

# PRESS KIT 2024

**VICAL**  
*living spaces*





# *Living Spaces*

## ABOUT US

With more than 70 years of history, the history of VICAL runs parallel to the history of furniture in Spain. It started out as a factory producing wicker and wood items with a markedly handcrafted character and, over time, it gradually incorporated furniture collections and products for the home with a high aesthetic and decorative charge. And always following the instinct and the heart of professional detail and, above all, taking care of the customer.

Today it has an extensive, functional and versatile catalogue, with a variety of styles and tones, impregnated with warmth, elegance and exoticism. Its furniture and decorative pieces harbour its handcrafted past and a future full of innovation and talent with which the brand brings world trends in furniture and decoration to its customers.

VICAL meets the needs of both interior designers and architects and seeks, together with them, to satisfy their aesthetic, functional and trendy needs.





# OUR SHOWROOM

VICAL's permanent showroom at its headquarters in Ollería, Valencia, is an invitation to delve into the shapes, textures and colours of the VICAL world. A display of its extensive catalogue of furniture and decorative objects in a private space of 3000m<sup>2</sup> and ad hoc lighting where you can enjoy all its details and appreciate its qualities.





# NATURAL LUXURY, VICAL CATALOGUE 2023-2024

The simplicity, the nobility of the materials and the respect for their processes, make this catalogue an ode to Natural Luxury. Our pieces are in line with an internal balance, beautiful and honest, created to go beyond: to inhabit spaces full of coherence and comfort; respectful, sublime and full of values. Natural Luxury is a concept that elevates us, it is a space open to dialogue that seeks to harmonise our rooms so that they can contain us as an active and cooperating part of nature.



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# NATURAL LUXURY

STABLE  
CATALOG  
2023'24

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# ***VICALDESIGN***

## ***THE NEW LINE OF SIGNATURE COLLECTIONS***

Offering unique and special pieces has always been part of VICAL's DNA, a constant in its more than 70 years of history. With this philosophy and sustainability and care for the environment always as a base, the brand has created the VICALDESIGN line, which brings together all those collections specially conceived in collaboration with studios and designers.

From VICALDESIGN's collaboration with José Manuel Ferrero, from estudi(H)ac, was born one of the first proposals of this line, the PLISSÉ collection, inspired by the exciting life of the multifaceted painter MARIANO FORTUNY and the craftsmanship of the Parisian company LOGNAN. An elegant series with pleated fabrics and their processes as a common thread.

Another of VICALDESIGN's attractive proposals is the GATSBY collection, inspired by the aesthetics of the 1920s. Composed of gilded steel and wood structures covered with small pieces of bone in black and white, it is a tribute to those wonderful years when experimental art was in the air, transgressing the rules established by traditional aesthetics.

And as an avant-garde bet, VICALDESIGN presents the ANNIE collection, which plays with the circle, bright tones and curved lines to provide that longed-for essence of the Bauhaus school. Design, craftsmanship and architecture with colours and geometry as protagonists.







# *VICAL OUTDOOR*

VICAL immerses us in the universe of Natural Luxury with its new OUTDOOR collections. From the hand of the Valencian designer Pep Gramage and in collaboration with Antonio García, from the VICAL team, we enter an imaginary world where the material recovers its prominence in a genuine and direct dialogue with the outside.

Pieces with friendly and organic, functional and sustainable shapes, which are nourished by noble and enduring materials, such as handcrafted recycled teak wood, to build comfortable spaces that reconnect us with nature so that we can inhabit the moment.

This is the essence of VICAL's Natural Luxury in collections that surrender to an entirely handcrafted process that makes them unique and gives room for imperfection as a sublime and singular act.









## SUSTAINABILITY

VICAL's position in favour of the reduction of the carbon footprint is firm and is present in all the processes of creation and reuse of its products. 50% of its creations are sustained through the reuse and recycling of materials already generated. This gives a new life to the product and an environmentally friendly production. The selection of more environmentally friendly materials, as well as the reduction of plastics in packaging and production processes, are other actions to reduce its ecological footprint.

Sustainable production is combined with the durability of the result, thanks to the careful choice and treatment of materials. Responsible with the environment and with a deep respect for the roots from which each raw material comes, the brand proposes a concept of honest and human furniture committed to leaving current and future generations a healthy place to live.



## SALES TO THE PROFESSIONAL

The respect we have for our profession also extends to our customers. At VICAL we work directly with professionals in the B2B decoration and interior design sector to reach the end customer through interior design experts. In this process we take care of every detail that surrounds our product to deliver it with the quality and optimum results that govern VICAL's standards.

## NEWS

VICAL presents its novelty launches, as well as new collections, several times a year. Following trends, studying them and applying them to its creative environment is one of the brand's maxims and makes it a pioneering company with unique and extraordinary designs.

VICAL is alive, growing and transforming, always maintaining in its novelties the values that define the trajectory of the brand and the professionals who work in it: commitment, effort and passion. Ingredients that nourish the roots of VICAL and strengthen them to look towards a future full of new destinations to explore.

## FAIRS AND EVENTS

VICAL participates annually in international fairs such as Maison&Object Paris and was the driving force behind the VICAL Experience Fair, now in its fourth edition. It also participates every year in Feria Hábitat Valencia and Intergift, in Madrid, exhibiting its new collections together with the core of its catalogue that is most closely linked to the brand.



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