THE KBAC FLOORING EXPO

Amorim Cork South Africa attended the Flooring Expo, organised in May in Cape Town, by the company, KBAC. This was an opportunity to publicise the Wicanders brand, showcasing all the product lines, in particular the Hydrocork range, a product that was highly appreciated by visitors – including architects, interior decorators and designers – due to its reduced thickness, water-resistance and incorporation of cork.

## AMORIM REVESTIMENTOS STRENGTHENS ITS IBERIAN DISTRIBUTION CHAIN

***... in Leroy Merlin, in Portugal***

CorkLife® collections, in the Cork, Vinyl and Wood lines, are already available in Leroy Merlin stores in Portugal. Amorim Revestimentos has thereby strengthened its Portuguese distribution channel, complemented by a training programme for Leroy Merlin's teams, thus offering end customers a distinctive product.

***...and in Bricoking, in Spain***

Decolife® floorings are already part of the product catalogue of the Bricoking stores, in Spain. The first step was taken with the introduction of the solutions in the Coruña store and the Bricoking brand now has over 20 sales points throughout Spain.





*In Japan, cork flooring has a big future, if people understand the warmth and excellent maintenance of this material they will use it more and more.*

## BUILDING DESIGNED BY KENGO KUMA WITH WICANDERS FLOORING

A flooring solution from Wicanders, of Amorim Revestimentos, is one of the main elements used by Kengo Kuma for construction of Towada Community Plaza, in Japan.



The community centre is a cosy space where children and adults can socialise. It was designed on the basis of the city's distinctive architectural characteristics. In terms of comfort and thermal and acoustical insulation, it includes approximately 350 m<sup>2</sup> of Wicanders Corkcomfort glue-down HPS flooring (HPS Nuances Castagna).

Admired worldwide for his blend of tradition and modernity, always with the presence of nature, it should be remembered that during refurbishment of Tokyo's Nezu Museum, Kengo Kuma used 1600 m<sup>2</sup> of Wicanders cork flooring. He explained that he was motivated by the "smoothness of the cork, which can resolve many social problems and, simultaneously, generates new opportunities for architecture and design. In Japan, cork flooring has a big future, if people understand the warmth and excellent maintenance of this material they will use it more and more."

## FORMULA STUDENT WITH CORK FROM AMORIM

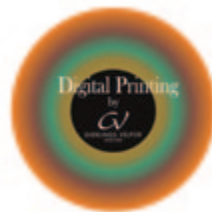
Formula Student is one of the world's biggest university motor sport events, in which students submit a proposal for the fastest car, which has implicit vehicle sustainability principles, also in relation to the feasibility of its market launch.

Amorim Cork Composites supported the project, FSIPLeiria – Formula Student Leiria Polytechnic Institute, by supplying Corecork cork composite. Used between layers of carbon fibre in the car's body, the Corecork solution enables improved resistance to propagation of fissures, and greater thermal insulation and pilot comfort/safety, maintaining the freedom of design essential to the car's aerodynamic performance.



## DIDACTIC GAMES WITH A CORK BENCH

The Porto design and architecture studio, Peel Living Projects (PLY&co), has developed a new line of ecological and didactic furniture, based on the concept of reducing waste of raw materials through the creation of new products. A notable example is a children's bench, made entirely from cork, put together without the use of glue or any mechanical fixtures.



## GIERLINGS VELPOR LAUNCHES DIGITAL PRINTING SERVICE

Gierlings Velpor has just launched a *digital printing* service for textiles and velvets which uses one of the most advanced printing techniques to offer a vast range of possibilities for personalisation, greater flexibility, lower production costs and more competitive delivery times, in comparison with traditional methods. The main difference of the new service is that it offers high precision printing with continuous chromatic tonality, and is also more ecological.

## ACOUSTICORK SUB-FLOORINGS CERTIFIED BY FLOORSCORE

AcoustiCork cork sub-floorings, from Amorim Cork Composites, have been certified by the FloorScore programme. 11 cork sub-floorings have received this quality seal – which represents an important competitive advantage for projects with LEED or other sustainability requirements.

Acousticork sub-floorings have been developed in line with building norms that aim to control noise levels in floors and ceilings made of wood, laminate, ceramic, natural stone, as well as for vinyl and other resilient solutions. In addition to reducing noise transmission in multi-family and commercial facilities, the Acousticork range offers thermal insulation and suppression of fissures, noise reduction in rooms and greater walking comfort.





## CORK IN THE EXHIBITION OF THE HOLY SHROUD, ITALY



Cork has played a key role in the construction of the new prayer building for pilgrims – the *Penitenzieria* – at the Exhibition of the Holy Shroud in Italy. Located next to Turin Cathedral, the new building uses expanded cork agglomerate for technical thermal and acoustical insulation, and also on the façade, fruit of a collaboration with Amorim Isolamentos, via its Italian distributor, Tecnosugheri.

The *Penitenzieria* is the result of a partnership between Amorim Isolamentos and be-eco – a *start-up* launched by Turin Polytechnic. The building is a sustainable architecture project and was designed for an event that attracted one of the largest numbers of pilgrims in the world, largely due to the visit of Pope Francis.

Expanded cork agglomerate was used in three different areas: the roof; the lateral wooden structure, and on the exterior, that supports the ventilated façade. The building entrance is covered with MD Fachada, that aims to emphasise the eco-sustainable philosophy underpinning the entire project.

“This is a 100% recyclable material that has optimal technical performance in terms of thermal and acoustical insulation, may also be used on the building’s exterior and has high durability” explains the architect A. Spinelli, responsible for the be-eco start-up and a member of the Holy Shroud Committee.



## FIRST HOTEL IN THE AZORES COVERED WITH CORK

The Santa Barbara Eco-Beach Resort is a new hotel unit in the Azores. Recently inaugurated on Santa Barbara beach in S. Miguel, it stands out in the region due to the fact that

the façades of its 14 villas are covered with MD Fachada expanded cork agglomerate, from Amorim Isolamentos.

Developed by the architectural firm, M-Arquitectos, the design of this new housing unit is based on three key pillars: landscape design, respect for nature and integration.

The project uses an innovative construction concept (Light Steel

Framing) which allows construction to be more energy efficient. 95% of the materials are reusable, which means that they can still be used if the building is relocated. MD Fachada expanded cork agglomerate was chosen because it is a 100% natural material, is durable, delivers excellent thermal insulation performance and also complies with another requirement of the project – complete integration with the surrounding environment.



## CORK BEEHIVE FEATURED IN EXHIBITION IN MADRID

The art work made from cork, *Cork Beehive*, by Polish artist Ana Loskiewicz was included in the exhibition *"Human Resources: Some examples of sustainable design"*, in May 2015 at Madrid's CentroCentro, next to Plaza de Cibeles.

*Cork Beehive* won an international competition sponsored in 2012 by Corticeira Amorim which – during the Domaine de Boisbuchet workshops and with involvement of the Vitra Design Museum – challenged the international design community to conceive new applications for cork or improve the current portfolio of products from the industry.

The winning project, *Cork Beehive*, is a cork-based modern beehive, within the framework of the sustainable spirit of an urban landscape, where beekeeping is increasingly popular.



Abdefateh Abdelmalek, Director of Cooperation and Regulation of the General Directorate of Algerian Forests delivers the award to Francisco Carvalho, of Amorim Florestal

## CORTICEIRA AMORIM RECEIVES A FORESTRY BIO-ECONOMY AWARD

During the recent IV Mediterranean Forestry Week, in Barcelona, Corticeira Amorim received the Forest Bio-Economy Award, in recognition of its role in protecting and developing the Mediterranean area's most significant forest species – the cork oak tree. The award was presented by the European Forest Institute and by the Generalitat of Catalonia regional government, with the collaboration of the General Directorates of Forests of the Mediterranean Area.

Dedicated to the topic *"Improving Livelihoods: the role of Mediterranean forest value chains in a green economy"*, the objective of this edition was to strengthen synergies between stakeholders, promote cross selling between sectors and, in particular, to reinforce the goals for the creation of a sustained green economy in the working strategy of the Mediterranean Forests, that had previously been drawn up.

It should be remembered that, although it does not own forests, Corticeira Amorim has pioneered important initiatives to preserve cork trees throughout the Western Mediterranean Basin.



## QUINTA NOVA DISTINGUISHED IN THE INTERNATIONAL DESIGN AWARDS

The book “250 Years of Stories”, from the Quinta Nova de Nossa Senhora do Carmo estate, was awarded the Silver Trophy in the INTERNATIONAL DESIGN AWARDS – an annual international competition which highlights the world’s finest works in the fields of design, creativity and innovation.

Competing against many other candidates, the book was developed by the Portuguese advertising agency, OMDesign, and received this important award in the category of Graphic Design.



“250 Years of Stories” is written by José Braga-Amaral, with a preface by Bento Amaral, and was launched in late 2014, in a bilingual edition. More than an institutional book, this work, which commemorates the 250 years of the Quinta Nova wine cellar (1764 – one of the oldest in the region), revisits the Douro with a modern and differentiating eye. The many stories of the estate portray a new “winegrowing region”, complemented by spectacularly beautiful photographs. A perfect match between a prestigious Portuguese brand and the best in Portuguese design.

## QUINTA NOVA PROPOSES HELICOPTER TRIPS



In partnership with Helitours, Quinta Nova has just created a programme for tourists to get to know the Douro region by helicopter. This is an exclusive service for customers, that offers a unique travel experience over the Douro river and its terraced vineyards, complemented by a trip through the estate.

The helitour uses a Robinson R44 helicopter, and is available twice per week, on Wednesdays and Thursdays, subject to prior reservation and with two options: a regular 45-minute trip to the Valeira dam or, alternatively, a 30-minute flight with a 4-hour stop at Quinta Nova, for wine tasting and lunch at the Conceitus restaurant.

It is also possible to fly over the vineyard-lined valleys and the majestic steep slopes of the Douro Valley, subject to prior booking, in different periods and with programmes tailored to the needs of each customer.



# FINANCIAL TIMES LISTS CONCEITUS AS THE DOURO'S FINEST RESTAURANT

The weekend supplement (*"How to Spend it?"*) of UK newspaper, the Financial Times (FT), included a special report on the Douro, which it describes as a new and dynamic region and identifies the winery restaurant of the Quinta Nova N. S. Carmo estate as having "the most impressive cuisine".

The 4-page supplement on the Douro region portrays a zone that has been highlighted internationally as a holiday destination for upmarket tourists. After decades centered around the Port Wine cellars in Vila Nova de Gaia, the supplement notes that enotourists increasingly want to experience the "terroir", learn the stories behind the bottles of wine and get their hands dirty during the harvest season.

Amongst several prestigious restaurants in the region, the FT highlighted Conceitus as a restaurant that offers excellent cuisine, e.g the Maronesa veal tartare, with ginger and vine leaf herbal tea, prepared from the local vineyard, which is brought to the table every day by Chef José Pinto as a "palate cleanser".

This prestigious distinction was recently complemented by the attribution of the *Best Wine Tourism Award – Wine Restaurant*, from the Great Wine Capitals Network. A successful panoramic restaurant that transforms each visit into a magnificent experience of the Douro valley.



## NEW POMARES: 2014 VINTAGES

The new vintages of the Pomares range are already on the market. With an excellent quality/price relationship, the 2014 vintages of Pomares Branco, Gouveio and Moscatel offer wine lovers a unique experience in terms of intensity and involvement.

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