



porcelain & imagination

MEET OUR COLLECTION:
PARIS MAISON&OBJET
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HALL 7 - STAND: C3 / D29
FOREVER SIGNATURE

Holaria is a brand focused on the creation, development and manufacture of porcelain decorative products, with an emphasis on design. It was founded in 2006 by designers Aleverson Ecker and Luiz Pellanda in Curitiba - a city in southern Brazil - and in 2011 became part of the Germer Group, the 2nd largest porcelain producer in the country.

The brand is strongly associated with good design, having received some of the most important awards and design contests in Brazil, including the "Museu da Casa Brasileira" and "Idea BR", as well as participating in numerous national and international exhibitions. Its products are present in stores in Brazil, USA, Canada, United Arab Emirates, Dominican Republic, Bolivia and Colombia.

Holaria's design reflects our effort to develop a formal language that defies the limits of porcelain's plastic expression without losing sight of its viability for scale production. Our creative projects dialogue with other medias, such as Architecture, Fashion, Film, Music, Literature, Comics, Natural Science and all the wonderful things in the world.

Holaria has a culture of creating something new from the traditional skills of the porcelain industry. We do this by associating the technological advances of Design and Engineering with the technical and productive capacity of the industry. As part of the Germer Porcelanas Professionals group, one of the leading brands in the national tableware market, Holaria is strategically located in southern Brazil. This allows us to take advantage of the modern equipment and production techniques implemented by Germer in recent years, features that guarantee Holaria creations a wealth of detail, bold and innovative shapes and, above all, high quality.

Within this scenario we are also committed to sustainability through actions such as the reuse of water used in the production process, all natural gas furnaces - the most modern in Latin America. The broken pieces are all reused either in the mass (when this occurs in intermediate stages) or as raw material for other industries, such as cement; and the packaging of the products come from recycled paper.

For Maison & Objet we are presenting some of our main creations, such as the **Demarções** collections, inspired by the graphics of body paintings of Brazilian indigenous tribes, the **Voo** collection, which defies the limits of the gravity of porcelain and our speakers for smartphones, **Gramofone** and **Gramofone Nano**, that reinterpret a classic icon of music.

