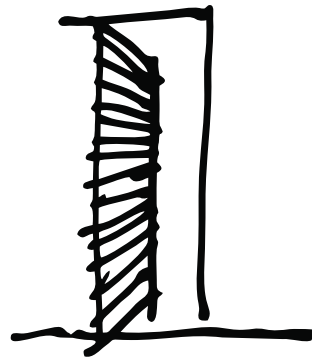


VIVA

100% MADE IN ITALY



COMPANY PROFILE



UNCONVENTIONAL
DOORS



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THE HISTORY



The brand VIVA was founded in 2015, with over a century of experience in the design and production of interior doors. The brand offers to the global market unconventional interior doors, that stand out for innovative technical features and design. The growing process of the company is the result of the union of important and well-established experiences of craft production, developed for more than a century integrating in the course of the years the use of modern technologies with a new vision of the international distribution of interior doors for both the retail and contract market. The dynamism of its projects makes VIVA highly competitive and capable of facing future challenges.





THE ORIGINS



Strongly rooted in a region, Brianza, that over time has preserved the values and the cultural traditions of woodworking and making furniture, VIVA has been able to combine modern production technologies and the value of the great craftsmanship in order to respond timely and accurately to the tastes of an international audience. The goal of VIVA is to provide the customer with a high level of customization and meet the needs of architects and designers to realize doors of considerable size.





VALUES OF VIVA



VIVA is able to satisfy the requests of the global market and manage major projects in the retail and contract sectors, thanks to the production of design doors from great aesthetic value for choice of materials, attention to detail, and advanced production techniques. Considered as an element of furniture, the door perfectly fits into the living environment, and can be specifically designed, with finishes to customize. The design strength is developed in the production of tailor made solutions, stylistic elements that elevate VIVA as an active partner in the collaboration with planners, designers and architects. The strictly 100% made in Italy production, represents a value recognized around the world, synonymous of quality, elegance and design, where the uniqueness of the product is an essential element.

Quality

Each material is carefully evaluated, every work is carried out with the utmost care and the final product is subject to rigorous quality control checks to ensure high performance over time. A concrete effort to be able to offer excellence in every detail.

Design

The concepts of uniqueness and personalization represent the added value of VIVA, always careful to satisfy the requests of the world of architecture.

Responsibility

The respect for the territory is a fundamental concept in the philosophy of VIVA. The constant commitment in the selection of raw materials, suppliers and the optimization of natural resources is aimed at ensuring the protection and the preservation of nature, in order to improve the environmental conditions for future generations.



THE HEART OF VIVA



The constant research in the field of innovative production techniques, has allowed VIVA to stand out in the realization of doors that can offer reliability and high performances over time. The main feature is the thickness of the leaf of 58-mm, 40% more than a standard door: this is the technical value that makes VIVA doors unique not only for the thickness and the higher sound insulation, but also for the appearance, aimed at giving a precise identity to each product. The concept of functionality is part of a large-scale project: VIVA door has no limits, and as an element of design can be made in any size.



PRODUCTS



VIVA doors enhance any interior and adapt to different solutions. A wide choice of finishes meets any taste to blend perfectly with different styles of furniture, thanks to chromatic solutions that are flexible and in harmony with every environment.



V0

A door flush with the wall where an aluminium door jamb highlights the leaf, either hiding it from view with the same finish as the wall or exalting it with glossy or opaque lacquers, to create colour contrasts full of personality. It perfectly integrates into any interior and is ideal for refined and elegant furnishing solutions.



V1 and V2

A pull-to-open or push-to-open door with trims that are coplanar with the leaf, invisible adjustable hinges to create an effect of linearity along the wall. The V2 version, aesthetically equal to V1, has technical characteristics that create a perfect linearity for a timeless door available in a range of finishes and routing designs that make it suitable for any style of furniture.



VS

The VS models are Viva's sliding doors, of which the VSE version slides outside the wall with a thickness of 58 mm, while the VSI version slides inside the wall. Innovative technical solutions make these types suitable for any requirement while maintaining their own personality.



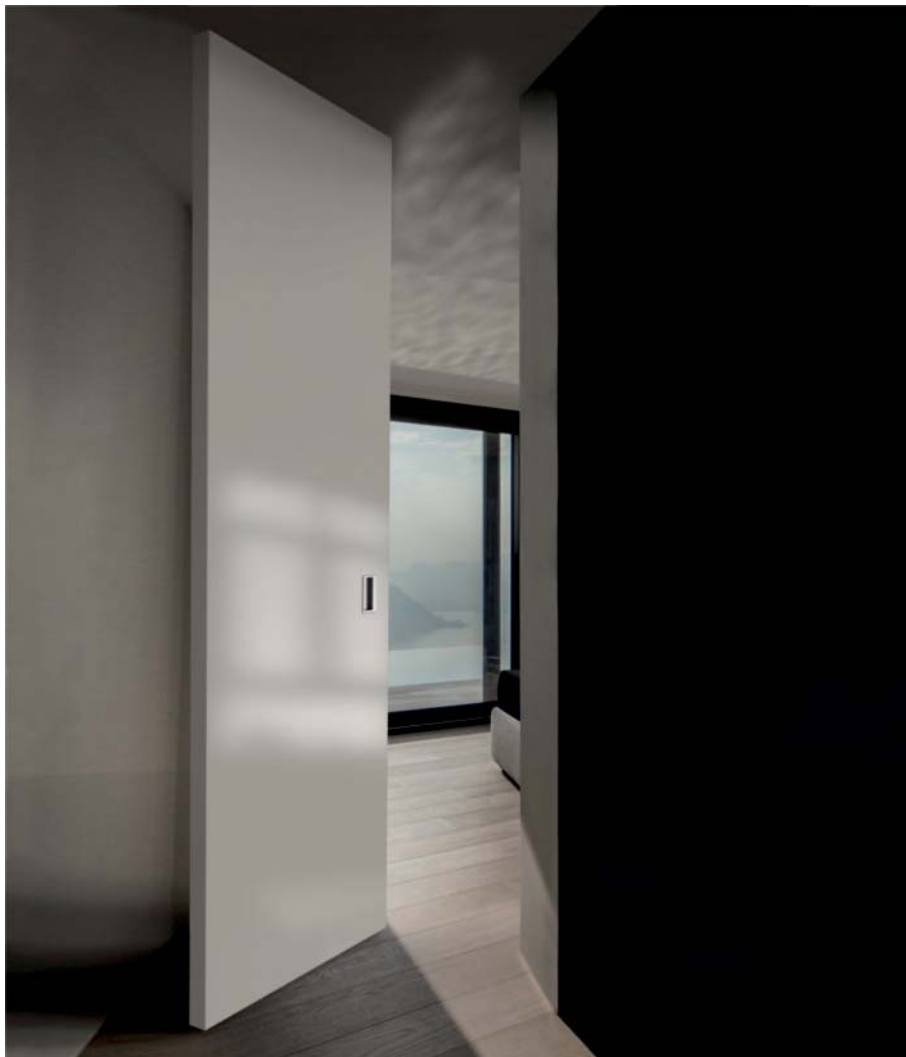
BRERA

The name is a tribute to one of the most characteristic areas of Milan. The Brera door, with simple and clean shapes, is characterized by a curved edge and a linear frame without curves. The aesthetic beauty comes along with a variety of technical solutions, such as the adaptability to different wall thicknesses thanks to the jambs with telescopic frames.



V PIVOT

Ideal for design solutions that require doors of large size, and without structural limits: it can reach up to 5 metres tall and 2 metres wide and it is available in a variety of finishes that enhance the high qualitative content of the doors, both visible and intrinsic, perfectly fitting in with the different types of interior decor, thanks to flexible colour solutions that match with any setting.



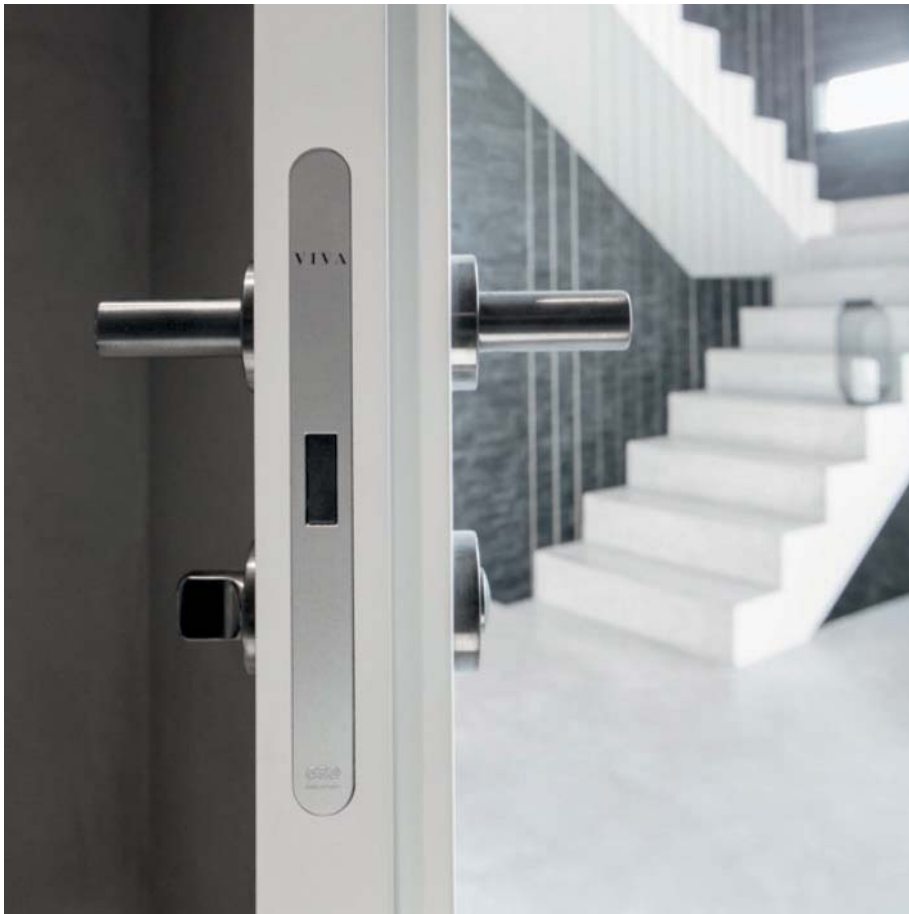
CONTRACT



VIVA offers contract custom-made solutions dedicated to every functional, aesthetic and budget need.

VIVA doors are all equipped with certificates of fire resistance, in accordance with the provisions and regulations required in the various countries in which they are distributed. The certification guarantees the maintenance of high quality standards thanks to controls that meet the various legislations, not only in Italy but also abroad. Also, the wood used must be subject to controls to ensure the customer a product that comes from responsibly managed forests. The entire production, according to strict environmental standards, responds to a sustainable management of the energy used, reducing elements of pollution and toxic substances. The careful selection of raw materials and the optimization of natural resources are the values that have always distinguished VIVA and its philosophy and that are certified according to the current regulations.





REFERENCES



Among the achievements, we highlight residential projects in Italy and abroad, such as the Residenze Citylife in Milan and many private villas of international celebrities all over the world.

Milan - Citylife



Como - Lake resort



CANADA:

Toronto: Private residences

USA:

San Francisco: Private Villa

Los Angeles: Private Villa

Las Vegas: Private luxury residences

New York: Luxury Penthouse; Private residences

Chicago: Private luxury residences

Naples (Florida): Private Villa

Fort Lauderdale (Florida): Private Villa

Miami: Private luxury residences

SWEDEN:

Goteborg: Private Villa; Private residences

FRANCE:

Paris: Luxury Penthouse

Cannes: Private residences

SPAIN:

Barcellona: Private residences

Valencia: Private residences

Denia: Private Villa

Marbella: Private luxury residences

SWITZERLAND:

Geneva: Private residences

Locarno: Private Villa; Private luxury residences

Lugano: Private Villa; Private luxury residences

AUSTRIA

Vienna: Private residences

Ebenthal: Private residences

CZECH REPUBLIC:

Prague: Private residences

Lugano - Residence Du Parc



ROMANIA:

Bucharest: Private Villa; Private luxury residences

RUSSIA:

Moscow: Private residences

St. Petroburgo: Private Villa; Private luxury residences

SAUDI ARABIA:

Jeddah: Private Villa

TURKEY:

Istanbul: Private residences

ISRAEL:

Tel Aviv: Private luxury residences

KAZAKISTAN:

Astana: Private residences

INDIA:

New Delhi: Private luxury residences

MALDIVE:

Maldiva: Private Villa

CHINA:

Beijing: Private luxury residences

Hong Kong: Private luxury residences

JAPAN:

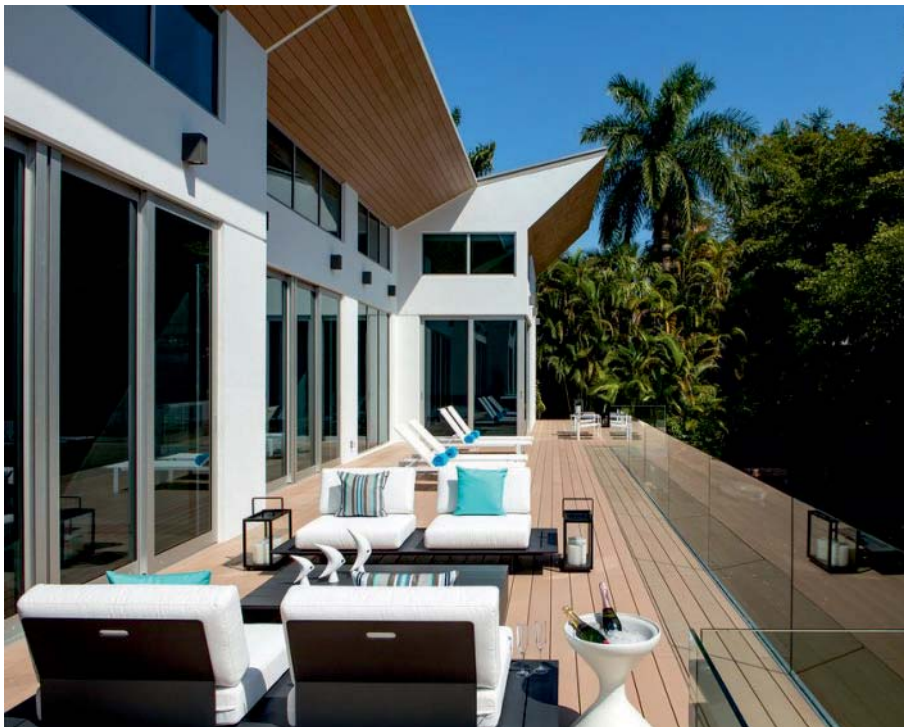
Tokyo: Private luxury residences

Fuji: Private Villa

AUSTRALIA:

Sydney: Private Villa; Private luxury residences

Florida - Private villa



Como Lake - Villa Balbiano



Locarno - Residence Ca Bianca





VIVA IN THE WORLD



Retail furniture stores in Italy and abroad are valuable sources for advice, design assistance, delivery and installation services. The company also has a premium distribution network of retailers, called “Authorized Viva Dealers” that manage the construction dynamics and the customer service worldwide. The main foreign markets are the USA and Europe, followed by Asia and Oceania.



Milan | Rome | Jeddah | Taichung | Hong Kong | Shizuoka | New Delhi | Ramat
Hashron | Istanbul | Colombo | Prague | Bucarest | London | Moscow | Belgrade | Lugano
Ebenthal | New York | Hollywood | Chicago | Southampton | Sarasota | Sydney



COMMUNICATION



The communication strategies are aimed at increasing the presence of the brand in various media channels in order to intensify the relationships with the national and international press and with the digital world. To this purpose, a new web site fully updated and renovated both in graphics and in content, was launched in 2016. Particular attention was paid to the section related to the sales network, which includes all VIVA business partners in the world.

VIVA also presented at the Triennale di Milano, on the occasion of the event “Unconventional doors”, the 2017 catalogue, expanded with new images and models of the doors BRERA, VPivot, VSE Minima and the redesign of the aluminum frame of V0. New contents and elegant graphics characterize the 2017 edition of VIVA.





FUTURE STRATEGIES



The future strategies are focused on the establishment of the brand and the expansion of the distribution on an international scale. While in Italy a widespread distribution throughout the territory already exists, the goal of VIVA is to increase its presence in foreign markets, timely overseeing them and developing the contract department, in order to provide customised solutions to projects around the world.

VIVA is also developing new products in collaboration with important designers that will expand its collections.



THANK YOU



VIVA S.r.l.
Via Matteotti 37
23891 Barzanò (LC) ITALY

+39 039 921 7388
viva@vivaporte.com
www.vivaporte.com



Facebook: vivaporte
Twitter: vivaporte
Instagram: vivaporte
Youtube: Viva Porte





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www.vivaporte.com