

Year 22 Ju<u>l/Aug/S</u>ep 2005

## **The Lake Resort** Humanity-Nature-History-Dreams



"The Lake Resort & Apartments" is the most recent enterprise from Amorim Turismo and Amorim Imobiliária in Vilamoura, Algarve. It is a completely innovative luxury complex that intends to change the way Tourism is viewed in Portugal. (page 3)

**DEUDS** Ietter



propes a success at the Aichi Expo





### Editorial

#### With

W ith batteries recharged after the summer, we again bring you up to date with the latest news concerning the Amorim Group.

We begin by highlighting the fantastic reaction to the "presence" of cork in the Portugal Pavilion at the Expo Aichi. In this large-scale World Exhibition, which took place in Japan until 25 September, the theme was "Nature's Wisdom", with more than 120 countries presenting different solutions for a more harmonious life at one with nature.

The opening of "The Lake Resort" in Vilamoura – a five-star luxury enterprise boasting unrivalled features – invites tourists to discover a new vision of the hotel business in Portugal.

Another highlight of this edition is the inauguration of the Hotel Rural Burmester, the first hotel linked to the Demarcated Region of the Douro, in the beautiful setting of the Quinta Nova de Nossa Senhora do Carmo estate.

The unceasing endeavour of our companies is again in evidence as the FSC – Forest Stewardship Council certification was awarded to the Industrial Unit located in Coruche by Smartwood, and the Sofitel Thalassa Vilalara earned the Wellness Award 2005.

We look forward to more good news in the next edition.

#### **Credits**

HEADQUARTERS: Rua de Meladas nº 380 - 4536-902 Mozelos VFR COPYRIGHT: Grupo Amorim DIRECTOR: Eduardo Correia CO-ORDINATION AND EDITORIAL: Plenimagem, Lda. PUBLISHING: Grupo Amorim DESIGN AND DESKTOP PUBLISHING : Plenimagem, Lda. PRINTING AND BINDING: Punto Gráfico TRANSLATION: Philos, Lda - www.philos.pt DISTRIBUTION: Grupo Amorim PACKAGED BY: Almeida Pereira - Embaladora, Lda Marketing Centre PERIODICITY: Quarterly ISSUE: 24 OOO copies LEGAL DEPOSIT: VG-914-2001

#### Summary

AMORIN

	2
The Lake Resort Humanity-Nature-History-Dreams	1/3
Studio Residence Antas Campaigns	3
Footcork: "Intelligence by Nature"	4
Cork floors with high-quality genuine wood veneer Elegant, hard-wearing and comfortable	4
Cork proves a success at the Aichi Expo	
ISOT 2005 Fair – Cork Nature in Japan	5
Amorim Space – Discover your space here	6
CAI Thematic Week	
3 <sup>rd</sup> Amorim Golf Cup	- 6
Hotel Rural Burmester opens!	-7777777777777-
"Terramundo" – Amorim & Irmãos provide outdoor training	- 7
Campo Grande 6 houses Schneider 100%	- 8
"DESIRE" – summer show at Figueira Casino	- 8 -
Coruche Industrial Unit awarded FSC Certification	- 8 -
Dolce Vita sponsors Coimbra football team	-9-
Dolce Vita Porto makes donation to the Portuguese Cerebral Palsy Association	
Corticeira Amorim Indústria "Cork Meeting" - Debate strategies and improve results	
Figueira Casino Prizes 30 million euros paid out in 1st six months of 2005	
Duque D'Ávila: prestige and occupation	10
Sportsforum: from Dream to Reality	
«Rock in Casino» 2005 enlivens Figueira Casino	
Figueira Casino has a new Traditional Gambling Hall	12
Main Hall of Figueira Casino reopens	12
Wicanders 4000 Series A special and welcoming atmosphere at the Qi Lounge Bar in Cambridge	13
Corticeira Amorim Indústria providing solutions in the USA to reduce ceramic floor impact noise	14
Torres de Lisboa (Lisbon Towers): a new era of companies	14
Healthy diet at the Mercure Hotels Training courses and culinary fortnight	- 15 -
Ibis Hotels organise foreign beer fortnights	
Sofitel Thalassa Vilalara receives Wellness Award 2005 Belgian tour operator honours Thalassotherapy Centre	
Sofitel Thalassa Vilalara - new contacts for bookings	
Quinta Nova de Nossa Senhora do Carmo Excellent wines from the 2003 harvest	16





3

## **The Lake Resort** Humanity-Nature-History-Dreams





The first sand swimming pool in Europe

"The Lake Resort & Apartments" is the most recent enterprise from Amorim Turismo and Amorim Imobiliária in Vilamoura, Algarve. It is a completely innovative luxury complex that, in creating a new way of looking at tourism and the customer, intends to change the vision of the hotel industry in Portugal. This five-star resort encompasses a luxury hotel containing 192 rooms and 95 tourist apartments, complemented by several bars and restaurants (one of which is floating), two swimming pools (one of which has a sand base), a large SPA (inspired on the theme "Five Continents, Five Senses"), a Library, and areas set aside for exhibitions and special events. To finish off, the resort has a beautiful setting, a large lake of crystal clear water and magnificent gardens!

Humanity-Nature-History-Dreams are the four pillars on which "The Lake Resort & Apartments" is based, which pays tribute to the glorious epoch of the Portuguese Discoveries, triggering a new era of exchange of cultures, products and experiences. At the hotel each customer feels transported into an authentic journey around the world!

With "The Lake Resort & Apartments", Amorim Turismo has launched a new hotel brand onto the market: "Blue & Green", inspired on its close relationship to Nature. The essence of "Blue & Green" focuses on a new attitude of the employees towards one another and towards the customers. A big part of the new brand also involves the facilities the customers are encouraged to take advantage of, triggering pleasant sensations and emotions, challenging them to delve into a new world of experiences that will surprise them!

To book, contact: Tel: 289 320728 E-mail: reservas@thelakeresort.com

### Studio Residence Antas Campaigns



The Studio Residence Antas campaign, which began in May, has recently been strengthened through non-stop press advertising in the Público and Jornal de Notícias newspapers over a 4-month period. Until the end of the year the advertising campaign will continue to carry the image of the footballer Luís Figo, using the slogan "playing at home is playing to win", reinforcing the message that the Studio Residence apartments constitute a secure investment.

Also as part of this campaign, the marketing drive will be complemented with the distribution of leaflets and the release of more press adverts bearing the message "Buy a house. It's as easy as buying breakfast". The promotion involves the opportunity for the first 50 customers, of purchasing a Studio Residence apartment for er the first year

only  $\in$  3.50 a day, whereby we will pay the interest over the first year.

It is forecast that a sizeable proportion of the public will be attracted to the campaign, owing to the extremely enticing conditions and the quality, innovation and profitability of the Studio Residence product.

### **G**ootcork: "Intelligence by Nature"

Throughout recent years Corticeira Amorim Indústria has carried out marketing drives to raise awareness of its cork products.

Since mid 2004 a change of approach has taken place, with a new strategy and approximation to the market through partnerships, innovation and development of new products. The goal is also to rejuvenate the image of cork, lending it a more modern and technological image.

In the footwear segment, and in accordance with this policy, a new set of brochures has been produced which aim to show the current and new applications of cork, so as to attract new customers through an undeniable and absolute truth: cork has the strength and intelligence of a natural product, and adapts to each application of the footwear segment.



### Cork floors with high-quality genuine wood veneer Elegant, hard-wearing and comfortable



nein

Cork floors of the 3000 and 4000 Series are something very special: Amorim Revestimentos has allied the natural elegance of wood with the advantages of a cork floor. Protected by the robust vinyl layer, its beauty remains unchanged for years, even when coming under heavy strain.

The plank dimensions of the 3000 Series, formerly Wood-o-Floor, with CORK-LOC for a glueless floating application, are 900 x 185 x 12 mm. The high-quality genuine wood veneers are available in ship deck and country house plank patterns, whereas you can choose between trendy woods such as mahogany, cherry and red oak or classics like beech and maple. The hard-wearing 0,5 mm top layer of vinyl protects the woods against scratches and buckles for a long time: The floors can be applied both in highly frequented rooms of the house – the entrance, kitchen, corridors – and also in working environments.

Of course, the 3000 Series presents all the advantages of a cork floor. The flexible cork central layer is elastic and guarantees a high walking and standing comfort. The integrated cork insulation base provides pleasant warmth and reduces both room echo and impact sounds more clearly than many others floor covering. Care is inexpensive and uncomplicated.

The plank dimensions of the 4000 Series, formerly Wood-o-Cork, are 900 x 150 x 3.2 mm and its whole surface is glued to the subfloor. Also in this series a hard-wearing top layer protects the wood veneers. The decorations are the same as for 3000 Series. Amorim Revestimentos grants a 10-year guarantee on the construction and surface (up to class 33) for both series.

### Cork propes a success at the Aichi Expo

The participation of the Amorim Group in the Portugal Pavilion at the Aichi 2005 Expo in Japan was a big success. The interest shown by the visitors was such that the Commissioner asked us to produce a catalogue about cork in Japanese. Confirming this success, the sales of the Gifts provided by the CAI in the Pavilion Shop outstripped forecasts.

Portugal Day at the Aichi Expo was held on 24 May and was attended by the President of the Republic, Jorge Sampaio, who obviously paid a visit to the Portugal Pavilion. He was impressed with the way cork blended into the theme of the exhibition "Nature's Wisdom". The Amorim Group was represented by José Araújo Silva, Director of Corticeira Amorim SGPS and Chairman of Amorim Revestimentos, SA.

The Amorim Group held two seminars, on 26 May and 5 July, where they made a presentation of Portugal, of cork as a natural product and of its particular features and potential. The 26 May seminar was opened by José Araújo Silva. These seminars were very well received by the Media, and led to several press articles and a request for the production of a television programme.

The Amorim Group, Corticeira Amorim SGPS, Corticeira Amorim Indústria and Amorim

Revestimentos were also presented. After theses presentations, a Port Wine welcome drink was served, followed by the respective visit to the Portuguese Pavilion. At the start of September, in addition to another seminar, a "Cork Week" was also held in the Portugal Pavilion, focussing on the different applications of cork. Without doubt, cork definitively left its mark at the Aichi Expo!





neus

AMORIN

### **JSOT 2005 Fair** – Cork Nature in Japan

Corticeira Amorim Indústria was again represented in Japan, at the ISOT 2005 Fair. While the stand maintained the corporate image we have built up at office material fairs over the past 2 years, it broke with our traditional product communication technique, adopting a new philosophy per field of application (e.g. "children's boards"). The ISOT fair proved a big success.

Although the number of visitors fell short of the fair's best years, which is understandable



given the cooling of the Japanese economy in recent times, the quality was much higher than expected. Visits to the stand may translate in the short term into the obtaining of new business that consolidates the implantation of the Cork Nature brand in the demanding Japanese market.



## Amorim Space - Discover your space here



The Amorim Space, located at Parque das Nações, brings together all of Amorim Imobiliária's business areas and respective commercial teams, thus constituting an authentic corporative showcase of the range of solutions offered by Amorim Imobiliária.

At the Amorim space Clients are attended to personally and systematically, and can make their decisions calmly in a pleasant and dynamic environment. The Space also houses the Amorim Imobiliária Library and is the venue for conferences, forums and meetings.

The "Magazine Espaço Amorim" is the Amorim Space's own monthly publication, containing all the news, examples and products from the three business areas: Retail, Offices & Department Stores and Residential.

Don't wait any longer and come and get to know the Amorim Space to discover your place in it.





Corticeira Amorim Indústria (CAI) organised the 5<sup>th</sup> Thematic Week on the topic "The history of CAI".

Throughout the whole week a daily exhibition was held encompassing old photos, activities, products/articles and the history of the industrial areas: Gifts, Granulated and Agglomerate Products, Amorim Industrial Solutions II and the Integrated Management System, Quality, Environment and Safety, Design and Development, Commercial Area, Fairs. Every employee also received a book relating the history of the company, written by members of the work groups.

#### Fraternity

The place chosen for the event was Coteiro, a site recently redesigned by Mozelas Parish, where 800 participants including employees, their family members and ex-workers came together.

During the cordial meeting, as well as the lunch, several activities were organised, both for kids and grown-ups: Sports Activities (Cycle tours, Snowboard, Ski, Orienteering, Paintball, Archery, and Pistol and Blowpipe Shooting); Traditional Games (Corrida da Tábua, Arco e Gancheta [a hook race], Spinning Top, Jump Rope, Sueca [a Card Game] and Malhas [Quoits Game]); Children's Entertainment (Inflatables, Swimming Pool with balls and a Clown).

The main goals of the event – to motivate, inform and raise awareness of the theme of the Week; involve all employees in maintaining and improving team spirit; create events that all hierarchical levels of the Company could take part in; provide the opportunity to take part in and organise the Week; create a participatory environment receptive to suggestions for the development of the Company – were fully achieved!





## 3<sup>rd</sup> Amorim Golf Cup







Rui Alegre and Bernardo Frére

José Manuel Cordeiro, Rui Alegre and Amália Correia

On 16 July the 3<sup>rd</sup> Amorim Golf Cup took place in Tróia. The Tournament was played at Tróia Golf Championship Course and brought together many Clients and Partners of the Amorim Group.

For those who have never played the game a golf initiation session was organised, which led to an extremely pleasant spirit of camaraderie.

It was therefore a "replete" day, which involved the following programme:

8.30am - Breakfast and check-in9.10am - Set off to tees9.30am - Start of the Tournament

11.00am to 1.00pm - Golf clinic 2.30pm - Lunch 4.30pm - Handing out of prizes

### **H**otel Rural Burmester opens!

On 20 July the Hotel Rural Burmester, the first winemaking hotel in the Demarcated Region of the Douro, opened its doors. Located in the Quinta Nova de Nossa Senhora do Carmo Estate, this superb example of a winemaking property contains unique heritage and landscape.

We highlight some of the activities organised by the Hotel:

- A day at the Vindima (picking of grapes, pressing, tasting of the 1<sup>st</sup> wine, etc.)
- Picnics in the Orchards (individual or group)
- Holding of Events, Cocktails, Meetings
- Wine tasting and Wine Courses
- Walking Routes
- Tourist Activities
- Wine and Gourmet shop
- and much more ...

To learn more, visit our site at www.hotelburmester.com and book your visit using the following contacts: Telephone: 254 730430 - Fax: 254 730431 E-mail: hotelburmester@iol.pt - www.quintanova.com

Come and discover us!





### "Jerramundo"

#### - Amorim & Irmãos provide outdoor training



Following up its efforts to bring about the cultural changes needed to pursue the strategic goals defined by the Company, in July Amorim & Irmãos held an outdoor training initiative.

The aim of the activity was to provide a different environment that would allow the participants to deepen relations and ties with a view to furthering personal development and strengthening team spirit.

The activity was called "Unity in Duality" and took place over three days. Its main goal was to encourage a deeper understanding and sharing of the Vision, Policy and Overall aims of the Bottle Corks Business, through the promotion of a stronger team spirit and more motivation to share values among the staff.

A total of 32 Senior Staff from three companies that make up the Business Unit took part, divided into various groups. The training was made up of several activities, both outdoor and indoor. The work undertaken indoor enabled the discussion and systematisation of the difficulties experienced during the fieldwork.

Especially noteworthy among the activities was a night-time exercise that highlighted fundamental aspects of the Communication Process, emphasising the factors that help and hinder this process. At the end it became obvious that only by adopting a cooperative attitude and a strategy of organised planning is it possible to achieve the aims established.

This type of training is based above all on the organisational metaphors, which allow the work group to clearly understand existing shortfalls, not only regarding communication, but also with respect to other aspects of group cohesion.

As a result of the training, a commitment was made to implement a set of actions in the short term, which would allow skills to be enhanced that are vital to strengthen the team and put the strategic business challenges into practice.



### **Campo Grande 6** houses Schneider 100%

The Campo Grande 6 building, recently acquired by Amorim Imobiliária, has been rented in its entirety to Schneider Electric Portugal.

This leasehold is proof of the flexibility that Amorim Imobiliária has in its real estate consultancy business, given that this business is a technical adaptation of the space to meet the needs of Schneider.

Drivers on the segunda circular (main Lisbon ring-road) can see an enormous announcement which reads: "Future Premises - Schneider Electric Portugal".

#### **"DESIRE**"

### ' — summer show at Figueira Casino



At Figueira Casino the international show "Desire" took to the stage – an American production that constitutes a new concept in entertainment.

It is a modern musical show, involving illusion and dreams, where two equally desired and opposing temptations use their powers of attraction on the leading character.

In a mixture of remarkable illusion, visual effects, aerial art and dance, "Desire" seduces the senses, making use of new multimedia technology and constantly surprising the audience.

Under the creative direction of Michael McPherson, with Michele Morrisson responsible for the choreography, 12 dancers and 3 aerial acrobats perform to the sound of U2 (the main soundtrack of the show), Christina Aguilera, Usher, Destiny's Chid and Thalia, among others, in an authentic seduction of the senses.



### Coruche Industrial Unit awarded FSC Certification

FOREST STEWARDSHIP COUNCIL Because forests matter In line with a continuing demand from the market, the Coruche Industrial Unit was certified in July by Smartwood, an auditing company responsible for the international FSC - Forest Stewards-

hip Council certification process.

This certification rewards responsible environmental and social practice, which are increasingly essential aspects for sustainable forest management.

This is the second company of the Amorim Group to be certified with this standard and the first company in the world in the cork area to obtain the certificate.

## **D**olce Vita sponsors Coimbra football team

The Dolce Vita Shopping Centres are the new main sponsor of Associação Académica de Coimbra/OAF (Coimbra Sports and Cultural Association, including the city's football team) for the 2005/06 season.

The club presented its squad to members, fans and the media, on 11 July at the Dolce Vita Coimbra Shopping Centre.

This sponsorship confirms the permanent ties being built between Dolce Vita Shopping Centres and the social and sports institutions of each town or city they are located in.

This partnership aims to promote more dynamic links and create value for both entities (Dolce Vita Shopping Centre and Associação Académica de Coimbra/OAF).



### **D**olce Vita Porto makes donation to the Portuguese Cerebral Palsy Association



On 18 July Dolce Vita Porto made a donation to the APPC - Portuguese Cerebral Palsy Association.

The sum donated derives in part from the coins collected in the Dolce Vita fountain – thrown in by customers – with the rest offered by the Management of the Dolce Vita Shopping Centres.

To mark the occasion the President of the Association, José Carlos Pinto Viana, and members of the Management of Amorim Imobiliária were present. The innovative nature of this action derives from the fact that the donation was generated by the customers of Dolce Vita Porto.

The Dolce Vita Shopping Centres are moving ever closer to their local communities, reiterating their commitment to bring about constant improvement.

#### Amorin 10

#### **Corticeira Amorim Indústria** "Cork Meeting" - Debate strategies and improve results





Corticeira Amorim Indústria (CAI) held a "Cork Meeting" on 14, 15 and 16 June that brought together the whole commercial and industrial structure of the company. The goal of the meeting was to debate and exchange ideas about the commercial strategy of CAI, allowing identification of the main problems and suggestions for corrective measures. The first two days were dedicated to analysing the situation of the commercial activity of the company, which was followed by identifying the problems and improvement needs

for the main markets it operates in. There was then a brain-

storming session that resulted in some suggestions to better face up to the upcoming challenges. Having made the diagnosis and mapped out the directions to embark on, the third day was devoted to outdoor activities, which enabled the national and international colleagues to socialise, contributing to a better team spirit.

#### **Figueira Casino Prizes** 30 million euros paid out in 1<sup>st</sup> six months of 2005



Figueira Casino paid out around 30 million euros in prizes from the start of the year until the end of June – in the first half of 2005.

Every day Figueira Casino pays more than 160 000 euros to its customers through approximately 500 slot machines. On these machines the total value of the prizes hits around 400 000 euros. In the first six months slot machine n<sup>o</sup>. 125.02, a Turf Club model, paid an amazing 107 000.25

euro prize on a bet of 20 euro cents. The happy customer, a regular visitor to Figueira Casino, began the year in the best possible way winning the first big prize of 2005 at Figueira Casino and the largest amount in the first six months.

The new and state-of-the-art Figueira Casino hall, with its distinctive features and enticing machines, also continues to pay out large jackpots on a regular basis. The regularity of the prizes, along with the two bars, one of which is a patio, the plasma screens, the free internet access points (with respective card), all combine to create a lively and attractive atmosphere, which has captivated thousands of visitors.

## Duque D'Ápila: prestige and occupation

N<sup>O</sup>. 185, Avenida Duque D'Ávila has proved to be one of the best surprises of the Amorim Imobiliária portfolio. Ideally located, able to be accessed from several directions and with a singular prestige and image, this enterprise is more than 90% occupied and by the end of the year full occupation is expected.

At the moment only 3 shops are available with areas of 61 m<sup>2</sup>, 192 m<sup>2</sup> and 220 m<sup>2</sup>, which usually have a high demand in this market.



### Sportsforum: from Dream to Reality



On 2 July the Sportsforum project was unveiled in Ovar, where it was announced that building would begin in September. The enterprise is scheduled to be completed in October 2006.

nein

MORIN 11

"It's a long held dream that is to become reality," was how an exultant Augusto Arala Chaves, president of Ovarense Basketball club described the project.

The Ovar Sportsforum is an arena that includes a multiple purpose pavilion and a shopping centre with cinema screens, a restaurant area and a hypermarket, covering a total area of more than 20 000 square metres. The multiple purpose pavilion will have 2 550 seats, which will be almost doubled for concerts and is fully equipped for television broadcasts and conventions. Therefore, in addition to its sports utility, in particular for Ovarense basketball team, the pavilion can also be used for cultural and recreational events.

The catchment area of the enterprise covers a large region and is estimated at 370 000 people. It "constitutes an important step forward and a clear advance towards modernity," according to Manuel de Oliveira, mayor of Ovar Municipal Council.

### **R**ock in Casino» 2005 enlivens Figueira Casino

As part of its strategy to make the environment more informal and to appeal to new segments (younger age groups), Figueira Casino held a rock festival, which livened up the summer nights of Figueira da Foz with excitement and sound!

"Rock in Casino" included 6 concerts in the Caffé Hall and full-blooded entertainment overseen by several DJs.

"Hands on Approach", the new sensation on the Portuguese music scene opened the "Rock in Casino 2005", with Figueira Casino Club card holders entitled to free entrance that night.



Da Weasel

"The Gift" performed some of their greatest hits, taken especially from their third album AM-FM. In his characteristic style, Pedro Abrunhosa was also at the "Rock in Casino 2005", performing the songs that have made him a national icon of music over the last ten years.

Playing tracks from a repertoire that spans 20 years, Figueira Casino was also the venue for an unplugged concert given by the "Delfins" on their Corpo e Alma (Body and Soul) tour, where the band showed why they have withstood the test of time so well.

"Da Weasel", whose "Re-Definições" album has gone platinum, also took to the Caffé Hall stage. The band that has made a name for itself through its riveting concerts presented a show that lived up to all expectations.

One of Portugal's most emblematic music groups – Ala dos Namorados – in one of the most beautiful venues in the country – the Caffé Hall – gave an unforgettable performance, playing their greatest hits.

A vibrant and emotional concert, where the unique and rare qualities of Nuno Guerreiro's haunting voice was especially noteworthy. An appropriate way to end the first "Rock in Casino".



Ala dos Namorados



## **Figueira** Casino

#### has a new Traditional Gambling Hall



Figueira Casino inaugurated a new Traditional Gambling Hall in July.

Aimed at creating the best gambling venue in the country, Figueira Casino lays on excellent gambling and multimedia devices, first-class service and complete privacy. These are the assets that set the new Traditional Gambling Hall apart from the rest.

Figueira Casino offers two different zones where customers can experience the excitement of the roulette wheels.

For those seeking a more informal atmosphere and a wider variety of games, the Main Hall has opened its doors once again, providing 4 American roulette wheels, 3 French roulette tables and 2 black jacks in addition to 48 modern slot machines.

For those who prefer greater privacy and a top quality service, the new Traditional Gambling Hall is the ideal choice. Here, emotions are let loose around 3 American roulette wheels and 1 French roulette table.

### Main Hall of Figueira Casino reopens



After over 30 years the doors of the Main Hall reopened enabling the magnificent architecture and paintings to be admired by all visitors to Figueira Casino.

In addition to the 4 modern American roulette wheels, 3 French roulette tables and 2 black jacks, the Hall now also provides the excitement of 48 slot machines, adding light, colour and movement and bringing a youthful and appealing atmosphere to the hall.

Once again the Hall is open to Figueira da Foz dwellers and visitors, with no restrictions. The room retains all its classic beauty, conserving its art and the historical heritage, associated to the modernity of the gambling and multimedia devices.

#### History of the Main Hall

Built 120 years ago, the Main Hall of Figueira Casino has been a multiple purpose venue for decades. Erected at the same time as the creation of cinema and the popularity of Chaplin, the Main Hall evolved in tune with the changes in society, hosting numerous evening musical events and recitals that were such a feature of the city, and it also hosted car exhibitions and large-scale shows. Among many others, names such as João Villaret, Amélia Rey Colaço, Vianna da Mota, Palmira Bastos, Amália and an endless list of the finest quality national artists performed there.

This hall of unique mirrors and frescoes, beautifully blended into the architecture, remained intact during the heady 1920s, maintaining the art that characterises it. As female fashion constantly updated itself, the Main Hall witnessed skirts get ever shorter and the disappearance of the corset. It watched over the garçonne and masculine hairstyles and accompanied the white bows and dinner jackets that are part of a past of incredible but very real memories.

From 1927 onwards, the year of the first talking film – The Jazz Singer – and also the year that gambling was legalised in Portugal, the Main Hall began to host numerous shows that still today are remembered in a city that quickly embraced the tourism industry that was then growing strongly in Portugal.

Throughout the years it was a traditional gambling hall, always conserving its history and prestige, its elegance and the inimitable artistic presence that makes it the most beautiful hall of its kind in Europe.

The authentic and historical Main Hall of Figueira Casino thus returns, opening its doors to the city (and the memories) to show its beauty and stimulate unique emotions around the gambling tables and slot machines.





### Wicanders 4000 Series A special and welcoming atmosphere at the Qi Lounge Bar in Cambridge



The renowned Qi Lounge Bar (a jazz bar that serves meals) in the centre of Cambridge decided to install floor surfaces from the 4000 series, with a combination of two different finishes: cherry and mahogany.

It is a stick-down product with a real wood veneer and supplied with a protective surface coating, which makes maintenance easy. This floor has a cork core, which gives it a high degree of acoustic insulation at the same time as providing comfort and remaining at a pleasant temperature to walk on.

With a vast range of decorations, the product is marketed to the end customer in coordination of other decorative

materials. Two different references may be used to create a different design in a given zone. The Wood-O-Cork 4000 Series, in 900 x 150 x 3.2 mm planks, can also be installed in combination with the Corkmaster 2000 Series, in 300 x 300 x 3.2 mm planks, to create interesting designs. The Wood-O-Cork 4000 Series is available in 13 planks and 5 two-strip references.

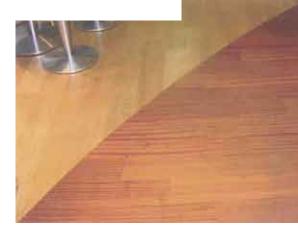
#### Installation and Maintenance

Installation of the product at the Qi Lounge Bar was straightforward. The main problem was to prepare the existing floor, mainly made up of floorboards with a small area of screed, to make it a good base to lay the product. Damaged areas of the existing timber floorboards were replaced. Afterwards all the floorboards were covered with 6 mm ply and the joints covered with finishing plaster. The screed areas were covered with latex. The Wood-O-Cork was then glued to the prepared base, using Wicanders 336 glue. To finish, the floor received a highly resistant Wicanders W2000 layer of varnish and the maintenance instructions were given to the customer.

#### Wicanders 4000 Series - a natural and contrasting floor

This product stood out when the customer was looking for the wood finish (with visible grains). He did not want laminated floors, but rather a decorative natural wood floor. Several different quality and price options were compared, and he arrived at the conclusion that the Wicanders 4000 Series was the best choice.

Hence, the aim was successfully achieved to create a floor that contrasted with the glazed walls and which possessed a wooden veneer finish on a cork base, giving a natural touch to the Bar.







### **Corticeira Amorim Indústria** providing solutions in the USA to reduce ceramic floor impact noise



As part of the Portugal Pavilion, Corticeira Amorim Indústria (CAI) took part in the latest Coverings Fair, which was held in Orlando, Florida from 3 to 8 May.

The main aim was to market its AcousticCork® range (under-flooring to reduce impact noise) to ceramic floor manufacturers, as retailers and producers.

At the same time, Larry Lyons, a CAI employee, was invited by the National Tile Contractors Association to be the main speaker at the

seminar on the theme "Sound Deadening underlayment...solutions for consideration". At the seminar several topics linked to acoustics were discussed, such as legislation, tests and efficiency of the existing solutions on the market. Various building acoustics professionals attended the seminar, namely consultants, architects and retailers, among others.

# (Lisbon Towers): a new era of companies



Clients' growing demands have gradually been changing the office market. Although there still tends to be a degree of disparity in supply, the big decisions end up taking into account aspects of extreme importance, such as the profitability the company can obtain from its new premises. This return can be seen not only through the efficiency of the spaces, but also through their visibility, prestige, accesses and of course the associated services.

The Torres de Lisboa constitute the reaction of Lisbon's companies to a confused and saturated market that supplies poor options. This new era of companies like Hidroprojecto, IRAR, Capital IT, Petrogal and BPI, who recently moved into the complex, have catapulted their image as successful companies in their respective activities, and in doing so also highlight the success of this business centre.





## Healthy diet at the Mercure Hotels

#### Training courses and culinary fortnight



The Porto-Gaia Mercure hotel, in a joint initiative with the Fernando Pessoa University and with the Portuguese Nutritionists' Association, held a cooking course aimed at journalists who showed an interest, namely in the areas of gastronomy and health.

Important issues regarding diet and nutrition, such as the main errors in the dietary habits of the Portuguese, the recommendations from the National Council of Food and Nutrition and the Food Education Commission, and the importance of the new Food Cycle, among other topical themes, were some of the subjects dealt with during the training course.

The course was repeated at the Lisbon Mercure, simultaneously with the start of the Fruit and Vegetable Fortnight in all the hotels belonging to the Mercure chain, which aimed to highlight the importance of a careful and healthy diet, pointing out excesses and shortfalls in the Portuguese population and exploring the correct and balanced application of the different ingredients.

Through this initiative the Mercure brand associated itself to one of the messages transmitted by the Portuguese Health Authority, which heightens awareness of the dangers and the consequences of undisciplined and excessive eating habits among the population.

### **J**bis Hotels organise foreign beer fortnights

The Ibis hotel chain in Portugal designated the four fortnights of July and August to some of the most prestigious foreign beer brands (Erdinger, BitBurger, Desperados and Duvel).

Over these two months, the Ibis restaurants and bars were decorated in accordance with the respective beer: branded beer glasses, beer mats, trays and bottle openers.

In the snack service, available 24 hours a day at all Ibis bars, beer enthusiasts had the chance to sample the beer of the fortnight while taking a light meal.

The first fortnight of July was dedicated to the German Erdinger. This wheat-beer has a clouded appearance owing to a similar fermentation technique as that used for champagne, which only finishes in the bottle.

In the second fortnight of July it was the turn of BitBurger, also German, from the Rhineland-Palatinate region. This Premium brand, which goes back almost 200 years, was the first to use the term Pilsner.

The first fortnight of August was dedicated to the French Desperados beer, which was the first beer in the world that was brewed with a tequila taste.

In the last fortnight of August beer appreciators could try the Belgian beer Duvel, more commonly known as the "Devil's beer" (in Flemish Duvel means Devil).

### AMORIN

### Sofitel Thalassa Vilalara receives Wellness Award 2005

#### Belgian tour operator honours Thalassotherapy Centre

The Sofitel Thalassa Vilalara hotel in the Algarve has won the Wellness Award 2005, attributed by the Belgian tour operator Pegase, after a vote organised by the magazine Genieten.

Genieten is a Belgian travel and lifestyle magazine geared towards the upper class and has awarded the Sofitel Thalassa Vilalara the prize for the first time. This honour was won based on the quality of the hotel's Thalassotherapy Centre, the professionalism of the therapists, the design of the building and the quality of the facilities.

The Thalassotherapy Centre of the Sofitel Thalassa Vilalara is one of the best in Europe, employing a team of professionals – doctors, physiotherapists, hydrotherapists and osteopaths – qualified to operate with the most advanced thalassotherapy techniques. Integrated into the Accor Group, it is subject to strict functioning rules and fully complies with the International Thalassa Charter.

### Sofitel Thalassa Vilalara new contacts for bookings

The Sofitel Thalassa Vilalara hotel, a luxury enterprise located besides the sea on the cliff of Gaivotas Beach in the Algarve, has changed its booking contacts so as to provide an even more direct and personalised service to its customers.

From now onwards the hotel can be contacted directly through the telephone number 282320123, or via email at h2987-re@accor.com. The fax number remains the same: 282320077.

In a paradisiacal atmosphere, ideal for relaxation and rejuvenation, the 5-star hotel with its surrounding beach and botanical gardens also has a vast range of culinary delights available. Furthermore, the hotel's Thalassotherapy Centre is one of the most highly reputed in Europe, where a highly qualified team will help each customer to find the perfect balance between body and mind!

At the website www.sofitelvilalara.com one can find out more about the Sofitel Thalassa Vilalara and its Thalassotherapy Centre.

We look forward to your visit!

#### Quinta Nova de Nossa Senhora do Carmo Excellent wines from the 2003 harvest

From October, the Quinta Nova de Nossa Senhora do Carmo will make its new Douro wines from the 2003 harvest available to its customers.

The year will be remembered as an exceptional year, leading to great wines, with excellent maturing for the production of concentrated musts and fruity aromas, as exemplified with the "Quinta Nova de Nossa Senhora do Carmo 2003" and "Quinta Nova de Nossa Senhora do Carmo Reserva 2003" wines.

The aim is to position these products among the finest wines of Quinta do Douro, lending the brand renown in the market.

The proposed Quinta Nova range currently encompasses LBV and Vintage category Port Wines, which are now added to by these new products. Not to be missed!

AMORIM
INVESTIMENTOS
E PARTICIPAÇÕES,
S.G.P.S., S.A.
Edifício Amorim
Rua de Meladas, n. 380
P.O.Box 20
4536-902 MOZELOS VFI
PORTUGAL

Tel. 22. 7475400 Fax. 22. 7475401 *E-mail:* 

amorim@amorim.com *Site:* www.amorim.com CORTICEIRA AMORIM, S.G.P.S., S.A. Edificio Amorim Rua de Meladas, n. 380 P.O.Box 20 4536-902 MOZELOS VFR PORTUGAL Tel. 22. 7475400 Fax. 22. 7475401 *E-mail:* corticeira.amorim@amorim.com

Site.

AMORIM IMOBILLÁRIA, S.G.P.S., S.A Edificio Amorim Rua de Meladas, n. 380 P.O.Box 20 4336-902 MOZELOS VFR PORTUGAL

> Tel. 22. 7475400 Fax. 22. 7475401 *E-mail:* imobiliaria@amorim.com inogi@amorim.com Site:

www.amorimimobiliaria.com

S.G.P.S., S.A Edificio Amorim Rua de Meladas, n. 380 P.O.Box 20 S VFR 4536-902 MOZELOS VFR PORTUGAL

> Tel. 22. 7475400 Fax. 22. 7475401 *E-mail:* geral@turismo.amorim.com

AMORIM TURISMO.

NATUREZA, S.G.P.S., S.A. Edificio Amorim Rua de Meladas, n. 380 P.O.Box 20 4536-902 MOZELOS VFR PORTUGAL

Tel. 22. 7475400 Fax. 22. 7475401 E-mail: amorim@amorim.com AMORIM DESENVOLVIMENTO, S.G.P.S., S.A. Edificio Amorim Rua de Meladas, n. 380 P.O.Box 20 4536-902 MOZELOS VFR

PORTUGAL

Tel. 22. 7475400 Fax. 22. 7475401 E-mail: geral@desenvolvimento.amorim.com



news



