

VitroA

Worldwide References

Astana Stadium Kazakh
Heathrow Airport - Tern
Cairo Tower Egypt Sher
Airport Russia W Hotels
Schönefeld Airport Germ
Marina Spain Absolut Ic
Kanyon Turkey Temple T
Atlantis The Palm Dubai
Restaurant Estonia Tera
Gulch Condominiums U
Tree Sri Lanka Emerald Be

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VitrA: Creative Solution Partner

Developing innovative products for unique bathroom experiences with a full commitment to sustainability – this is one of the cornerstones of VitrA's well-established leadership position and growing success in numerous countries around the world.

As a brand which combines superior design concepts with cutting-edge technology to redefine our relationship with water, VitrA's quest is to become a primary source of "new pure ideas" both for the world's most exacting professionals and for end users.

Total Bathrooms

VitrA is the only brand in global markets offering every component of the bathroom. Applying design intelligence to the total bathroom concept, it creates inspiring bathrooms in a wide range of choices complete to the smallest detail. From 16 production facilities in Turkey, Germany, France and Russia, VitrA supplies millions of pieces of vitrified sanitaryware each year to over 75 countries on five continents, accompanied by matching series of bathtubs, faucets, bathroom furniture and accessories.

A Treasure of Tiles

With an annual production rate of 35 million m², VitrA is a leading European manufacturer of ceramic and porcelain wall and floor tiles. The brand includes select lines intended for residential use in addition to an extensive range of professional series designed for industrial and commercial establishments. VitrA tiles products span a broad array of styles developed for all kinds of indoor and outdoor areas from the kitchen and living room to pools and terraces, increasingly expanding the reach of VitrA beyond the boundaries of the bathroom.





New Pure Ideas

The superior quality and reliable versatility that are the hallmarks of the Vitra brand are firmly rooted in a long tradition for innovation. Every component of the bathroom benefits from Vitra's strong focus on advanced technology and imaginative design as dedicated teams of Vitra product developers collaborate with top global experts to pioneer new pure ideas that enhance bathroom aesthetics and functionality.

Driven by a commitment to a sustainable future, Vitra has helped developing the Blue Life guidelines embraced by all Eczacıbaşı Building Products Division brands. Blue Life is an integrative approach to management, production and design. As a rigorously followed code of conduct, it not only curtails the environmental impact of production processes to a considerable degree, it also exerts a positive influence on consumption patterns with smart new product features that offer improved hygiene while saving power and water.

Contemporary product lines in a wide choice of attractive styles, meticulous workmanship and insightful responsiveness to evolving demand contribute to Vitra's popularity with consumers and professionals alike. But the latter also appreciate the brand's extraordinary production capabilities not to mention its far-reaching distribution and technical support network. Vitra offers professionals an unsurpassed product range that encourages and empowers creativity. Competent and cost-effective, Vitra is a highly sought after solution partner for architects, engineers and developers involved in prestigious projects across the world.

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Customized Spaces

Designed for ultimate comfort

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VitrA İstanbul sanitaryware, bathtubs and accessories were preferred in Roomers Design Hotel

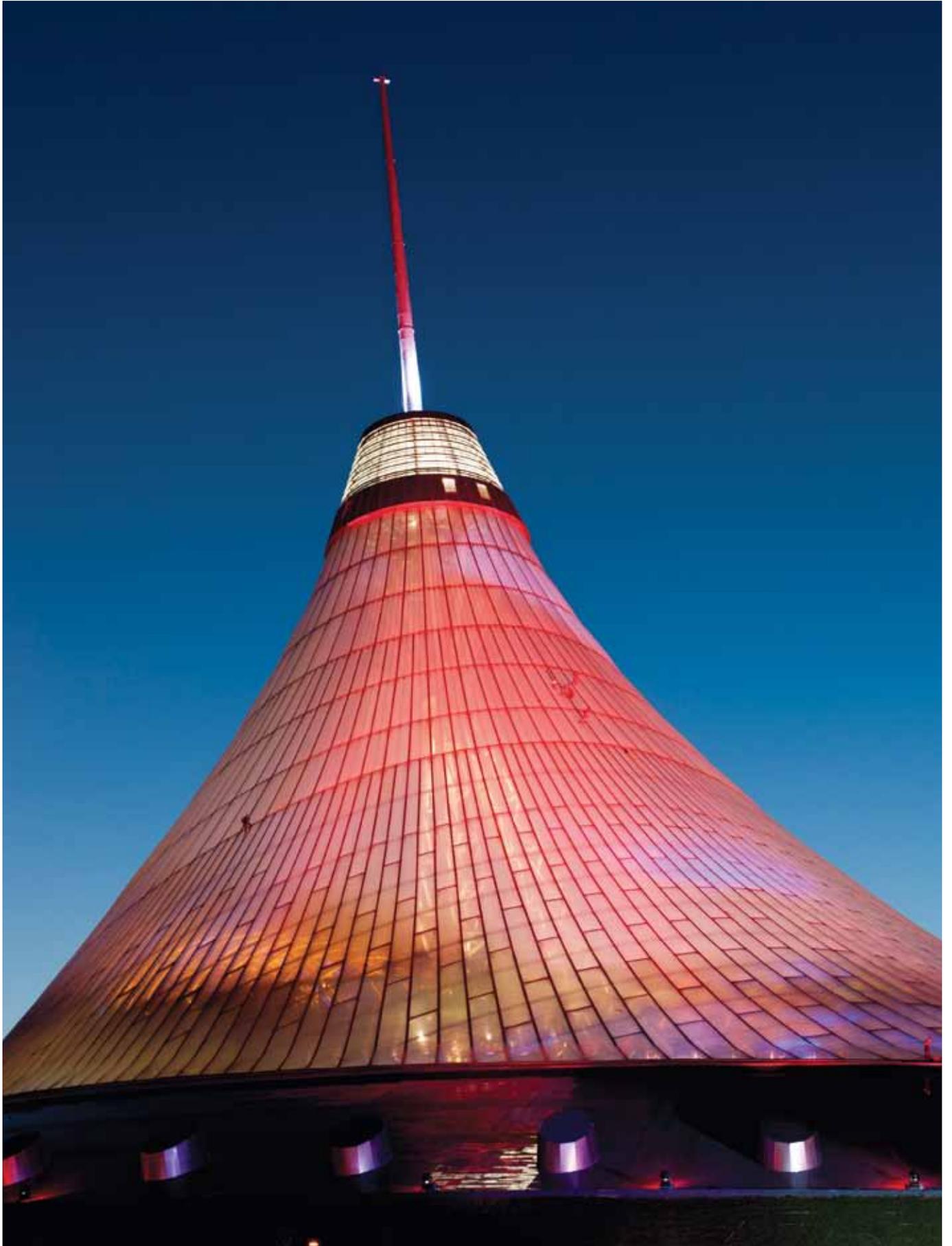
Roomers Design Hotel

Location: Frankfurt, Germany
 Architects: Grübel and Romanian
 Designer: Oana Rosen

Located in the heart of the financial district, 10 km from the airport and minutes from the River Main, the Roomers Design Hotel joined the ranks of other prominent design hotels worldwide. Open since 2007, the 5-story hotel has a modern architecture, art-deco design and stunning 600 m² roof encased in an illuminated dome made of glass set in specially glazed white concrete. Roomers Design Hotel has a total of 116 rooms and suites, all elegantly and individually decorated with exclusive essentials -from black parquet floors to lighting by Zumtobel.

Setting this hotel apart from the others is the luxurious bathrooms that are in essence the highlight of the rooms. VitrA "İstanbul Collections" products designed with clear and sleek elegant lines and flowing natural shapes were used to create a distinctive and unique ambiance. The stylish washbasins, elegant wall-mounted WC pans and innovative accessories are in complete harmony. The distinguishing element of the suites is the luxurious free-standing 160 cm in diameter bathtub providing a spacious area for relaxation and indulgence.

The recipient of the "Best Hotel Property 2010" awarded by hotelforum, the Roomers Design Hotel has a bar, fine-dining restaurant, deluxe spa & fitness center and 3 meeting rooms.





VitrA Arkitekt wall-hung WC pan, Aquatech basin mixer and Arkitekta accessories were preferred in the Khan Shatyr Entertainment Center.



Khan Shatyr Entertainment Center

Location: Astana, Kazakhstan

Architect: Norman Foster

Contractor: Sembol Construction (Turkey)

Offering a view of the Presidential Palace and dubbed the “biggest tent” in the world, the Khan Shatyr Entertainment Center in Astana, Kazakhstan opened with much fanfare in July 2010.

Designed by prominent British architect Norman Foster, this massive entertainment center rises from a 200 m elliptical base, supported by a 150 m tall mast. A total of 123,000 m², this towering structure has become a symbol of the state capitol with its cone-shaped translucent asymmetric exterior.

With its design and technological specifications, Khan Shatyr is one-of-a kind worldwide. It includes 190 retail shops, numerous restaurants and cafes, 14 fast-food restaurants, aqua-park, movie theatres, swimming and wave pool, Turkish bath and spa, sports complex, botanical gardens and artificial lakes, 9-hole mini golf course, concert and party arenas, children’s playground, shopping arcade, hypermarket and more. The center is a sought after reprieve to residents and visitors with its “summer-like” environment, especially during the long and harsh winter season.

The next leg of the project will include the construction of residential condominiums, business centers, schools, 5-star hotel, houses of worship, healthcare center, sports facilities which will all be interconnected via tunnels for the convenience of visitors and residents at the center.





VitrA Matrix sanitaryware and bathtubs were preferred in Radisson Blu Al Mahary Hotel.

Radisson Blu Al Mahary Hotel

Location: Tripoli, Libya

Architect: Atölye Mimarlık / Ayhan Geveli

Contractor: Summa Construction

The Al Mahary Hotel which opened in 1977 as a business hotel was totally restored and re-opened as the Radisson Blue Al Mahary Hotel in 2009.

Approximately 30 minutes from the airport and close to the city center and historical sites in the area, the 17 story property is located in the Diplomatic Quarter, overlooking the Mediterranean Sea and waterfront promenade.

The hotel has a total of 351 rooms and suites all decorated in a contemporary style with Mediterranean accents and all affording spectacular views of the Mediterranean Sea.

Restoring the property to its old glory, the hotel's interiors were replaced with desert inspired contemporary interiors in line with the Radisson Blu brand to include geometric patterns, customized lighting, beige marble with cognac brushed wood and superior quality fabrics. To retain and pay homage to the long-standing hotel's past the original wood ceilings were untouched in the lobby, foyers and ballroom.





VitrA sanitaryware products were preferred in Mövenpick Hotel Ankara



Mövenpick Hotel Ankara

Location: Ankara, Turkey

Architect: 2F Dizayn

Contractor: IMS İnşaat

Owner: Varan Group

As part of their continued expansion plans in Turkey, the Mövenpick Hotels & Resorts in cooperation with the Varan Group will be opening their latest hotel in Turkey in the state capitol in the latter part of 2011. The 2/3's of the Swiss based hotel chain is owned by Mövenpick Holding and the remaining 1/3 by the Kingdom Group.

Approximately 30 km from the airport, the 5-star Mövenpick Hotel Ankara is located in Söğütözü, home to governmental agencies, business centers and some of the largest privately run companies in Ankara.

The hotel has a total of 176 rooms and suites, designed with the business traveler in mind. Guest rooms are equipped with IP telephone, media hub, answering machine, wireless internet access, desk and a laptop size safe.

Other amenities include a business center, fine dining open-kitchen restaurant, bar, spa & wellness center, indoor parking lot and a technologically advanced fully-equipped ballroom and 9 meeting rooms with a capacity up to 450 people for all sorts of meetings and private occasions.





The products chosen for the Life Marina Ibiza are VitrA Shift sanitaryware, İstanbul and Matrix shower trays, Neon bathtubs and İstanbul showerheads.

Life Marina

Location: Ibiza, Spain
 Architect: Jean Nouvel
 Contractor: Life Promomed
 Developer: Life Group

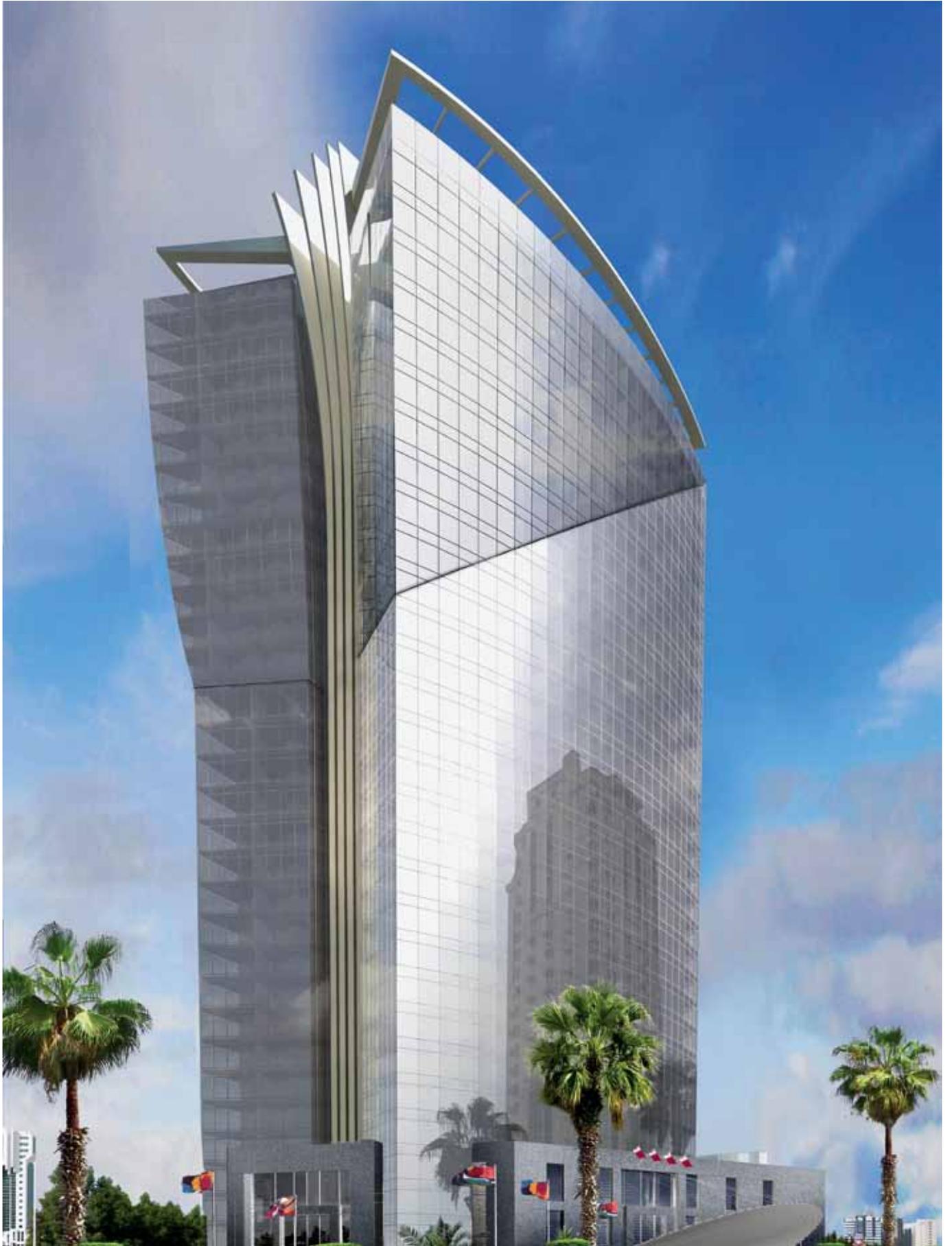
Life Marina is a luxurious residential complex, comprised of two buildings at the port of Ibiza in Spain. Each distinctively designed there are a total of 300 units. One building faces the bay and is U-shaped with a colorful and asymmetrical façade. The other is cube-shaped with geometric lines and a monochromatic appearance.

During the selection process in the spring of 2005, Life Promomed sought out internationally acclaimed architects Norman Foster and Richard Rogers from the UK, Arata Isozaki from Japan and Jean Nouvel from France to design Life Marina.

Because of his ability to combine all the symbolism of a typical Mediterranean landscape and his visionary capabilities, Jean Nouvel was selected to design the Life Marina project.

Jean Nouvel designed the complex in collaboration with the respected architecture design firm J. Ribas G & J. Ribas F, with whom he had previously worked on approximately a dozen projects in Spain and Portugal.

Noted architect Nouvel has won many prestigious awards in recognition for his outstanding works, including the French National Architecture Award. Some of his most significant works include the Agbar Tower in Barcelona, the extension of the Reina Sofia Museum in Madrid, the Palace of Justice in Nantes (France), the Arab World Institute in Paris and the Lucerne Culture and Convention Center in Switzerland.





Nick Fillipou from Multiplex preferred VitrA Mona Series in the W Hotel.

W Hotels Doha

Location: Doha, Qatar

Architect: Nick Fillipou, Multiplex

Contractor: Nasa Multiplex

Featuring 291 guest rooms and suites, 156 luxury serviced apartments and four dedicated meeting rooms, the fantastically impressive W Doha has opened in November 2008. With the high-energy interiors and vivid, lifestyle driven design characteristic of W, the W Doha offers guests multiple signature restaurants and lounges, the Bliss Spa, Sweat fitness centre and W's distinctive lobby, called the "Living Room".

Apart from the vibrant energy and dramatic design, another theme that runs common to all W Hotels is technology. A hugely popular hotel with the young and the aspirational, technology is integrated into the very spirit of W. From electronic check-in, iPod docking stations, IP telephones and interactive television in rooms to complete WiFi access and a meeting room with every conceivable facility, W takes technology and convenience very seriously indeed.

Being the first W in the Middle East, the W Doha sets the precedent for more W Hotels soon to be opened in Dubai and possibly other cities in the region.

Nick Fillipou of Multiplex: "We chose VitrA given the wide variety of contemporary products available, that also boast of high quality and competitive price. VitrA provided the ideal solution for the W Doha Hotel, where we were searching for an elegant and modern style of sanitaryware product, befitting the boutique nature of the hotel, but also a product that could stand the test of time in a commercial application such as a hotel environment."





Vitra customized production washbasin and Vitra customized production Matrix close-coupled WC pan were preferred in the Westminster Plaza.

Park Plaza Westminster Plaza

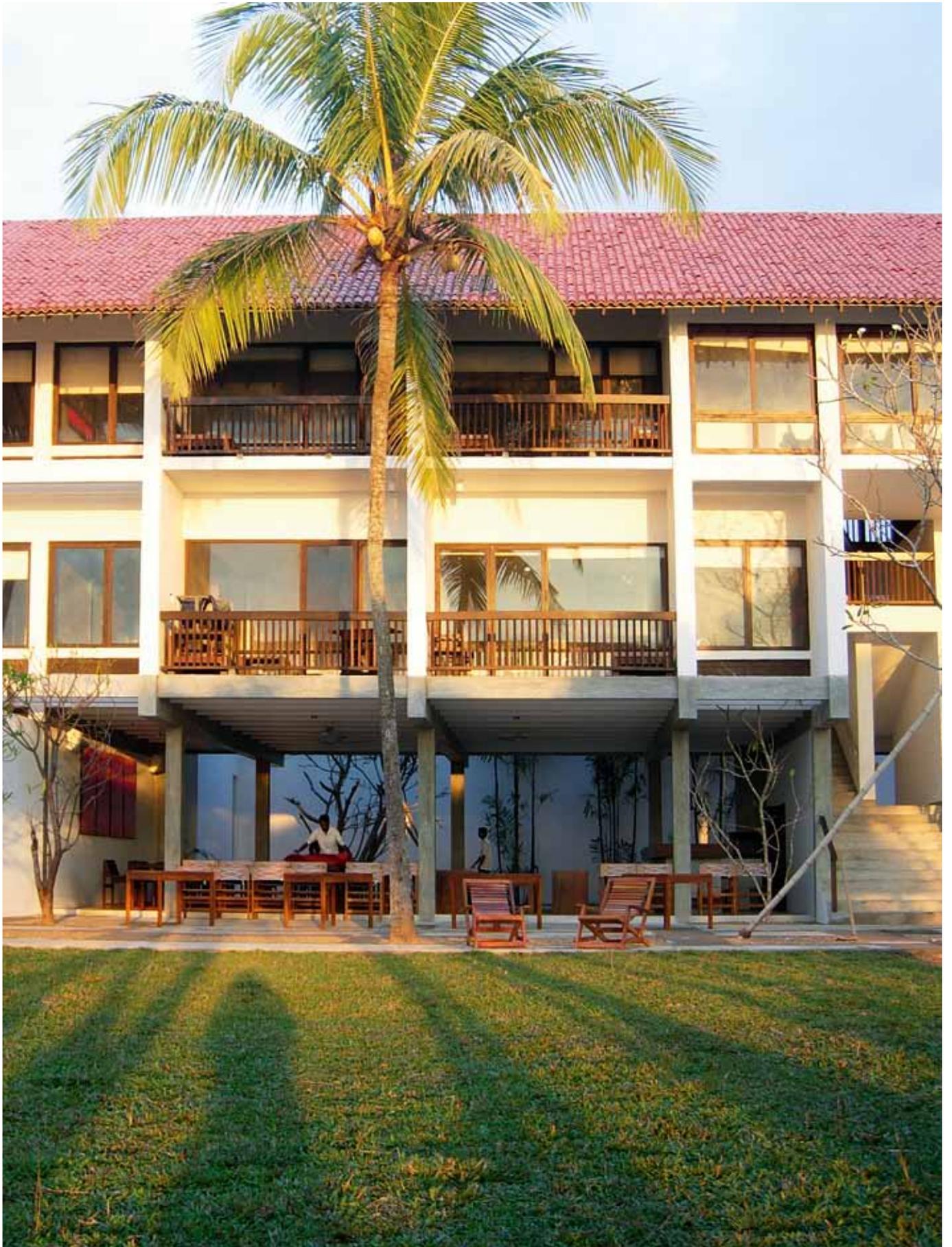
Location: London, U.K.

Pod Manufacturer: E. J. Badekabiner

Investor: Galliard-Homes Company

Park Plaza Westminster Bridge is an opulent, luxurious hotel situated directly opposite one of the capital's largest tube and rail transport hubs, occupying a commanding location with unrestricted views over the Thames, Big Ben and The Houses of Parliament. Park Plaza Hotels & Resorts are part of Carlson Hotels Worldwide, the world's ninth largest hotel company.

Park Plaza Westminster Bridge features spacious guest rooms and over 500 studio rooms with extensive leisure facilities such as concept restaurants, bars and an onsite fitness centre with sauna, gym and jacuzzi. Other facilities include one of London's largest conference rooms, business lounges, executive meeting rooms, a ballroom and indoor pool.





Vinod A. Jayasinghe preferred VitrA Piu Due washbasin, VitrA Retro WC pan and VitrA Helice bathtub in Temple Tree.

Temple Tree Resort & Spa

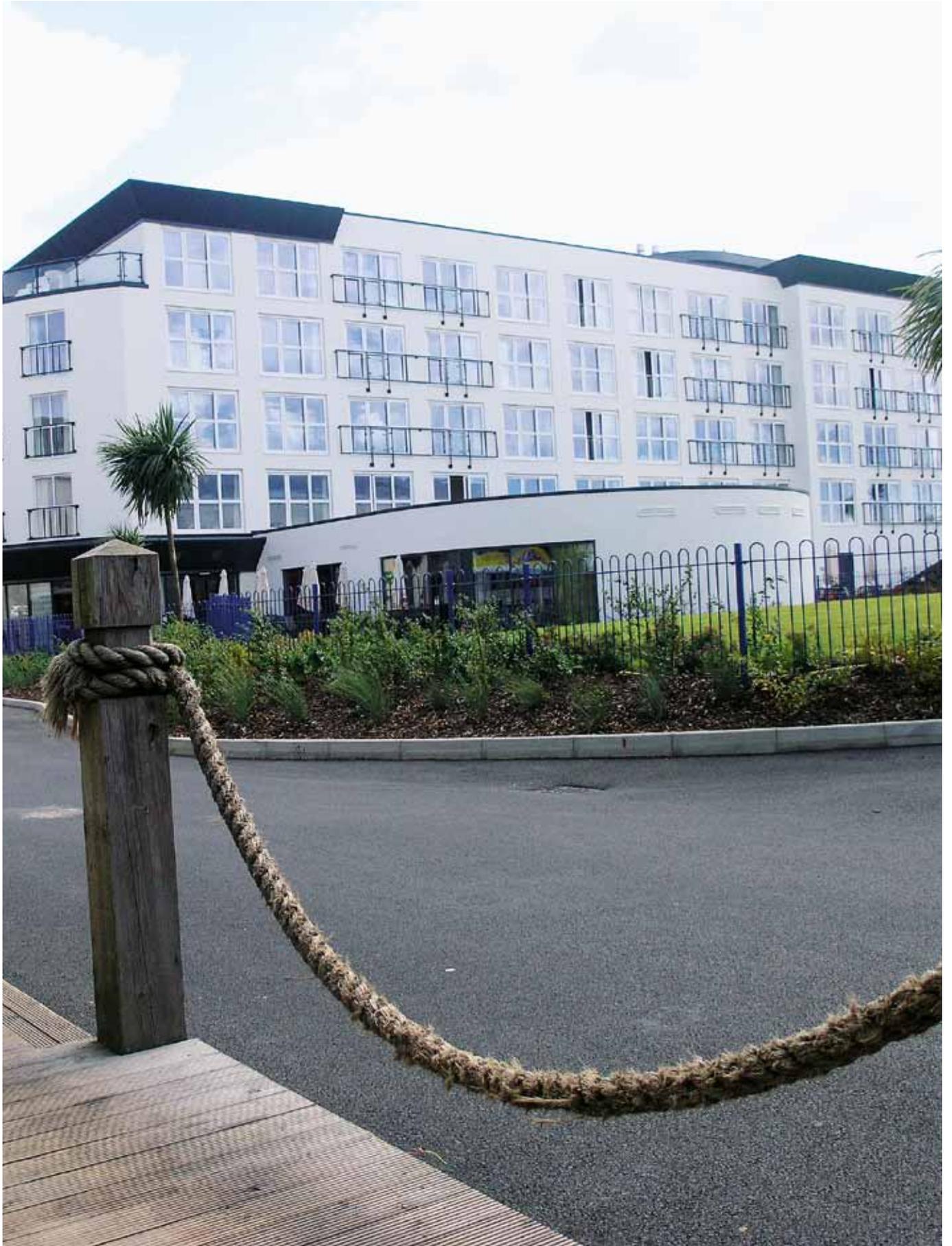
Location: Bentota, Sri Lanka
 Architect: Vinod A. Jayasinghe

Situated in the coastal city of Induruwa, five minutes away from Bentota, Temple Tree Resort & Spa is an idyllic place for a romantic getaway.

This deluxe boutique hotel consists of 10 spacious designer rooms with open concept washrooms, pool with built-in jacuzzi made of natural stone and also a spa specializing in inventive interpretations of Asian treatments pampering the body.

Sized at 60 m² approximately, including balcony and baths, the rooms feature sunken bathtubs and separate rain showers.

Vinod A. Jayasinghe: "I became familiar with the VitrA brand in a variety of prestigious places I have visited across the globe. Designing a dream bathroom plan for Temple Tree Resort & Spa, I found the charming style and superior quality I wanted in VitrA products."





Sam Stokoe from Newman Gauge preferred Vitra Arkitekt sanitaryware products in the Butlins - Shoreline Hotel.

Butlins - Shoreline Hotel

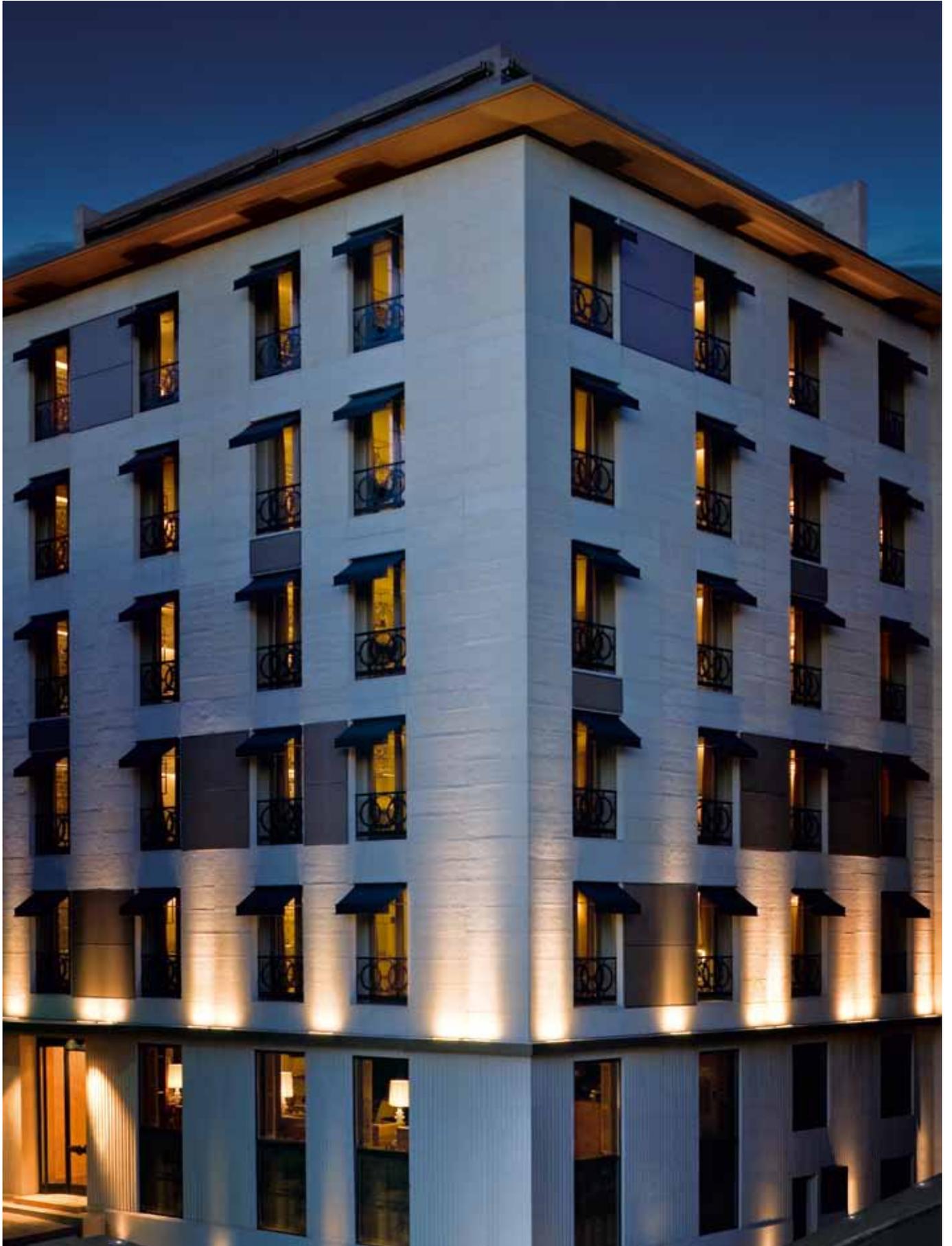
Location: Bognor Regis, U.K.

Architect: Sam Stokoe, Newman Gauge

This contemporary hotel is set in landscaped gardens and features 160 rooms over 4 floors, a lounge bar, restaurant and sun terraces.

Butlins - Shoreline Hotel has a slightly futuristic, contemporary style with shades of a cruise liner about it. The nautical feel is reflected in the room naming and Butlins - Shoreline's stylish and spacious bedrooms range from studio level Hook's Cabins; to Columbus Quarters; through to deluxe Nelson's Staterooms, many of which come with balcony and sea views.

Sam Stokoe: "We chose Vitra products for the Butlins-Shoreline Hotel for their design aesthetics along with Vitra's reputation for durability and ease of maintenance."





Vitra İstanbul sanitaryware products, Vitra İstanbul brassware products and accessories were preferred in the Witt İstanbul Suites.



Witt İstanbul Suites

Location: İstanbul, Turkey

Architect: Autoban Architects

Contractor: Autoban Architects

Centrally located in İstanbul's charming historic Cihangir neighbourhood, the imposing façade of İstanbul Suites boutique hotel hides behind it a treasure trove of contemporary design. Everything in the Suites is geared to offer excellent comfort and a "home away from home" to its guests. Windows open up to a fantastic İstanbul panorama, and the restful tranquility of the interiors belies İstanbul Suites' close proximity to vibrant Beyoğlu, the pulsing heart of the metropolis.

İstanbul Suites at a glance:

- Completely renovated 8 floor historic building on a 220 m² base
- 15 rooms from 60 m², each a stylish monument to comfort
- Unimpeded view of the historic peninsula and the Bosphorus from the rooms
- Concierge service round-the-clock

Created by architect Seyhan Özdemir and interior decorator Sefer Çağlar, the founders of the globally acclaimed design company Autoban, Witt İstanbul Suites offers a unique blend of function and convenience. Individual rooms are furnished with furniture by world famous designers, while Ross Lovegrove's İstanbul collection for Vitra perfectly accentuates the Turkish marble setting in the bathrooms.

Autoban Architects: "İstanbul Suites confers a distilled sense of İstanbul by virtue of its location and the view it commands. We wanted to flow with that sense, to represent İstanbul with our design, and with Ross Lovegrove's forms. The soft contours of Lovegrove's forms provide a contrast to the straight lined exterior appearance of the building, and that is precisely what we wanted. Also, all the furnishings of the hotel were selected for high design value, many of them specially made for here. The bathrooms had to live up to the rest of the environment in terms of design quality."





VitrA Softcube and Arkitekt sanitaryware products, Neon bathtub and Harmony whirlpool were preferred in the Miramar Al Aqah Beach Resort.

Miramar Al Aqah Beach Resort

Location: Fujairah, U.A.E.

Architect: Rami Edihahan

Miramar Al Aqah Beach Resort, managed by Iberotel, is located on the East Coast of the United Arab Emirates, approximately 45 km from Fujairah City and 90 minutes from the cosmopolitan city of Dubai, with many rooms facing the sea and a private beach in the charming Emirate of Fujairah.

With its Moroccan architecture and façades, the 5-star Beach Resort is the ideal location to have relaxing holiday. The main building is spread out in clusters of three floors.

Surrounded by a beautiful natural environment and landscaped gardens, the 313 guestrooms and 20 suites of Miramar Al Aqah Beach offers the luxury of resort life.





Nedim Dikmen preferred Vitra Juno washbasin and Vitra Juno brassware products in the Mercure Hotel.

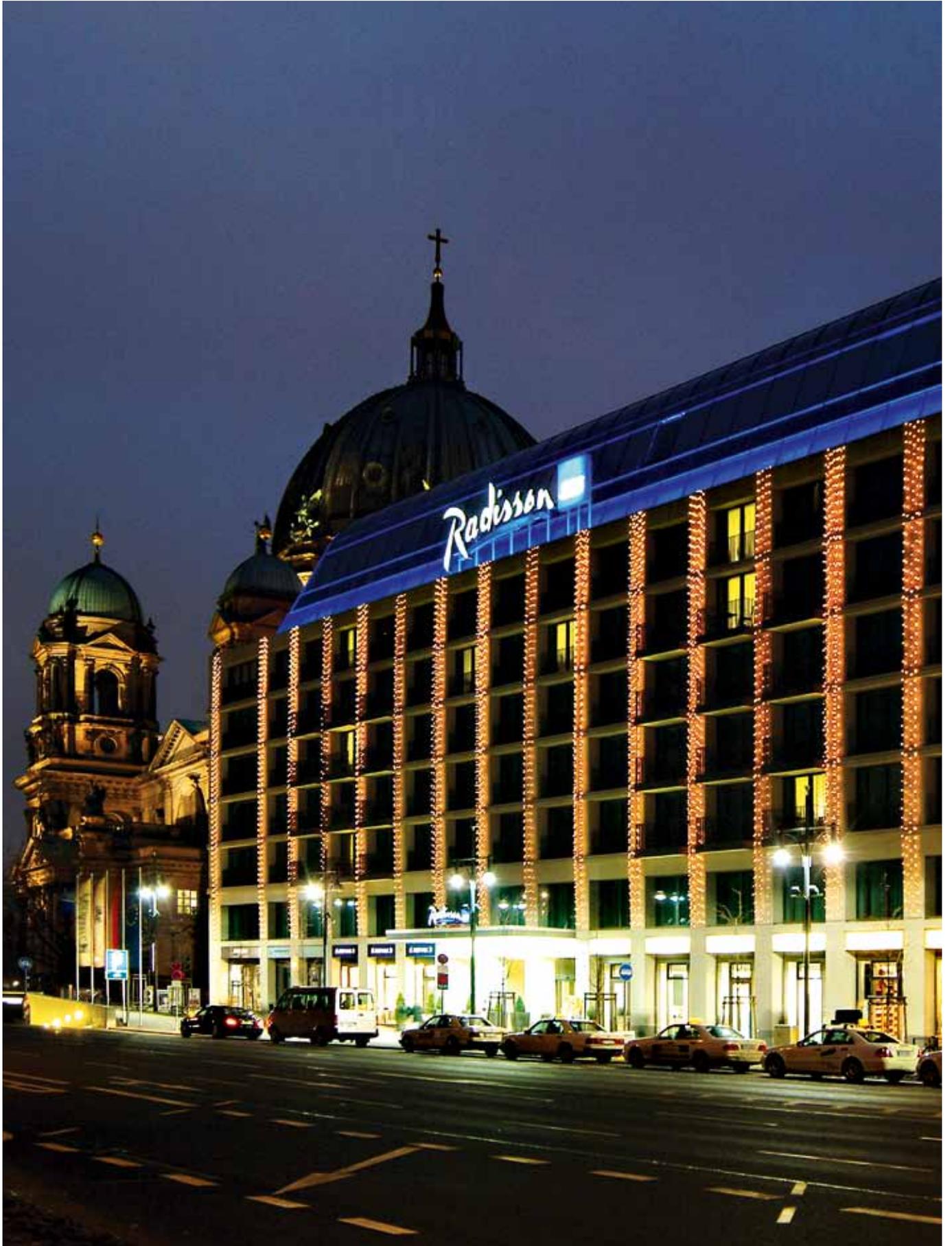
Mercure Hotel

Location: Kyrenia, Cyprus
Architect: Nedim Dikmen
Contractor: Akfen Holding

The 5-star Mercure Hotel is located in Kyrenia in Cyprus. The 299 room hotel has a golf course, tennis courts, a spa with a Turkish bath and whirlpool, indoor and outdoor swimming pools as well as public and private beaches at the service of guests.

The hotel is equipped with Vitra WC pans, washbasins, urinals and concealed cistern systems, Juno and Armix faucets with Arkitekt series accessories, Nova 5F sliding shower sets, shower trays, bathtubs and whirlpool tubs.

Nedim Dikmen: "The Vitra brand offers the highest quality vitrified and ceramic products, and the best solutions especially for high traffic hotel environments. Its design superiority is another major reason why I prefer to work with Vitra."





VitrA Juno Washbasin was preferred in the Dom Aquaree Radisson SAS.



Dom Aquaree Berlin Radisson SAS

Location: Berlin, Germany

Architect: Sergei Tchoban von nps & Partner GbR

Contractor: DEBA Systemtechnik GmbH

The 5-star luxury hotel Radisson SAS is located in the heart of the German capital, directly on the river Spree and opposite the Berlin Cathedral. The ultra-modern hotel features the world's largest cylindrical aquarium in its lobby, the 25 m high AquaDom boasting 2,500 tropical fish and 1 million litres of salt-water.

All 427 rooms and suites are tastefully decorated and have a spectacular view of either Berlin or the colorful ocean view of the AquaDom. Facilities of Dom Aquaree Berlin Radisson SAS include wellness area "Splash" with swimming pool, sauna, steam bath and fitness room, conference area on the ground floor with a space of 1340 m², and 10 air-conditioned meeting rooms.





Vitra Matrix sanitaryware products and Vitra Matrix brassware products were preferred in the Renaissance Hotel-Atyrau.



Renaissance Hotel-Atyrau

Location: Atyrau, Kazakhstan

Architect: BOD Architects

Mechanical Contractor: LCA Engineering LLP

The Renaissance Atyrau Hotel, situated on the European side of Atyrau, the oil capital of Kazakhstan, is located along the main avenue overlooking the Ural River. With its 202 guestrooms, the Renaissance Atyrau Hotel is the only international brand hotel in Atyrau and the second Renaissance hotel in Kazakhstan.

The hotel has the biggest conference facilities in Atyrau with state-of-the-art audio-visual equipment, the newest and largest gym and health facilities, and a fabulous 13 m² swimming pool.

LCA Engineering LLP's Partner Osman Ari: "After a careful consideration, we as the mechanical contractor proposed Vitra Plumbing fixtures and fittings for our project and they were approved by our project design architect."





Vitra Matrix wasbasins, Vitra Matrix brassware products and Vitra Nouva WC pans were preferred in the Renaissance Hotel-Aktau.



Renaissance Hotel-Aktau

Location: Aktau, Kazakhstan

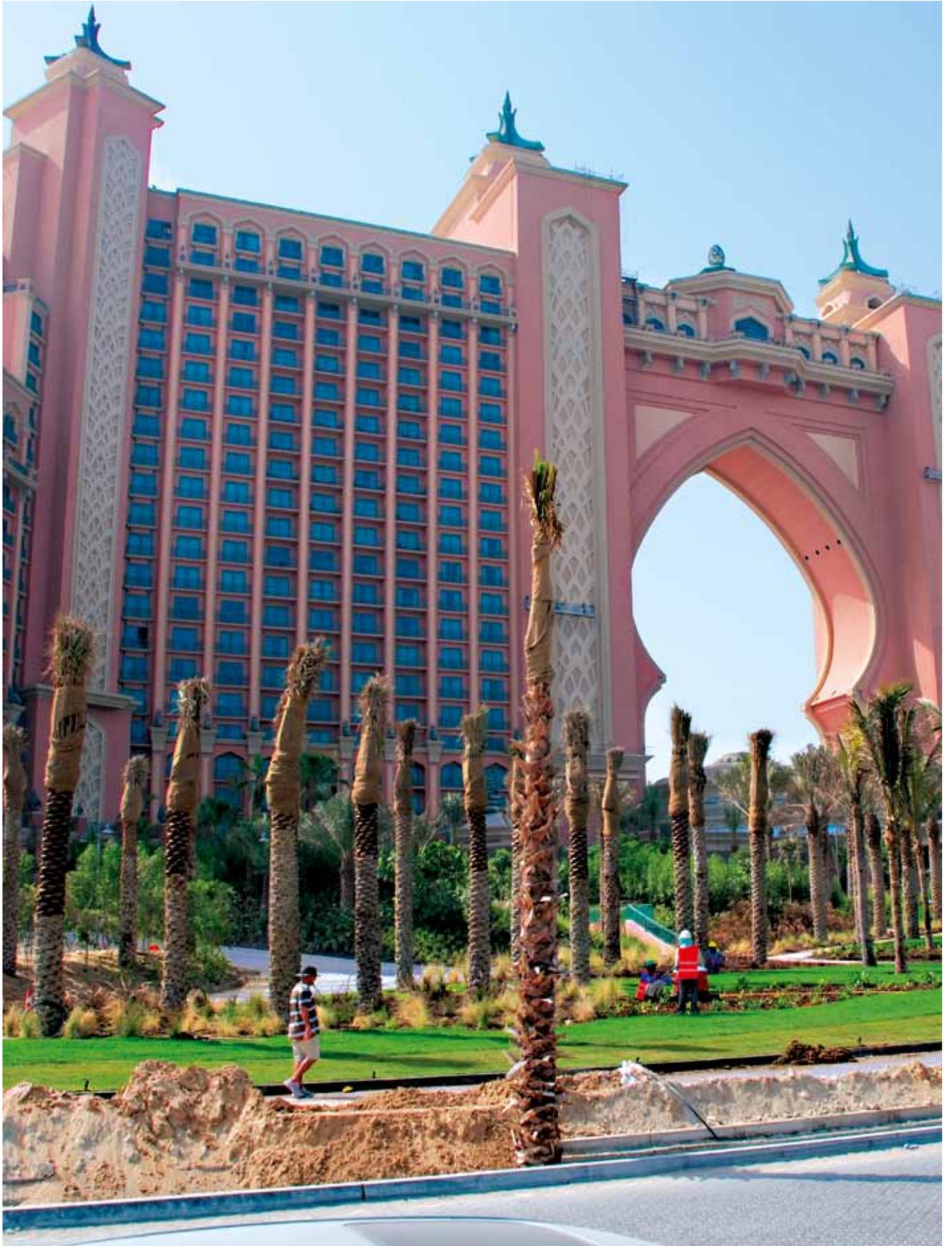
Architect: BOD Architects

Mechanical Contractor: LCA Engineering LLP

Aktau, located on a unique peninsula in Kazakhstan, is a large seaport in the Mangistau Region. With breathtaking views of the Caspian Sea, the Renaissance Hotel-Aktau is within walking distance to the beach and minutes from the city center with its wonderful shops and restaurants.

The hotel has 120 spacious rooms and suites. Facilities include indoor and heated outdoor swimming pool, sauna, fitness center and a ballroom with a capacity of 200 guests.

LCA Engineering LLP's Partner Osman Ari: "After a careful consideration, we as the mechanical contractor proposed Vitra Plumbing fixtures and fittings for our project and they were approved by our project design architect."





VitrA Arkitekt sanitaryware products, VitrA Riva WC pan and VitrA Riva bidet were preferred in the Atlantis.



Atlantis, The Palm

Location: Dubai, U.A.E.

Contractor: Al Naboodah Laing O'Rourke

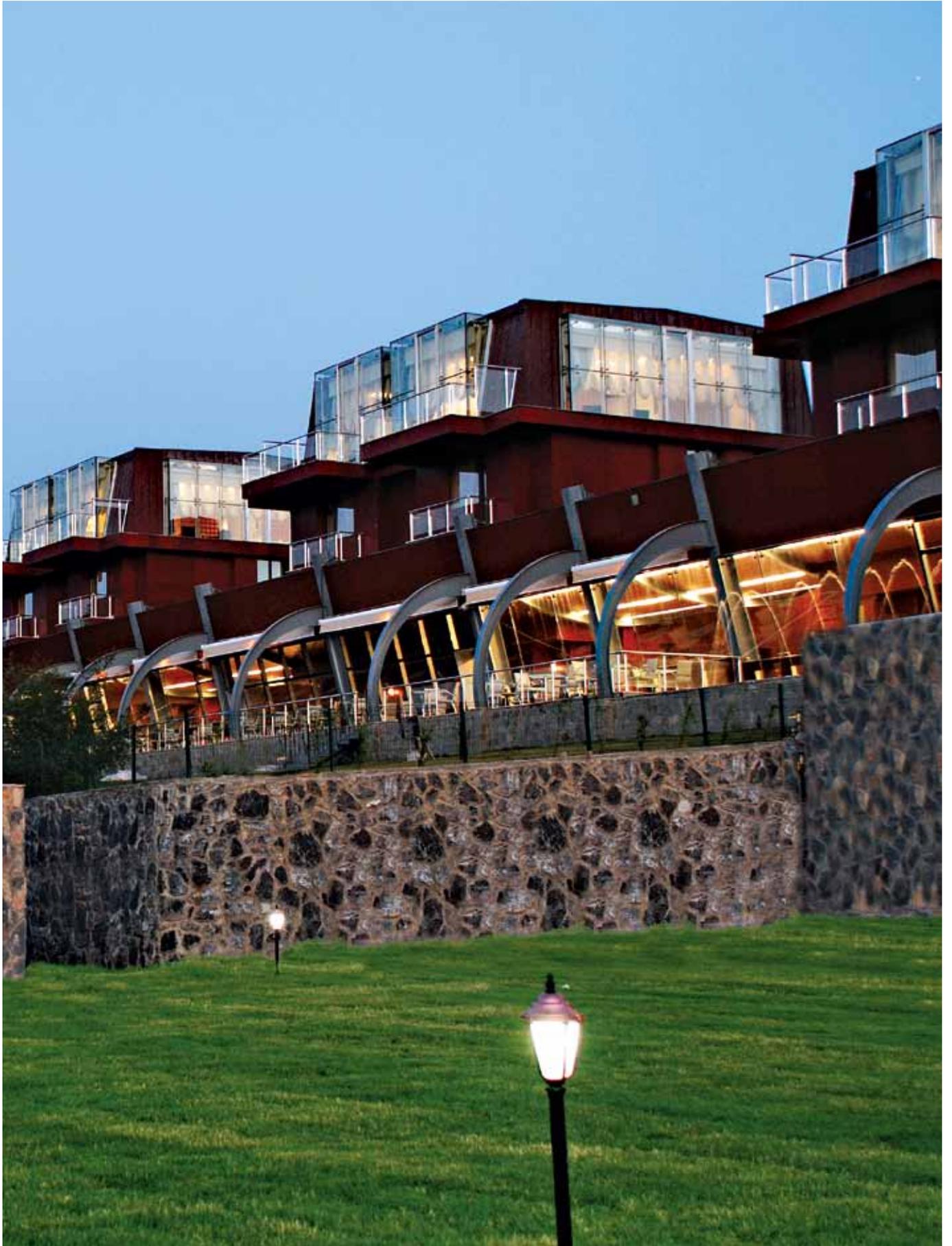
Developer: Kerzner International & Istithmar

Atlantis, The Palm, is the brain child of Sol Kerzner and the sister hotel of the spectacular Atlantis, Paradise Island in the Bahamas. This dynamic property rises in Dubai from the coastline of the largest man-made island in the world, the Palm Jumeirah. Positioned as the flagship property it is, situated at the apex of the Palm Jumeirah's Crescent, Atlantis, The Palm, majestically crowns the development, while surrounded by the beautifully tranquil sea of the Arabian Gulf.

The resort offers more than 1,500 guest accommodations at the Royal Towers, with over 16 restaurants, bistros and cafes, bars and lounges, and extensive meeting facilities including the opulent Royal Palm ballroom and the Palm Terrace, which overlooks the tropical landscape and lapping waters between the central fronds and the crescent of the Palm Jumeirah.

As the ultimate resort destination, Atlantis, The Palm is full of trails of discovery, with over 68,000 m³ (15 million gallons) of salt and fresh water attractions, vibrant entertainment which brings a host of ocean-themed delights into the very center of any holiday experience, thrilling the senses and unearthing new encounters for all.

Nedim Dikmen: "The VitrA brand offers the highest quality vitrified and ceramic products, and the best solutions especially for high traffic hotel environments. Its design superiority is another major reason why I prefer to work with VitrA."





Vitra İstanbul sanitaryware, brassware and accessories, bathtub and Vitra tiles were preferred in the Legend İstanbul Hotel.



Legend İstanbul Hotel

Location: İstanbul, Turkey

Architect: Serhan Sarpınar, Utopya Architects

Contractor: Utopya Architects - Metro Travel

Nestled in a rustic setting in İstanbul's popular weekend retreat village of Polonezköy, Legend İstanbul Hotel is the ideal spot for guests looking for quiet, tranquility and excellent comfort in the midst of nature.

The hotel has 43 rooms comprised of a king suite, a honeymoon suite, 2 junior suites, 7 deluxe rooms and 32 standard rooms. The windows of the rooms open up to a view of the guesthouse's spacious garden, or overlook a panorama of the surrounding hills covered by forests of oak and sycamore.

Amenities include indoor and outdoor swimming pool, sauna, whirlpool, beauty and health center, spa, 2 meeting halls, and a ballroom with a capacity of 350 guests.





Elif Özdemir preferred VitrA Matrix sanitaryware & brassware, VitrA Pennyround tiles in the Lush Hip Hotel.



Lush Hip Hotel

Location: İstanbul, Turkey
 Architect: Elif Özdemir
 Contractor: Plan A

Lush Hip Hotel is a renovated early 20th century townhouse in the center of bustling metropolitan İstanbul. Blending modern style with traditional Turkish hospitality, the hotel provides dynamic accommodation and a popular cafe-restaurant.

Amenities and services include restaurant, bar, fitness, spa and wellness center, meeting and banquet facilities.

What makes Lush stand out among other boutique hotels is its 22 attractive rooms of varying sizes, each individually designed around a different theme from art nouveau to Scandinavian or pop art to Ottoman.



“Given the very different styles we pursued in the decoration of our rooms, it could have been a struggle to come up with matching bathroom decors. Happily, with their expansive product ranges, VitrA had several options suitable for every style. I am happy to say we ended up using VitrA products in almost all our bathrooms. I have been using VitrA for a long time now, possibly all the way since ‘84 when I embarked on my profession. To this day, they remain my first choice. They are well established brands, with the concomitant experience and expertise; and the advanced production technologies they employ help set them apart. VitrA is a leading name in the sector, and, as an architect, I appreciate the new benchmarks it sets with its innovative approach to products, services and communication.”





Esin Sözer from Arketipo Design, preferred Vitra Euro WC pan, Vitra Assos brassware product and Vitra Rezidans tiles in the Rixos Hotel Almaty.

Rixos Hotel Almaty

Location: Almaty, Kazakhstan

Architect: Arketipo Design

Contractor: Sembol Construction and Trade Co.

The 5-star, 158,000 m² Rixos Hotel Almaty features 262 rooms including 2 king suites, 24 deluxe+ suites and 36 standard, deluxe and duplex suites. The general style of the hotel is modern classic European.

In addition to the atrium and shops on the ground floor, other facilities of the hotel are spa, Turkish Bath, restaurants, fitness center, entertainment center, night club, meeting rooms and ballroom.

Arketipo: "The durability and stylish aesthetics of Vitra products are exactly what we wanted in this project. That is why we chose Vitra for Rixos Hotel Almaty."





EuroPark Shopping Center

Location: Moscow, Russia

Architect: RTKL

Contractor: Kontek Construction

EuroPark is a prestigious shopping center on a very upscale street in Moscow, Rublovscoe Shosse. Completed in 2005, the 86,500 m² center boasts a high-tech form of architecture.

The project included shops, supermarket and movie theaters.

VitrA Customized Production Arkitekt Porcelain tiles were preferred in EuroPark Shopping Center.

All the floors, including halls, toilets and technical zones were covered by VitrA tiles. Special forms like flowers, leaves and logos were carved in the factory and shipped to the site as precast.





VitrA Matrix washbasin was preferred in the Peri Yachts.

Peri Yachts

Location: İstanbul, Turkey
 Architect: Scaro Design - Selçuk Koçak
 Contractor: Peri Yachting

Slicing through the water and recognisable by its sleek, aerodynamic lines, the Peri composite yacht is the new performance leader. It combines speed with stability and an absence of vibrations for a supreme sense of navigating pleasure.

Thoroughbred performance is matched by refined design. The feeling of luxury claims the spotlight.

The first impression is one of lavish space: The renowned "roominess" particular to Peri. New dimensions open up, from the broad, teak-clad outer decks to the generous flybridge with its privileged views of the sea. Inside, the design team has done full justice to the expanded space. The fine proportions allow for more gracious entertaining, but also for greater privacy and intimacy. The large state-rooms and glamorous ensuite bathrooms are a serene world of their own.



"As a global brand, Peri Yachting caters to a sophisticated clientele with refined tastes. Given the superior quality and exquisite design of VitrA bathroom products and fixtures, we believe VitrA is the perfect choice to complement Peri Yachts."





VitrA Arkitekt Pool Tiles were preferred in Queen Mary 2.



Queen Mary 2

Location: France - U.K.

Contractor: Marbresol

Five swimming pools adorning the deck of Queen Mary 2, the biggest cruiser in the world, have been covered with VitrA porcelains. Queen Mary 2 has five decks, 2600 passenger capacity and it is 345 m in length. Construction of this luxury vessel was completed in December 2003 through efforts of over 3000 workers with a total cost of 800 million Euros.

Pool tiles under VitrA Arkitekt products; pool and channel edges, beading, corners, coveskirtings were designed specially for the project by engineers of Queen Mary 2 and Eczacıbaşı VitrA Tiles Project Team.

All the porcelain materials and ceramic parts of pools were chosen from the architectural program of VitrA. Vessel building engineers and VitrA engineers cooperated to respond to specific requirements for the construction of Queen Mary 2.

Eczacıbaşı Building Group on the project: "To solve the planning problems which hamper creativity, VitrA Arkitekt series was developed as a special program for professional users, so that functional solutions could be provided by the two important characteristics of the series; 'modularity and compatibility' with RAL Colors'.





Taavi Aunre preferred Vitra Istanbul brassware and Vitra Istanbul urinals in the Mercado Restaurant.

Mercado Restaurant

Location: Tallinn, Estonia

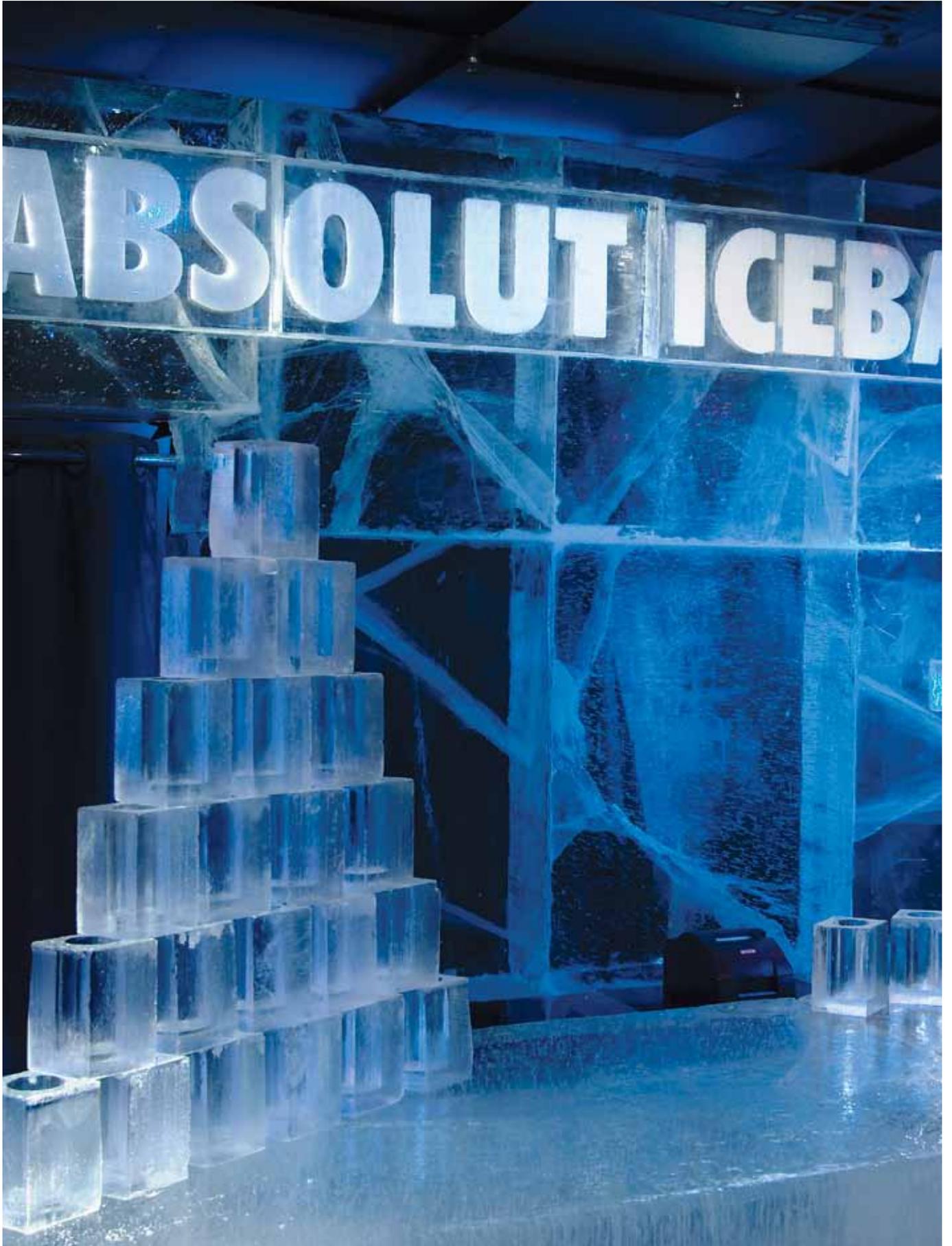
Architect: Taavi Aunre

Contractor: Biston

Ülemiste City is the most modern innovation city in the Nordic Countries, its biggest values being the human-centeredness, energy-efficiency, environment-friendliness and the creative approach in developing a modern working environment. The city is basically divided into three zones -bureaus, the industrial buildings and the exhibition center. Ülemiste City is a business hub founded on open thinking, where the seeds of good ideas are sown and given all the support and encouragement they need to sprout into successful projects.

Seating over 550 people, the new and impressive Mercado Restaurant in Ülemiste is one of the biggest dining establishments in Estonia. The restaurant, situated on the ground floor of a building in Ülemiste City, is a very special milieu for receptions and gala dinners, offering a wide range of possibilities. Mercado Restaurant consists of four specialized sections; souperie, boulangerie, grill and a la carte.

Taavi Aunre: "The reason why I used Vitra sanitaryware in Mercado Restaurant is very simple, it's because Vitra has unique outstanding design concepts, specially the Istanbul Collection. The natural form is a pure advantage."





David Rymer from Straight Impact preferred Vitra Nuovella washbasin, Vitra Ilia brassware products in the Ice Bar.

Ice Bar

Location: London, U.K.

Architect: David Rymer, Straight Impact

Contractor: Straight Impact

Absolut Ice Bar London is the first permanent bar made of ice in the UK, located in the heart of Mayfair in London.

Absolut Icebar London is kept at minus -5 °C all year round, and everything inside is made out of crystal clear ice transported specially from the Torne River in Jukkasjarvi, Sweden. The walls, bar, tables, and even the cocktail glasses are carved out of the purest ice.

Every six months the bar is completely made over with a brand new design.

**ABSOLUT
ICEBAR LONDON**

David Rymer - Straight Impact: "The only permanent ice bar in the U.K., where everything -from the walls, the bar, and the bar stools, to the 'glass' that holds your drink- is made from ice. A unique bar, a unique experience and a unique challenge for Straight Impact, the design company which managed the project. Along with its sister-bar, "belowzero"; this is a true designer destination, with a clientele whose expectations of good design and a stylish environment could not be higher. So when it came to choosing a company to supply fittings and furniture for the bathrooms, Vitra was a natural choice."





VitrA Customized Arkitekt Color & Porcelain tiles and VitrA Fix products were preferred for the Cairo Tower.



Cairo Tower

Location: Cairo, Egypt

Architect: Naoum Shabib

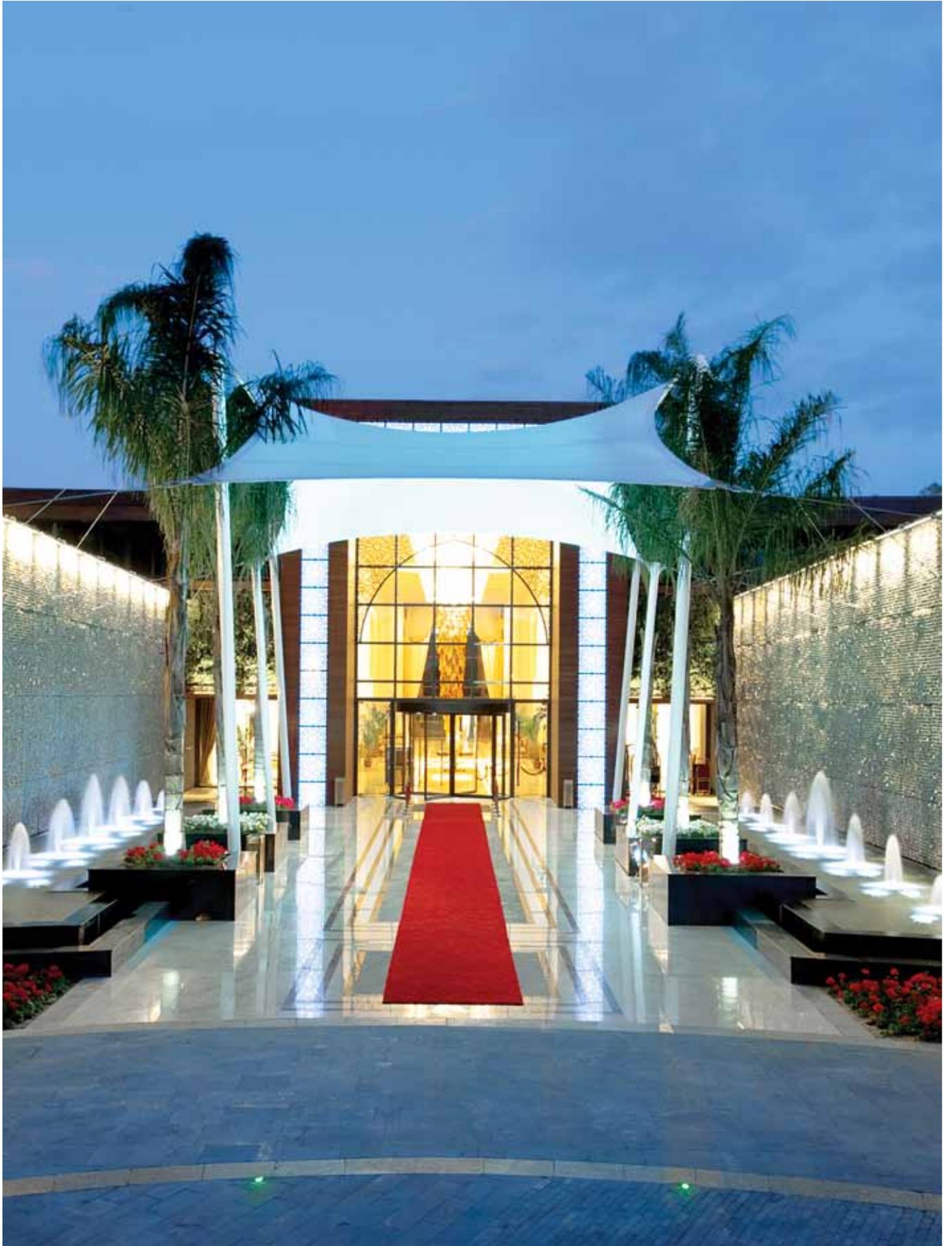
Contractor: ARAB Contactors

External Cladding Contractor: Alyoussef Co.

The Cairo Tower is a free-standing concrete TV tower in the capital city of Egypt. 187 m tall and in the form of a latticework tube that fans out slightly at the top, it is the world's fourth highest tower. It is made of granite, the same material often used by the Ancient Egyptians, and is about 45 m taller than the Great Pyramid of Giza.

Completed in 1961 under the direction of Naoum Shabib, some say that the tower is, after the Great Pyramid, Cairo's most famous landmark. Certainly this tallest of Cairo's buildings is a highlight of the modern city. Cairo Tower is crowned by an observation deck and a restaurant.

VitrA manufactured specially commissioned 2.5 x 2.5 cm reproductions of the original mosaics for the renovation of the Cairo Tower. The renovation project also made extensive use of VitrA Fix products.





Nouva wall-hung WC, Nouva bathtub, Aquatech basin mixer were preferred in Rixos Al Nasr.

Rixos Al Nasr

Location: Tripoli, Libya

Architect: Arketipo

Turkish hospitality and the charm of the Ottoman period come together at the Rixos Al Nasr in Tripoli.

Open since March 2010 and located on a total area of 20,000 m² amid a eucalyptus tree forest, the deluxe 5-star property is conveniently located in close proximity to the business district, shopping and cultural centers and is approximately 10 km from the Tripoli airport.

With its graceful architecture and elegant decor, the Rixos Al Nasr Hotel has a total of 120 elegantly appointed rooms and suites consisting of 2 residential suites, 32 executive suites, 8 junior suites, 5 connected family rooms, 78 business rooms and one room for the physically disabled with all the amenities of a deluxe 5-star hotel.

For your dining and wining pleasure, the Rixos Al Nasr has 2 restaurants (International and Turkish), a cafe, lounge and a vitamin bar.

The Hotel's 1,700 m² lavish spa and wellness center is staffed with certified and professional therapists and offers a variety of Asian and holistic massage treatments. Other amenities include a sauna and steam room, Snow Room, Turkish Bath, Royal VIP Turkish Bath and an indoor swimming pool.

The Rixos Al Nasr's state of the art fully equipped reception and conference center has 10 meeting rooms and one convention center -ranging in size from 53 m² to 390 m² with a 675 m² foyer.

Residential

Living Spaces

Designed for a high standard of living

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VitrA sanitaryware, brassware, accessories and acrylic bathtubs are preferred in the Fontana Towers.

The Fontana Towers

Location: Kingdom of Bahrain
Architect: Aref Sadiq

A symbol of luxury and modern living, the Fontana Towers is located on the scenic waterfront in the Juffair district in close proximity to the international airport, shopping district, hospitals, schools and dining establishments.

The ultra-modern Fontana Towers is comprised of 4 interconnected skyscrapers with 400 freehold apartments ranging from studios to 1, 2 and 3 bedroom units and 4 luxurious duplex penthouses with large terraces, private elevator and swimming pool -all offering breathtaking sea views.

The amenities at the upscale Fontana Towers include a first-class security system, private theatre, business center, multi-purpose function halls, a fully-equipped state-of-the art fitness center with indoor and outdoor swimming pool, recreational play areas, squash courts and indoor parking facilities for 600 vehicles.





VitrA İstanbul sanitaryware, brassware products and accessories are preferred in Skyline 360°



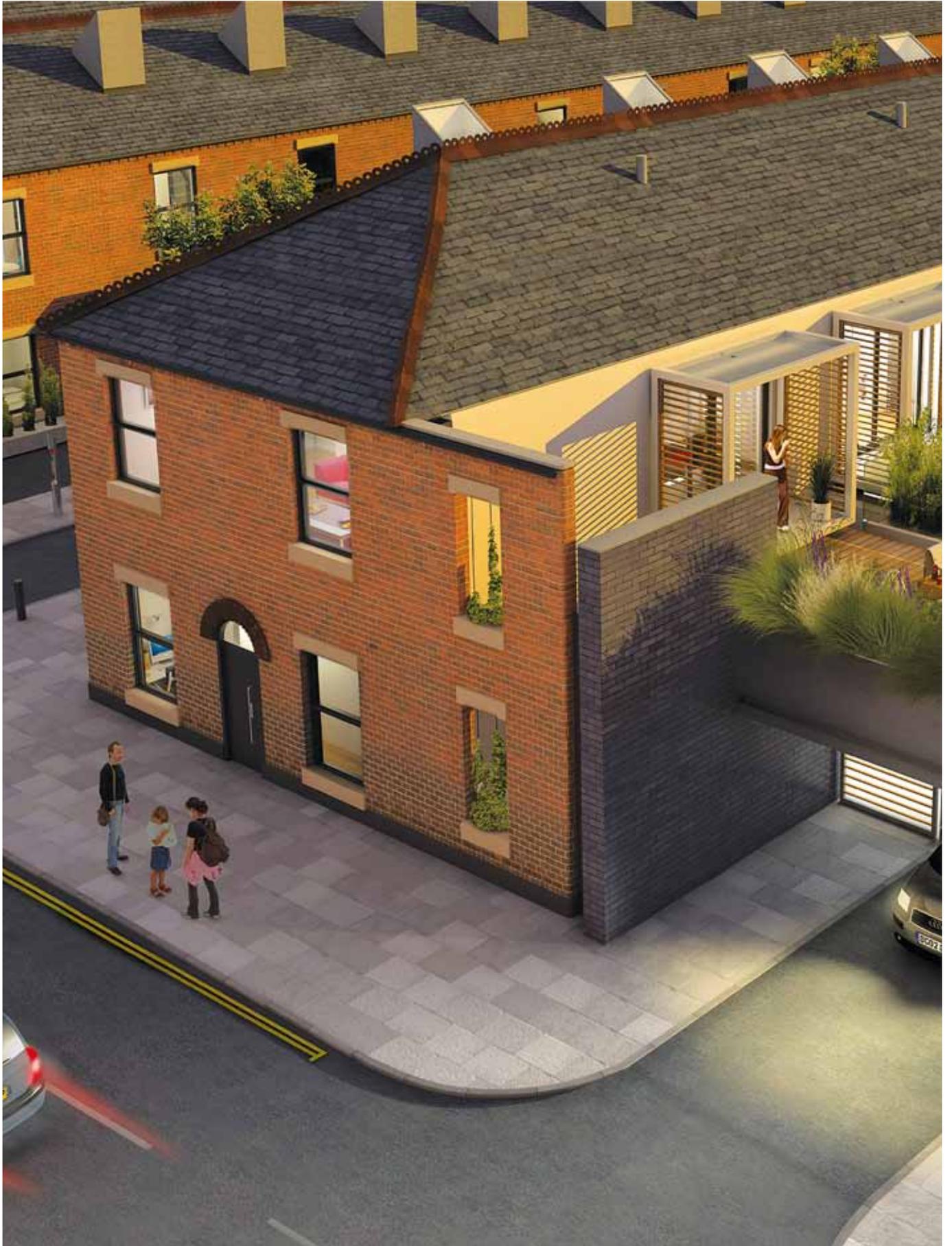
Skyline 360° @ St. Thomas Walk

Location: Singapore, Malaysia
Architect: Architects 61 Pte Ltd
Developer: Hiap Hoe Limited
Designer: Index Design Pte Ltd

Located just off of Somerset and in close proximity to River Valley, Skyline 360° @ St. Thomas Walk is approximately 1.5 kilometers from the lively shopping and entertainment district Orchard Road Belt.

The 36-story skyscraper, with an expect TOP (Temporary Occupancy Permit) scheduled for June 2013, will be completed by 2016.

The residential complex has a total of 61 deluxe units comprised of 27 3-bedroom, 27 4-bedroom and 7 penthouse apartments with lovely views of the city.





David Shanks of Shedkem preferred Vitra Matrix sanitaryware products and Vitra Ilia brassware products in the Langworthy Residence.



Langworthy

Location: Salford, U.K.

Architect: David Shanks, Shedkem

Contractor: Urban Splash

Langworthy Park (Chimney Pot Park) represents a case study for the re-use of existing Victorian red brick terraces into modern housing to meet the changing needs of younger first time purchasers.

The terraced houses in the Seedley and Langworthy area were built around 1910, laid out in a regular terraced grid and adjoining a neighbourhood park to the south. Elevated above street level, Langworthy Park was built on the infill site of a former reservoir, and affords views over the rooftops of the adjacent properties -for this reason, it has been known locally as Chimney Pot Park.

Urban Splash's scheme consciously draws on the character of the neighbourhood, appropriating this name for its development. Their intervention is a small part of the wider Seedley and Langworthy area, roughly a five by two block parcel of the terraced housing grid.

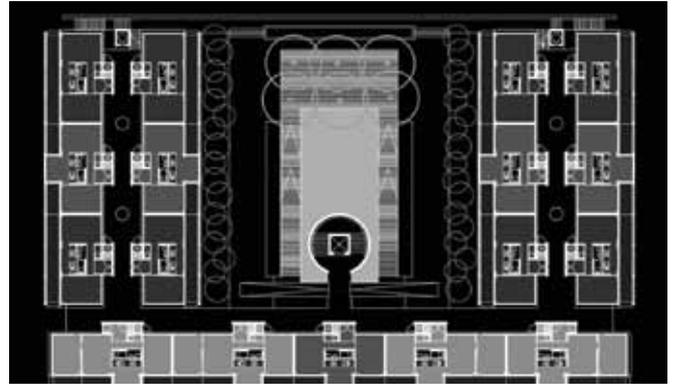
shedkm

David Shanks: "Fittings were chosen which extended this approach, the simple clean lines of the Matrix wall-hung sanitaryware by Vitra clearly complements this."





VitrA Arkitekt sanitaryware products was preferred in the Moho Project.



Moho Project

Location: Manchester, U.K.
 Architect: ShedKM Architects
 Contractor: Urban Splash

Short for modular housing, the Moho Project is the first ever private housing scheme in the U.K. for which all 102 apartments were constructed in a factory before being assembled on site.

Coming in a varied mixture of sizes and types, the apartments are based on a factory produced pre-fabricated residential unit, which, through a series of additional clip on components, give compact, high quality accommodation for sale in the private sector. Moho develops the application of pre-fabrication already successfully used in mixed tenure housing, and transfers it to the private sector.

Though the spaces are compact, the addition of prefab balconies create areas for residents to have parties, grow small gardens, and meet up with their neighbours for after-work drinks. Customized furniture was built in to make good use of the space and to save money. The bathrooms were finished in the same Fermacel wallboard as the living areas.

shedkm

ShedKM: "We chose VitrA products, notably the 'Matrix' system, for their smart and stylish design. To date, we have put them into over 400 apartments and have found both the product and the supplier to be excellent."





Vitra Matrix washbasin and Vitra Matrix WC pan were preferred in the Lister Mills Residence.

Lister Mills Residence

Location: Yorkshire, U.K.

Architect: Latham Architects

Contractor: Urban Splash

Lister Mills consists of luxury warehouse flats for professionals located 3 miles northwest of Bradford city center and 13 miles from Leeds city center. The world's largest silk mills in its heyday, Lister Mills was built in 1838 but burnt down in 1871. In 2000, award winning property developers Urban Splash bought the mills and, through an extensive renovation, brought Listers back to life in the space of a few years.

The magnificent mills have been converted into a range of new uses including apartments, commercial offices and studios, community space and leisure activities.

Patric Sherridan - Urban Splash: "Vitra is, in many ways, an ideal partner for Urban Splash. We share a commitment to innovative design which not only looks good aesthetically, but which also fulfills its purpose functionally. Just as importantly, Vitra's commitment to design is matched by its commitment to its customers, from design to delivery and beyond."





Marius Calin from ZIP Studio preferred Vitra Nuova sanitaryware products and Vitra Arion brassware products in the Baneasa Residence.



Baneasa Residence

Location: Bucharest, Romania

Architect: ZIP Studio

Contractor: Comnord Bucharest

Baneasa Residential is one of the socially integrated components of the largest private real estate development in Romania within an overall area of over 220 hectares. Situated in, as well as repositioning the expansive North Bucharest area, this multi-story residential development overlooks an old forest that is under nature conservancy.

Baneasa Residential consists of three residential building types for five-storey buildings: 12 buildings with 227 apartments over underground parking garages in Phase One, to be followed by seven-story buildings -99 apartments in total -in Phase Two.

The almost completed Phase One comprises 12 apartment buildings -227 apartments and 391 underground parking spaces, located on four newly established city plots of 4,5 hectares at the northern entrance into the growing Baneasa Development. Phase Two which started at the beginning of 2008 on an adjacent site shall consist of 99 apartments and 158 parking spaces located below an inner, landscaped plaza.



Marius Calin: "The outstanding quality of Vitra's residential series allowed us to develop a fully integrated domestic space for Baneasa Residential apartments. By expressing functionality, comfort and elegance as coordinating products and in details, these bathroom products highlight the open and inspirational nature of our design."



VitrA Iliä faucets, VitrA Minimax accessories and VitrA Arkitekt sanitaryware products were preferred in the Marina Promenade.



Marina Promenade

Location: Dubai, U.A.E.

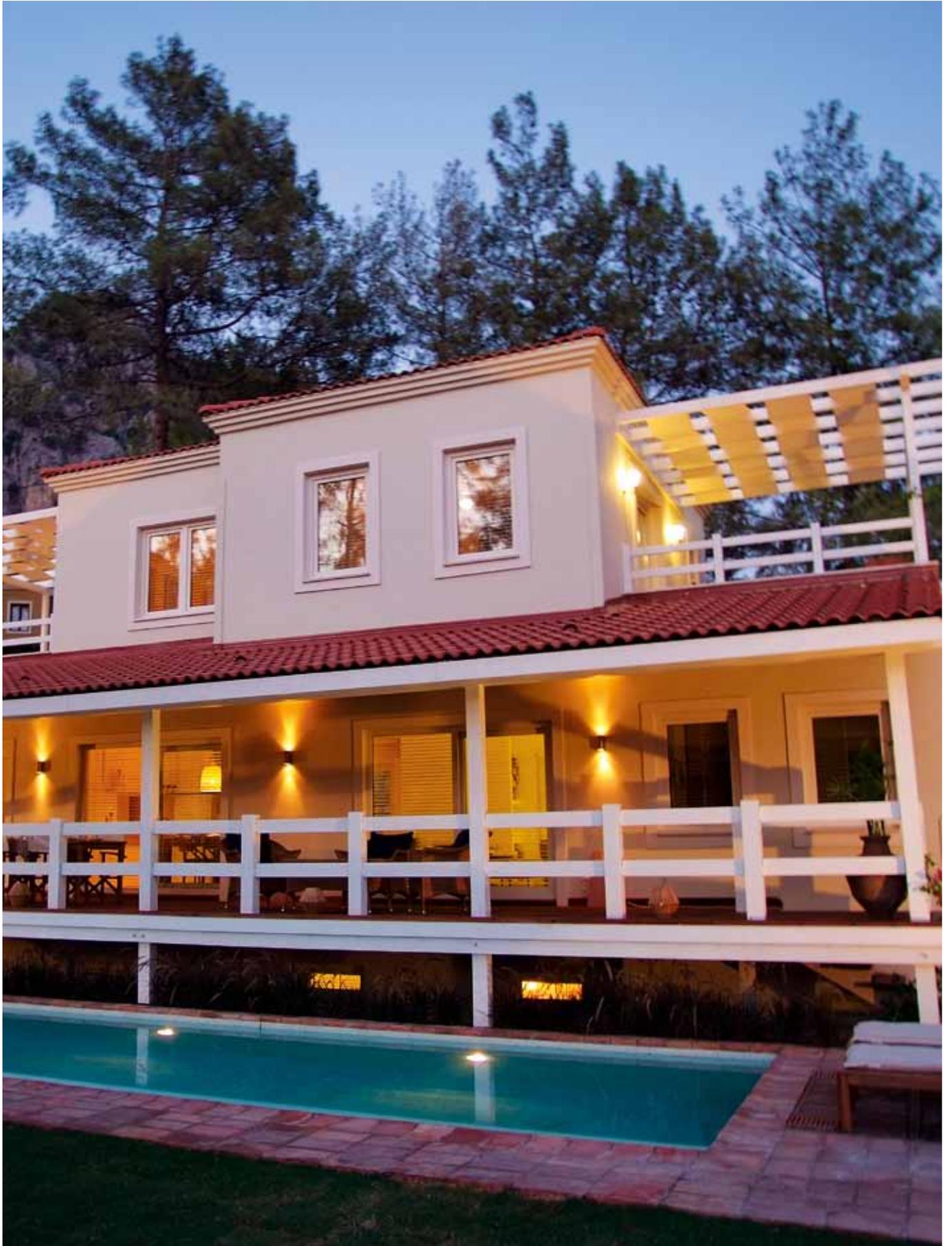
Architect: Zeidler Partnership Architects

Contractor: Nasa Multiplex

Marina Promenade complex offers upscale community living in a Riviera environment with easy access to boats, boardwalks, shops, restaurants and the vibrant lifestyle of Dubai Marina.

Marina Promenade has six residential towers. Each tower has a locker storage area, concierge facility, centralized household waste removal and around the clock maintenance and security service. The towers are connected by a common landscaped podium structure that has a central entrance leading to the parking levels and steps leading to the walkway path.

The sixth tower Delphine is located on the widest bay at Dubai Marina and it is one of the most desirable residential locations in the emirate. It offers 68 additional residential home units, including 2 and 3 bedroom apartments. It also includes swimming pools, game rooms, squash courts, a library, business lounge, multipurpose room, leisure deck, day care center and barbecue area.





VitrA Retro sanitaryware products, VitrA İlia brassware products and Defne Koz İznik tiles were preferred in the Göcek Hills Residence.

Göcek Hills

Location: Muğla, Turkey
 Architect: Cem Kocacıkloğlu
 Contractor: Galata A.Ş.

Known as the "St. Tropez of Turkey", Göcek is a genteel coastal resort at the head of the breathtaking Gulf of Fethiye. Development is strictly curbed in Göcek, ensuring that the beauty of the area is well protected.

The latest addition to Göcek's fabulous panorama is the recently completed Göcek Hills resort community. Göcek Hills is comprised of 23 detached and semi-detached luxury villas set on the forested hillside overlooking the bay below. The villas were built to the highest standards, using top of the line materials only, as befits the extraordinary location.





Manuel Zeitlin Architects preferred Vitra Dual Flush WC pan in the Terrazzo - The Gulch Condominiums.

Terrazzo - The Gulch Condominiums

Location: Nashville, USA

Architect: Hastings Architecture Associates, LLC Manuel Zeitlin Architects

Contractor: The Parent Company, Inc

Terrazzo is an intimate community of 109 exclusive condominiums towering above upmarket shops, restaurants and offices. The design is mid-century modern. The appeal is to discerning home buyers who want skyline views from floor to ceiling and downtown convenience without sacrificing space.

In Italian, Terrazzo means "terrace" and these beautifully landscaped terraces are spectacular and oversized. Which pretty much speaks for everything else about this 14-story landmark located on a high point in Nashville's hottest, new urban neighbourhood, The Gulch.

Manuel Zeitlin Architects: "The primary reason for our choice of Vitra was the Dual Flush. It is a green product, and people like to participate in helping the environment. The refined aesthetics and the range and consistency of the Vitra product line helped our decision. And the availability was another important factor." Michelle M. Oakley (Hastings Architecture Associates, LLC): "I wanted to keep the project green throughout, and I was very impressed with the green aspects of the Dual Flush Toilet. Also, the design of the products made them just a perfect match for the look we were trying to convey. Last but not least, Vitra enabled me to specify products to earn Leed water-efficiency points."





Vitra Serenada WC pan was preferred in the Shore Condominiums.



The Shore Condominiums

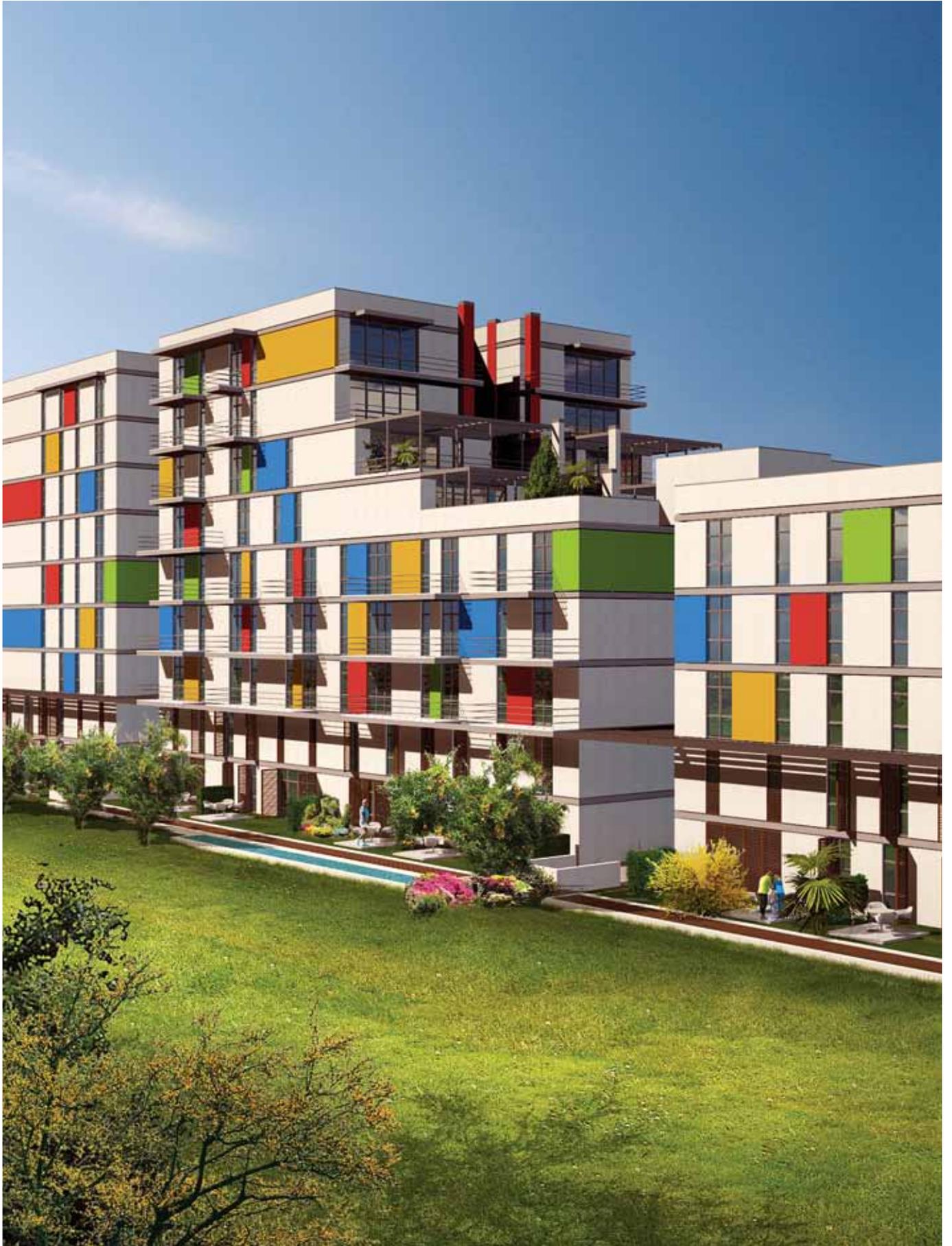
Location: New Jersey, USA

Architect: David Lawrence Mammina

Developer: Newport Development

Plumbing Contractor: F & G Mechanical

Each tower consists of 350 units with 20 town homes each in between the two towers connecting them. There are several stores such as a salon and gym which is part of the association. Both buildings overlook Manhattan on the banks of the Hudson River in downtown Jersey City, New Jersey.





VitrA Minimax brassware products and VitrA Rezidans tiles were preferred in the Narcity Residence.



Narcity

Location: İstanbul, Turkey

Architect: Nevzat Sayın

Contractor: Tepe Construction

Spacious, stylish, and boldly colorful, Narcity Residential project is in Maltepe, İstanbul, overlooking a fantastic view of the Marmara Sea.

The project is composed of a total of 1280 residences from studio units to 6 room apartments, from garden duplexes to lofts with roof gardens. Recreational facilities, sports options and a range of community services all combine to make Narcity a hugely popular new settlement.

Nevzat Sayın: "Reminiscent of a kaleidoscope from a distance due to their varicolored façades, the blocks follow simplified, pared down forms. The design concept is primarily functionalist both in the exterior, and in interior spaces. Beginning with vitrified ceramics and fixtures, all elements were chosen to reflect the emphasis on modernistic function."



Prof. Dr. Arch. Ognyan Grozev preferred VitrA Bergama sanitaryware products and VitrA brassware products in the Emerald Beach Resort.



Emerald Beach Resort

Location: Ravda, Bulgaria

Architect: Prof. Dr. Arch. Ognyan Grozev

Contractor: Summer F

The outstanding Emerald Beach Resort and Apartments are located in one of the most exclusive areas of the Bulgarian Riviera. The apartment-type complex is designed as a high class holiday property. The project consists of 826 apartments, in five independent buildings - Emerald Building with its three wings: Cashmere Wing, Satin Wing and Damask Wing; Madras Building and Ikat Building, followed by Villa Challis and Villa Bagheera.

All five buildings are situated in a beautiful park, right next to a marvellous beach.

Prof. Dr. Arch. Ognyan Grozev: "I have chosen VitrA because of the high quality and wide product range providing excellent comfort in the bathroom which is a part of our life."





Sirena Apartments

Location: Byala, Bulgaria

Architect: Prof. Dr. Arch. Ognyan Grozev

Contractor: Summer F

Sirena is a complex of holiday homes situated in immediate proximity to the sea coast in the town of Byala.

The apartments are located in two independent buildings aligned with the main passages - pedestrian and automobile, sea view and property leveling.

Plans for the complex include an underground parking lot directly connected to the road, swimming pools for adults and children and recreational areas.



VitrA İstanbul sanitaryware products, VitrA İstanbul brassware products and VitrA İstanbul bathtubs were preferred in the Sirena Apartments.

Prof. Dr. Arch. Ognyan Grozev: "I have chosen VitrA because of the high quality and wide product range providing excellent comfort in the bathroom which is a part of our life."

Sports

Activity Spaces

Designed for well-being

Astana Arena Stadium	92
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Schlossbad Wickrath Sports Center	96
Stadtbad Plauen	98
Therme Bad Aibling	100
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VitrA sanitaryware and products brassware products were preferred in the Astana Stadium.

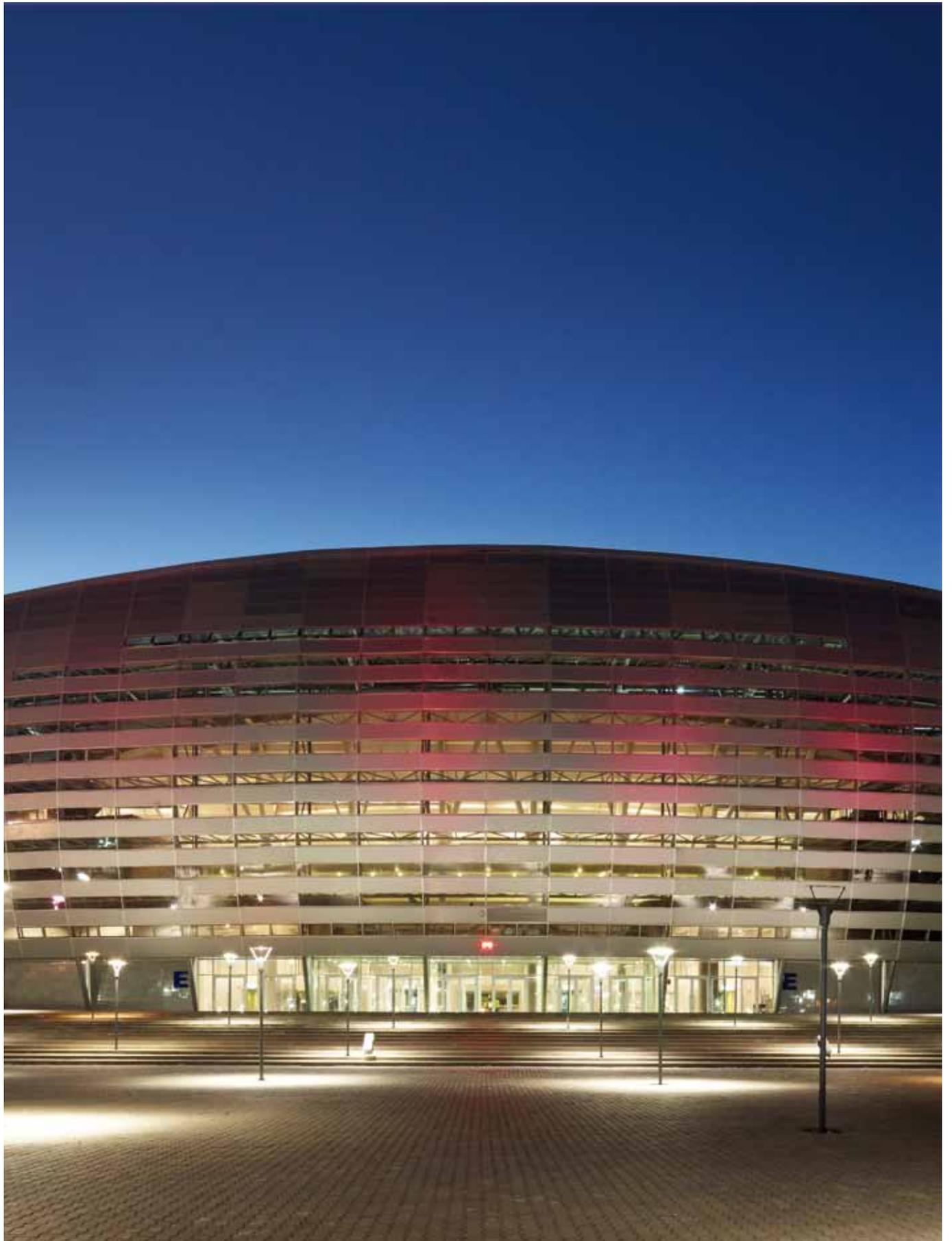
Astana Arena Stadium

Location: Astana, Kazakhstan
 Architects: Tabanlıoğlu Architects -
 Melkan Gürsel & Murat Tabanlıoğlu

The Astana Arena is another example of the new modern face of Astana, the capitol of Kazakhstan.

Located on the main road connecting the city center to the airport, the state-of-the-art stadium has a capacity for 30,000 football fans with 24 entrance/exit gates. Primarily, the stadium has an elliptical geometric shape with an opening and closing steel dome due to the harsh weather conditions (Temperatures can range from -40° to $+40^{\circ}$ in Astana). While closed, natural light is still possible via the transparent sections mounted along the opening/closing apparatus.

Designed to be more than just a football stadium, the Arena will be used for other events as well.





VitrA Aquatech brassware products and VitrA Arkitekt sanitaryware products were preferred in the Astana Stadium.

Astana Stadium

Location: Astana, Kazakhstan

Architect: Tabanlıoğlu Architects

Contractor: Sembol Construction and Trade Co.

The stadium is as a multifunctional entertainment complex for various sports and gathering purposes, but it is mainly intended as a soccer field compliant with FIFA and UEFA criterias. Aligned with the elliptical outer form, the circulation line creates dynamic and functional areas.

With a seating capacity of up to 30,000, the two-tiered stadium has 24 entrance and exit gates.

Apart from its functional features, the Astana Stadium is an impressive landmark - a symbolic structure that represents the modern and forward-looking aspects of Kazakhstan's new capital.

Semih Sinan ÖZKOÇER (CEO, Sembol Construction): "Sembol enjoys a solid reputation in the sector as the contractor of prestigious projects. We owe our excellent standing in part to our choice of solution partners, and we are happy to count VitrA among these partners with an array of products that easily meets Sembol's high standards in terms of quality, aesthetics and functionality. Working with accomplished local and international designers, VitrA creates stylish and innovative products perfectly aligned with the requirements of widely different segments of the construction sector. Given the brand's track record and exceptionally rich product range, we are confident that we will continue to rely on VitrA in our future projects."





VitrA Arkitekt Color & Porcelain tiles and VitrA Pool tiles were preferred in the Schlossbad Wickrath.

Schlossbad Wickrath Sports Center

Location: Northwestfalen, Germany

Architect: Brings Architekten

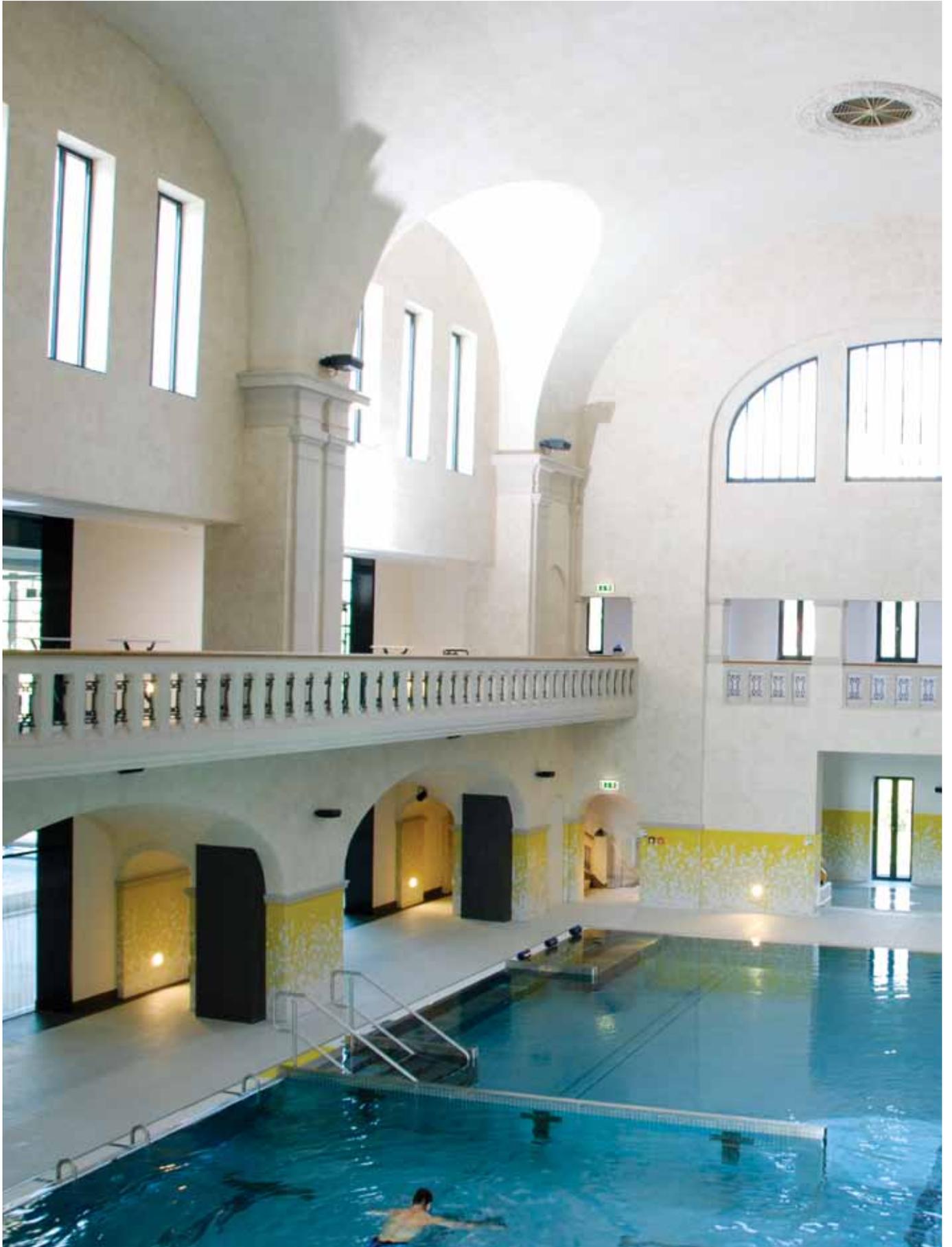
Contractor: NVV - AG M-Gladbach

Located in Mönchengladbach in Germany, Schlossbad Wickrath Sports Center features an olympic pool, children's pool, hot&cold pool, diving pool and training pool, as well as a recreational pool and canal.

The 25 m olympic pool has a surface area of 300 m².

The children's pool is 32 m², while the recreational pool is 246 m² and 1,35 m deep.

Arkitekt Color & Porcelain products were selected for the Schlossbad Wickrath project pool areas, together with special non-slip VitrA mosaic tiles. The cafeteria is decorated with 40x40 Porcelain products. VitrA provided the project with internal decoration consultancy service to ensure a perfect match of tile colors and styles across various areas of the sports center.





VitrA Arkitekt Color & Porcelain tiles, VitrA Pool tiles and Customized Production were preferred in the Stadtbad Plauen.

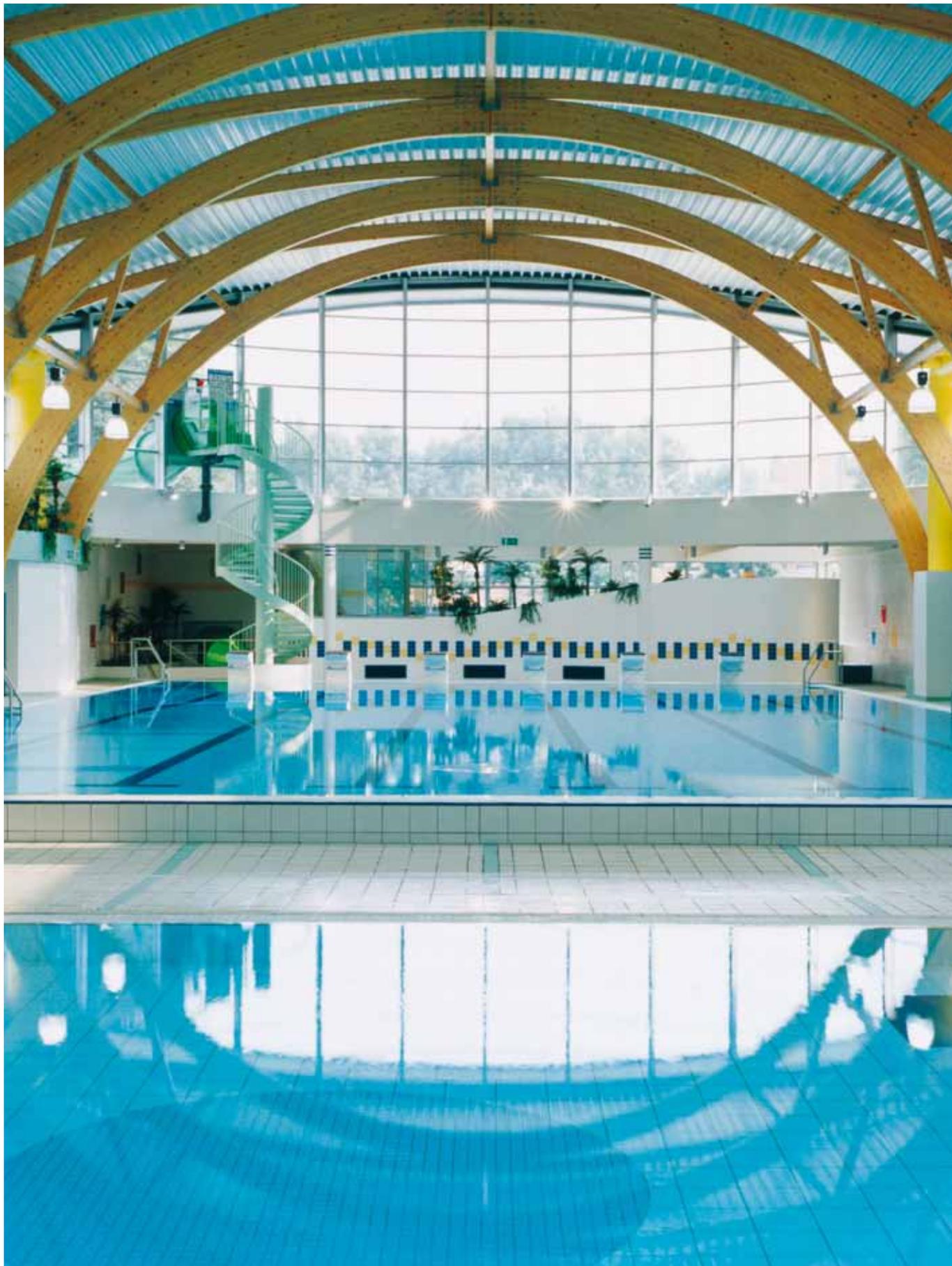


Stadtbad Plauen

Location: Plauen, Germany
 Architect: Blass Architekten
 Contractor: Stadt Plauen

The renovated Stadtbad in the German city of Plauen was inaugurated in 2007. The complex consists of two separate halls: Herrenhalle with a 250 m² shallow pool serving beginners, seniors or people with special needs, as well as an 18 m² wading pool for toddlers, and Sportschwimhalle with an 835 m² pool serving sports swimmers.

VitrA Arkitekt Color, Porcelain and Pool products were used throughout the swimming pools, pool areas and dressing rooms of the Stadtbad. Special Pool border pieces were manufactured to the project architect's specifications.





VitrA Arkitekt Color & Porcelain tiles and Pool tiles were preferred in the Etterbeek Pool.



Etterbeek Pool

Location: Centre Sportif D'Etterbeek, Belgium
 Architect: Behnisch Architekten

Etterbeek is one of the nineteen municipalities located in the Brussels-Capital Region of Belgium. The sports center of the municipality features a covered 25 m x 14 m, 6 lane swimming pool, a 7 m x 14 m training pool, a resting area with a sauna and a jacuzzi, as well as a fitness hall below ground level.

Built in 1976, the Centre Sportif D'Etterbeek was destroyed in a fire and had to be completely rebuilt in 2002. VitrA Arkitekt Color & Porcelain and Pool tiles were used in the restoration of the swimming pool.





VitrA Arkitekt Color & Porcelain tiles, Pool tiles and Customized Production tiles were preferred in the Therme Bad Aibling.



Therme Bad Aibling

Location: Munich, Germany

Architect: Behnisch Architekten

Contractor: Stadtwerke Bad Aibling

Located in the health resort town of Bad Aibling in Bavaria, Germany, Therme is a major spa with seven thermal pools each offering different spa experiences. Nearly 5,000 m² of VitrA tiles in total cover the floors and walls of the pools, dressing rooms, kitchens and rest rooms of the Therme.

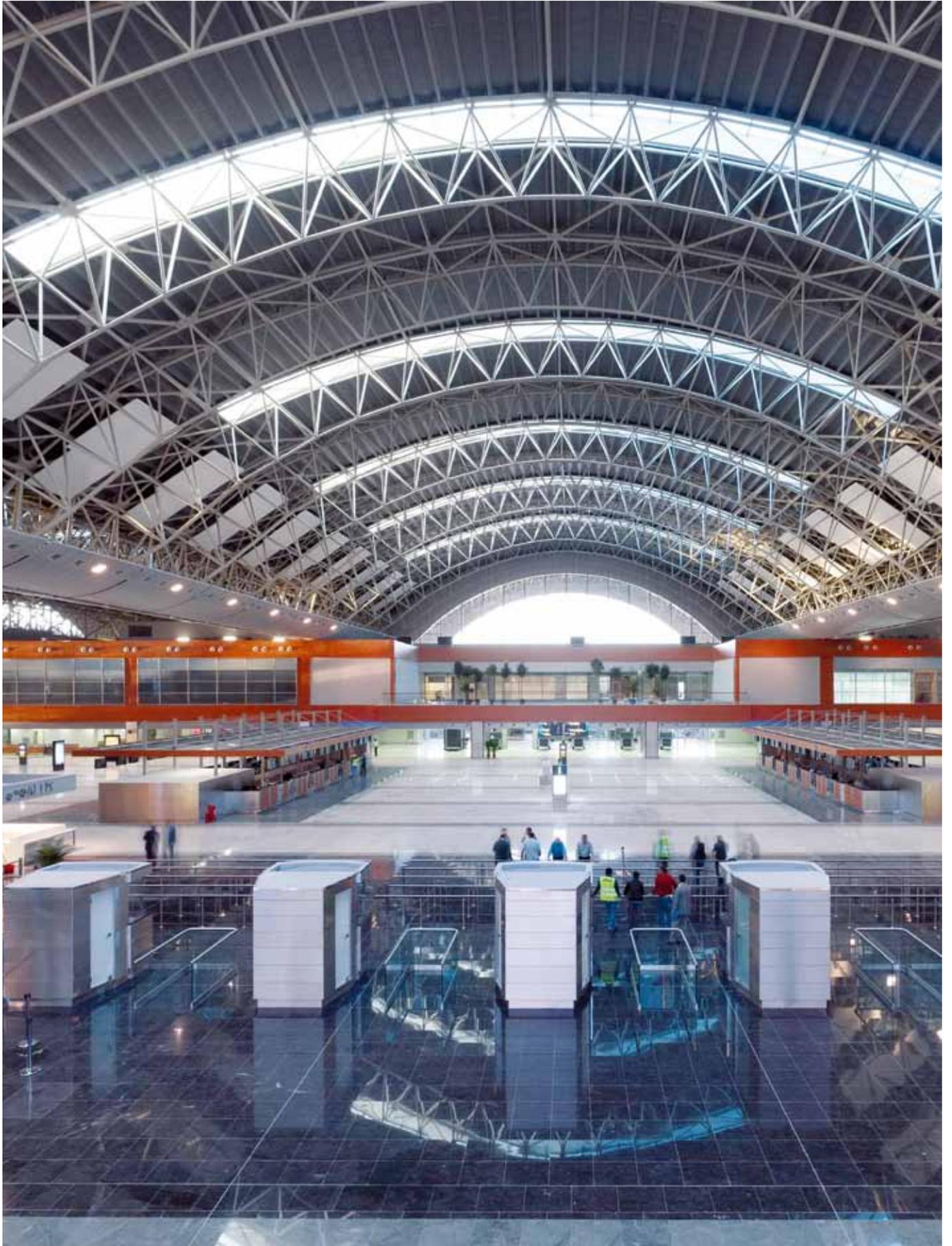
Behnisch & Partners Architekten: "This project has been very special for us, and we wanted to avoid grates over the pool drainage system. We chose VitrA because it was the only internationally acclaimed brand that could manufacture specially designed pieces exactly to our specifications and in the colors and hues that we wanted."

Airport

Terminal Spaces

Solutions for high maintenance spaces

Sabiha Gökçen International Airport	106
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Berlin-Schönefeld Airport	110
Munich Airport	112
Sheremetyevo Airport	114





VitrA tiles were preferred in Sabiha Gökçen International Airport.

Sabiha Gökçen International Airport

Location: İstanbul, Turkey

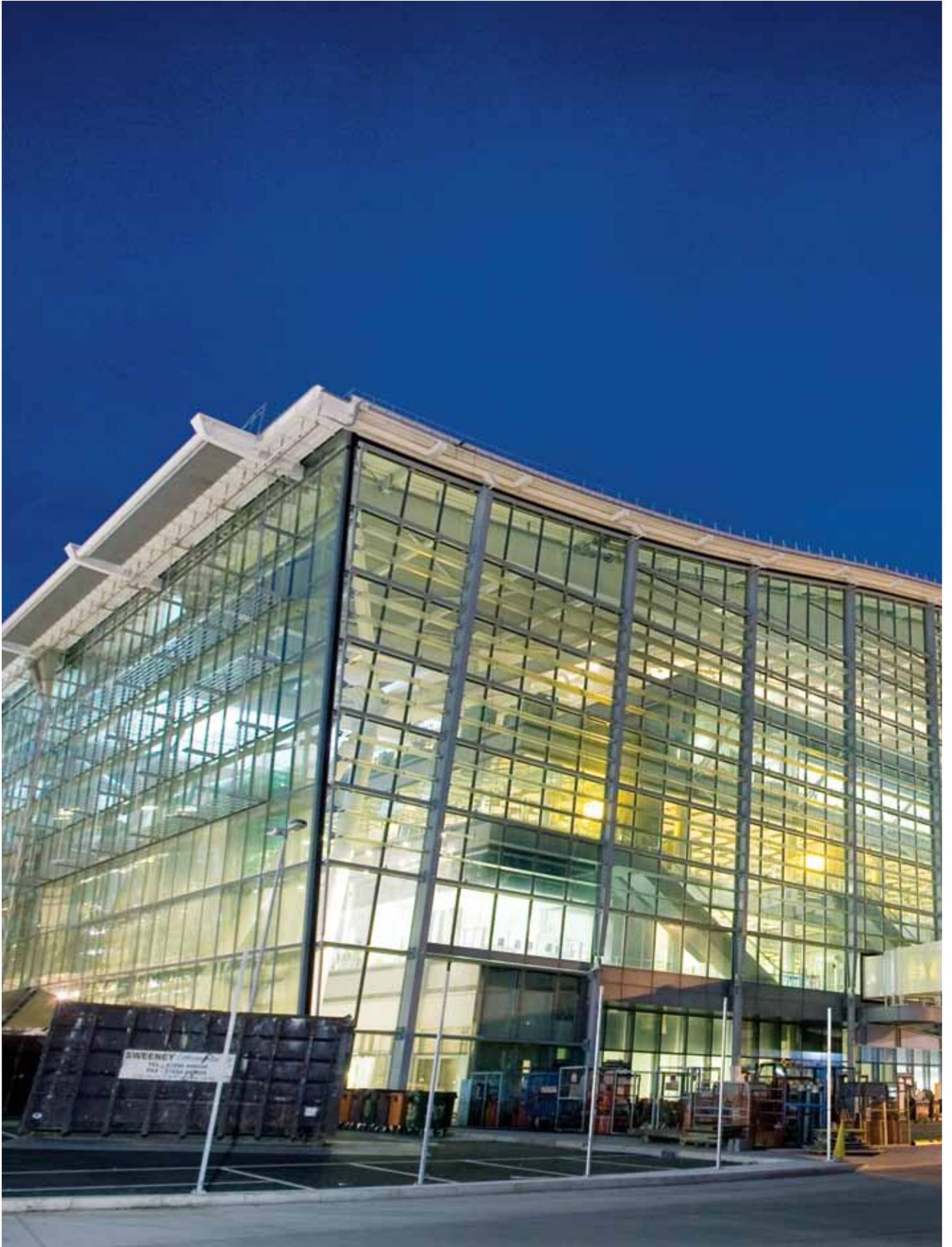
Architect: Tekeli-Sisa Mimarlık

Named after Turkey's first woman combat pilot, the Sabiha Gökçen International Airport is İstanbul's 2nd largest airport and is located in Pendik on the Asian side of the city.

In May 2008, İstanbul Sabiha Gökçen International Airport Development and Operations Inc. (ISG) was established in partnership with Limak Holding, GMR Infrastructure Limited and Malaysia Airport Holdings Berhad: The group was granted the operation rights to the airport for 20 years.

As part of this partnership, a new environment friendly modern terminal building was built according to international norms and standards, opening on October 31, 2009. The targeted capacity of ISG is 25 million passengers. Some of the features at the technologically advanced cutting-edge terminal, located on a total area of 320 thousand m², include 112 check-in and 24 self-service check-in kiosks, 20 passport control counters, a 5,000 m² food court, 4,500 m² duty free shopping area, 3-story airport hotel, conference center and more.

Currently the fastest growing airport in Europe, the Sabiha Gökçen International Airport received the "Highly Commended" award for "Excellence in Airport Marketing" (Regional Heats/European Region) by Routes in 2010.





Vitra Matrix back-to-wall WC pan and Vitra Customized Production washbasin were preferred in the Heathrow Terminal.



Heathrow Airport - Terminal 5

Location: London, U.K.

Architect: Richard Rogers (RRP)

Contractor: Mansells

Serving 30 million passengers a year, Heathrow Terminal 5 is the busiest of all BAA's terminals. Terminal 5 is intended to reinforce Heathrow's position as Europe's principal intercontinental hub.

The client, British Airports Authority (BAA) and the major tenant, British Airways, required a new terminal building and satellite on a site covering some 250 hectares -a complex capable of handling up to 36 million passengers a year.

With over 50 WC facilities throughout the terminal, all needing to meet strict design, accessibility and durability criteria, a new approach to the washroom specification was required. T5's accessibility strategy demanded that all washroom facilities should not only meet but surpass the current Part M Regulations and Design Disabilities Act. Unfortunately there was no product in the market place that met the requirements. Not willing to accept the usual approach adopted of "tacking on" an unsightly and unhygienic back box to the rear of a standard WC pan, BAA Design approached Vitra U.K. Ltd. in order to meet the 750 mm projection.



"Vitra, already on board looking at other bespoke sanitaryware pieces for T5, took on the challenge of creating such a large, one piece molded product. The resulting product is clean lined with minimal contours and fixings, an essential part of BAA's brief where ease of cleaning and maintenance is paramount in a 24/7 environment."



VitrA Urban Life tiles were preferred in the Schönefeld Airport.



Berlin-Schönefeld Airport

Location: Berlin, Germany

Contractor: Flughafen Berlin Schönefeld GmbH

The international Berlin-Schönefeld Airport is currently one of Berlin's three airports. The facility is scheduled to be transformed into Berlin-Brandenburg International Airport in 2011, when the other two airports will close and BBI will remain as the German capital's single airport with an up to 50 million passenger capacity. Founded in 1934, the historic Berlin-Schönefeld is popular with vacationers, and is often referred to as 'The Holiday Airport' due to its international charter flight load.

VitrA Ararat Ivory Porcelain tiles were chosen to cover the check-in areas of the recently renovated Terminal D of Berlin-Schönefeld. A total of 8,000 m² gleaming Ararat Ivory cheerfully greets the passengers as they make their way to and from sunny destinations. Manufactured to endure the challenges of high traffic areas, stylish VitrA porcelain tiles remain a favorite of international projects across the globe.





VitrA Arkitekt Color tiles were preferred in the Munich Airport.



Munich Airport

Location: Munich, Germany

Architect: Koch + Partner

Architekten und Stadtplaner

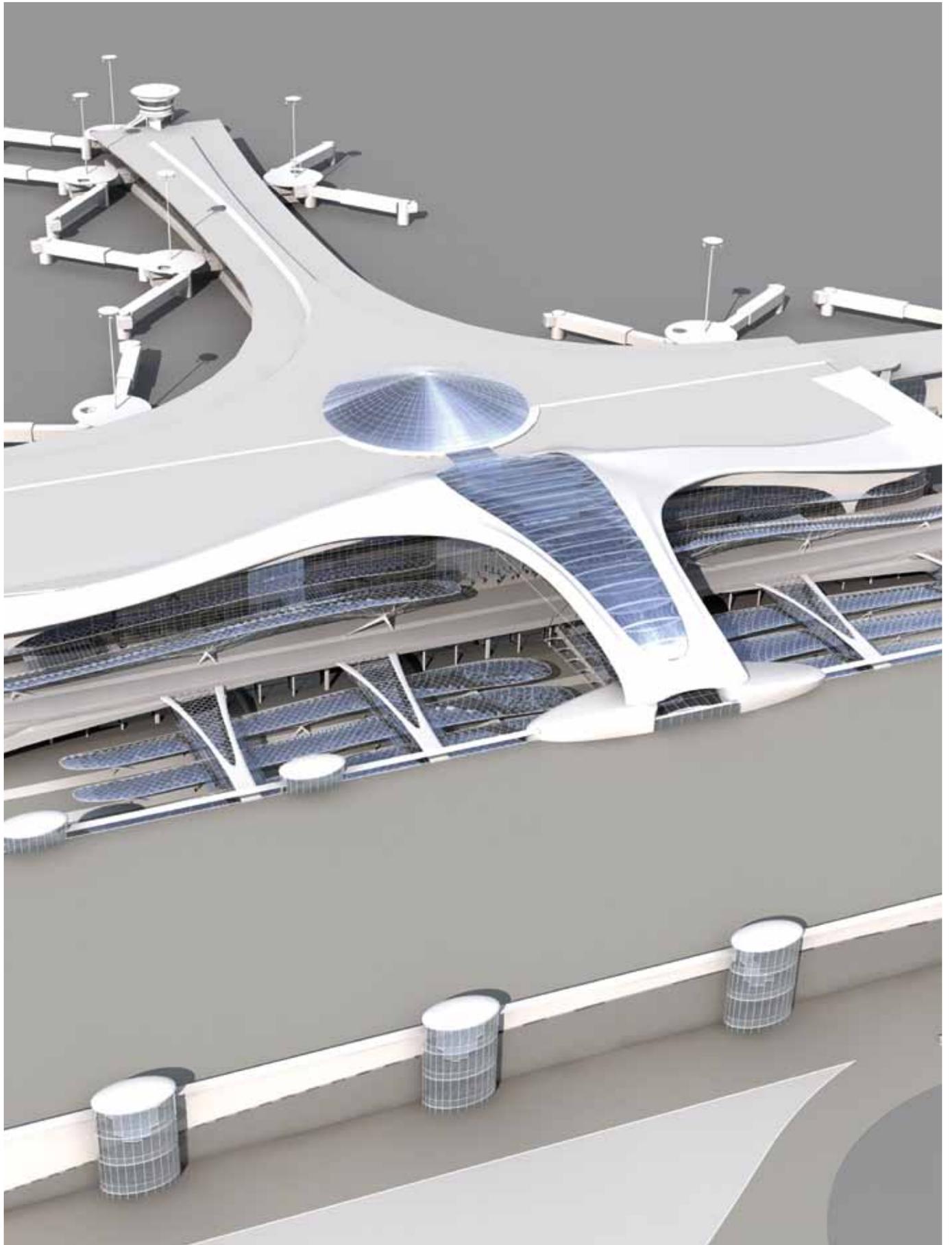
Contractor: Flughafen München GmbH

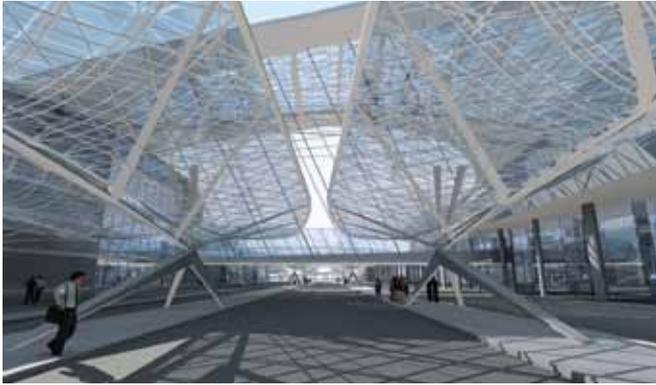
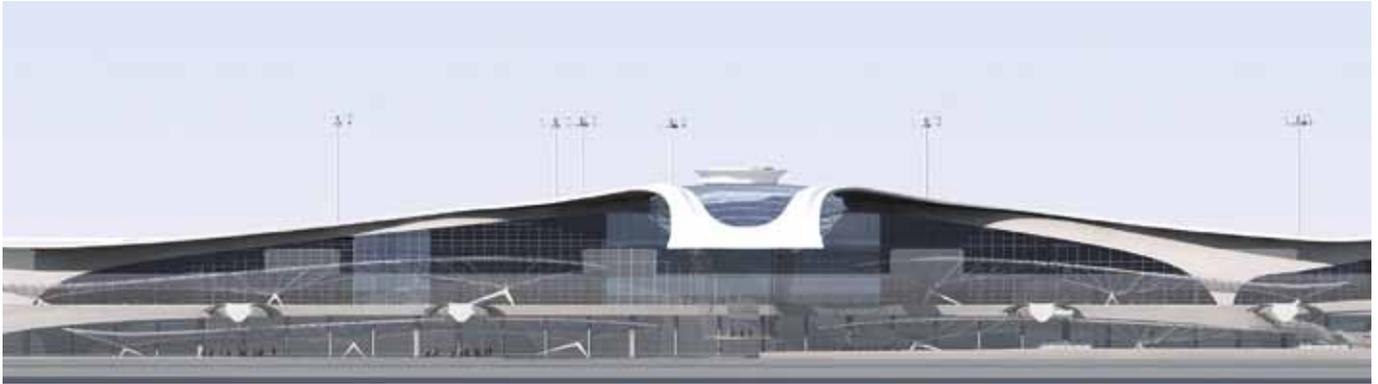
Serving nearly 35 million passengers a year, Munich Airport is the second busiest airport in Germany in terms of passenger traffic.

It began operations in 1992, replacing the former international airport in Munich-Riem. Terminal 2 was finished in June 2003.

8,000 m² of VitrA Arkitekt ceramic tiles adorn the bathrooms of Munich Airport's new terminal.

Endorsing VitrA's high quality, airport designers selected VitrA tiles for Business and VIP lounge bathrooms as well as for general public bathrooms. 10,000 m² of the project consist of VitrA's 5x5 Cobalt Blue tiles from the Arkitekt Color series.





VitrA tiles were preferred in Sheremetyevo Airport.

Sheremetyevo Airport

Location: Moscow, Russia
 Architectural Consortium: Atelier Dmitriy Pshenichnikov and Partners, ADP and Architects Engineers Planners (France)
 Contractor: ENKA Construction

Winner of Russia's ARX 2007 Architecture Award in transportation buildings category, the project involves construction of the third terminal of Sheremetyevo Airport to serve as an international gateway to Moscow.

Used by more than 40 international airlines, as well as Russian airlines and those of other CIS countries, Sheremetyevo Airport currently has two domestic and international passenger terminals: Sheremetyevo-1 and Sheremetyevo-2, respectively, plus related airport facilities. The construction of the new terminal will increase passenger handling capacity without limiting the operations of the existing airport facilities, and create the required reserve capacity for the future reconstruction of Sheremetyevo-1 and Sheremetyevo-2 terminals.



Volkan Duruk, the veteran head of ENKA's architectural group, insisted on using VitrA tiles in all possible areas based on his decades of experience with the brand's quality and reliability. A total of 46,000 m² of porcelain and ceramic tiles were used in the Sheremetyevo project, all from VitrA's Arkitekt series. The head of mechanical works Yasin Vural also voted for VitrA, based on durability, design and quality considerations.

Office

Work Spaces

Individually designed work spaces

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VitrA sanitaryware and brassware products and tiles were preferred in Kanyon.

Kanyon

Location: Levent, İstanbul
Architect: Tabanlıoğlu Architects

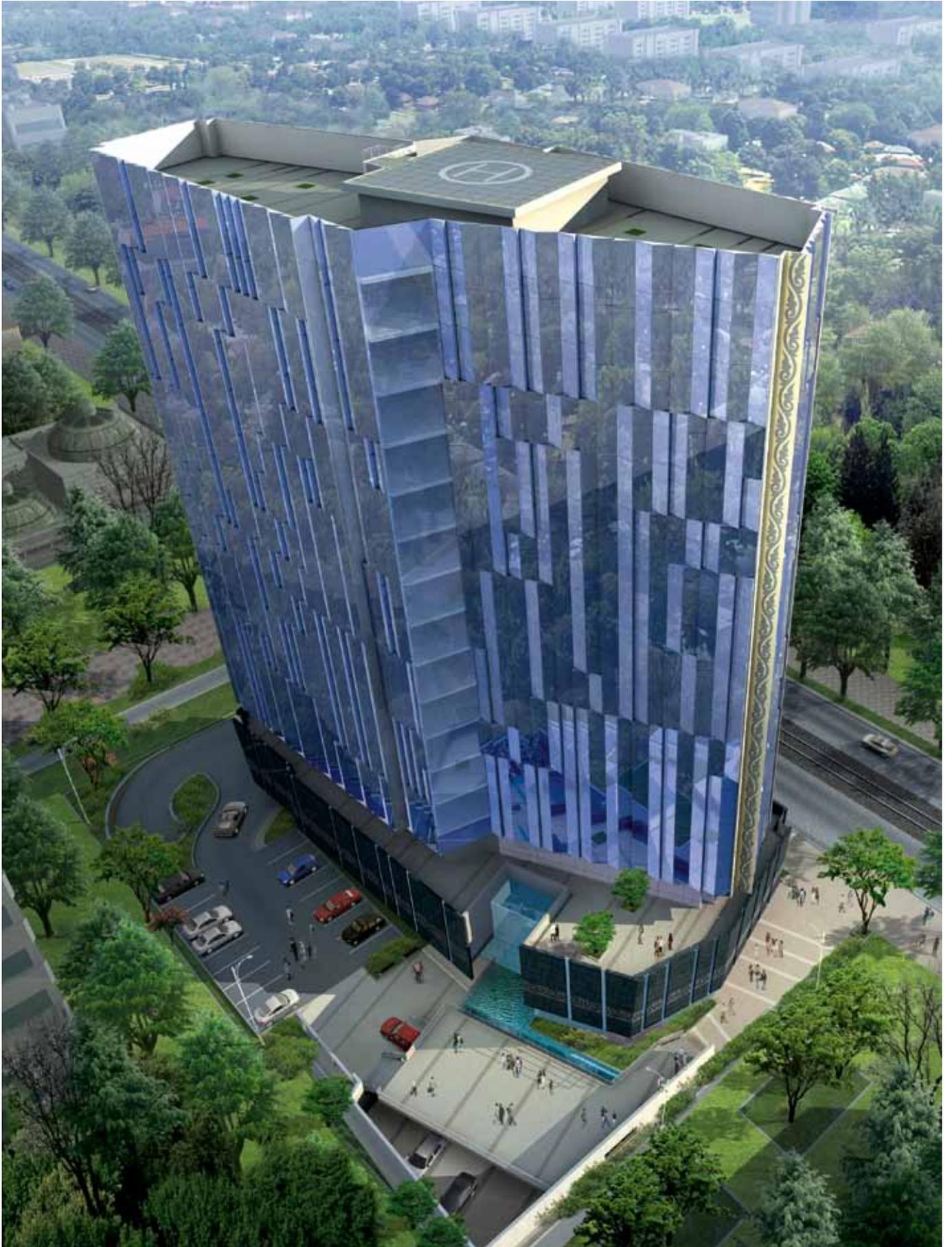
Kanyon is an innovative, mixed-use real estate project offering a healthy, satisfying and modern lifestyle in the heart of İstanbul. Inaugurated in May 2006 as an equal share joint venture between Eczacıbaşı Pharmaceutical and Industrial Investment and İş Real Estate Investment Trust, Kanyon is today one of Europe's largest multifunctional centers. Several well-known national and international companies were involved in this \$200 million project, including Jerde Partnership International, Tabanlıoğlu Architects, Arup Engineering and Tepe Construction.

Mixed residential and business community

Kanyon has 179 residential apartments ranging from 80 m² studios to 380 m² duplexes that were designed by interior architects Sevil Peach and Brigitte Weber. Overlooking the long and curving expanse of the Kanyon project, the business tower offers 30,000 m² of rental office space on 26 floors, with floor plates averaging 1167 m².

Open-air shopping and entertainment

Kanyon's residences and business tower oversee four levels of retail space. The 37,500 m² open-air shopping area is lined with 160 boutiques, numerous restaurants, cafes, bars, a cinema, health and fitness center, gourmet market and an outdoor performance area. This shopping experience is anchored by the world-famous fashion store Harvey Nichols and the introduction of 45 new brands to Turkey. Creating a whole new approach to shopping, Kanyon attracts some 30,000 visitors daily.





Esin Sözer from Arketipo Design preferred Vitra Eura showertray, Vitra Arkitekt wall-hung WC pan, Vitra Arkitekta accessories, Vitra Aquatech brassware products in the Parkview Office Tower.

Parkview Office Tower

Location: Astana, Kazakhstan

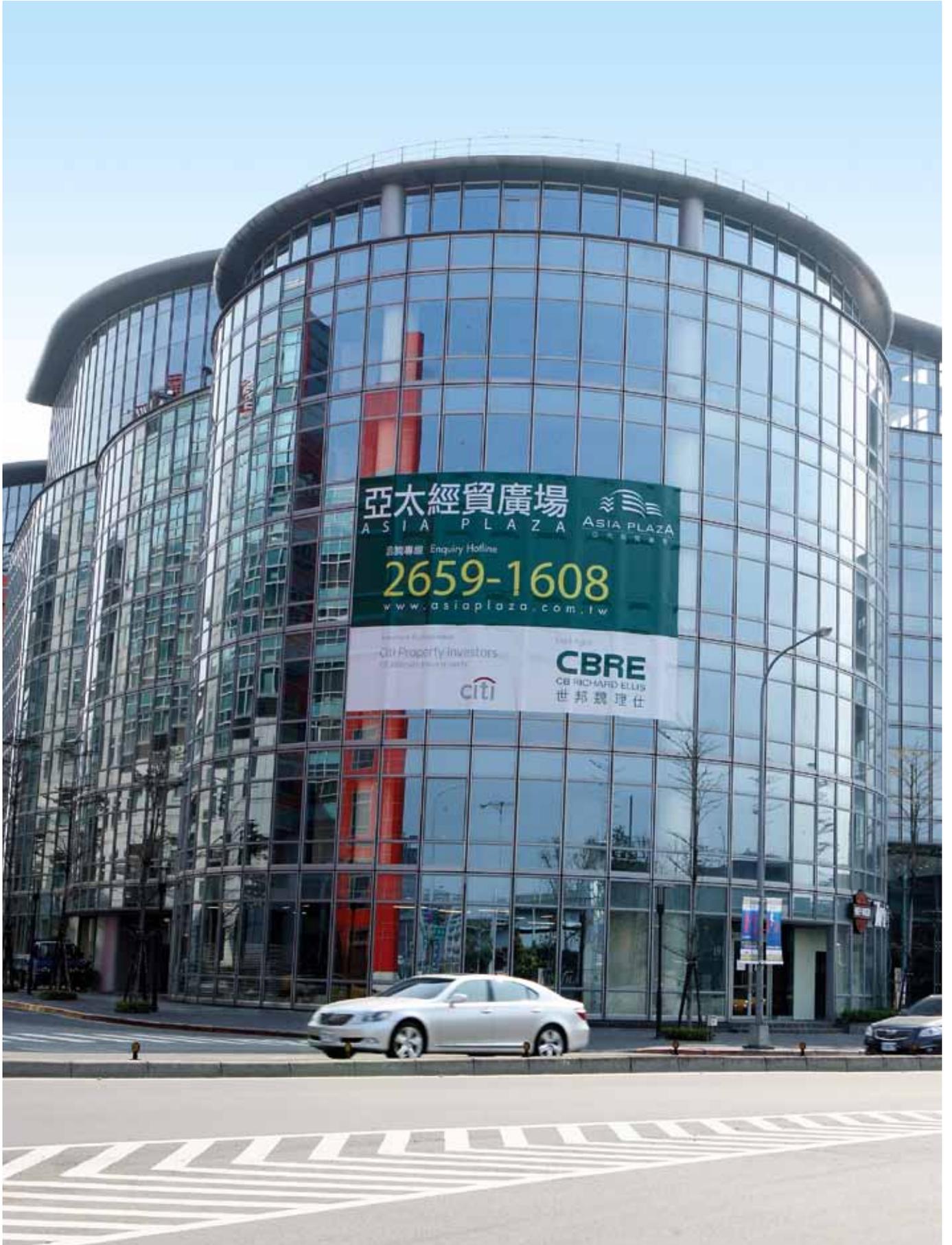
Architect: Arketipo Design

Contractor: Sembol Construction and Trade Co.

Designed and developed primarily to serve as a bank's headquarters, Parkview Office Tower is centrally located in downtown Almaty, Kazakhstan.

With a 23,500 m² floor area, the modern 16 story Parkview Office building is designed to be a new landmark in Kazakhstan's largest city.

Arketipo Design: "The rest rooms of the office tower are meant to be high-traffic areas serving several people at any given time. That is why we chose Vitra for these highly visible wet spaces. The durability and stylish aesthetics of Vitra products are exactly what we wanted in this futuristic project."





VitrA Diagon brassware products, VitrA Nuovella washbasin and VitrA Options urinal were preferred in the Asia Plaza.

Asia Plaza

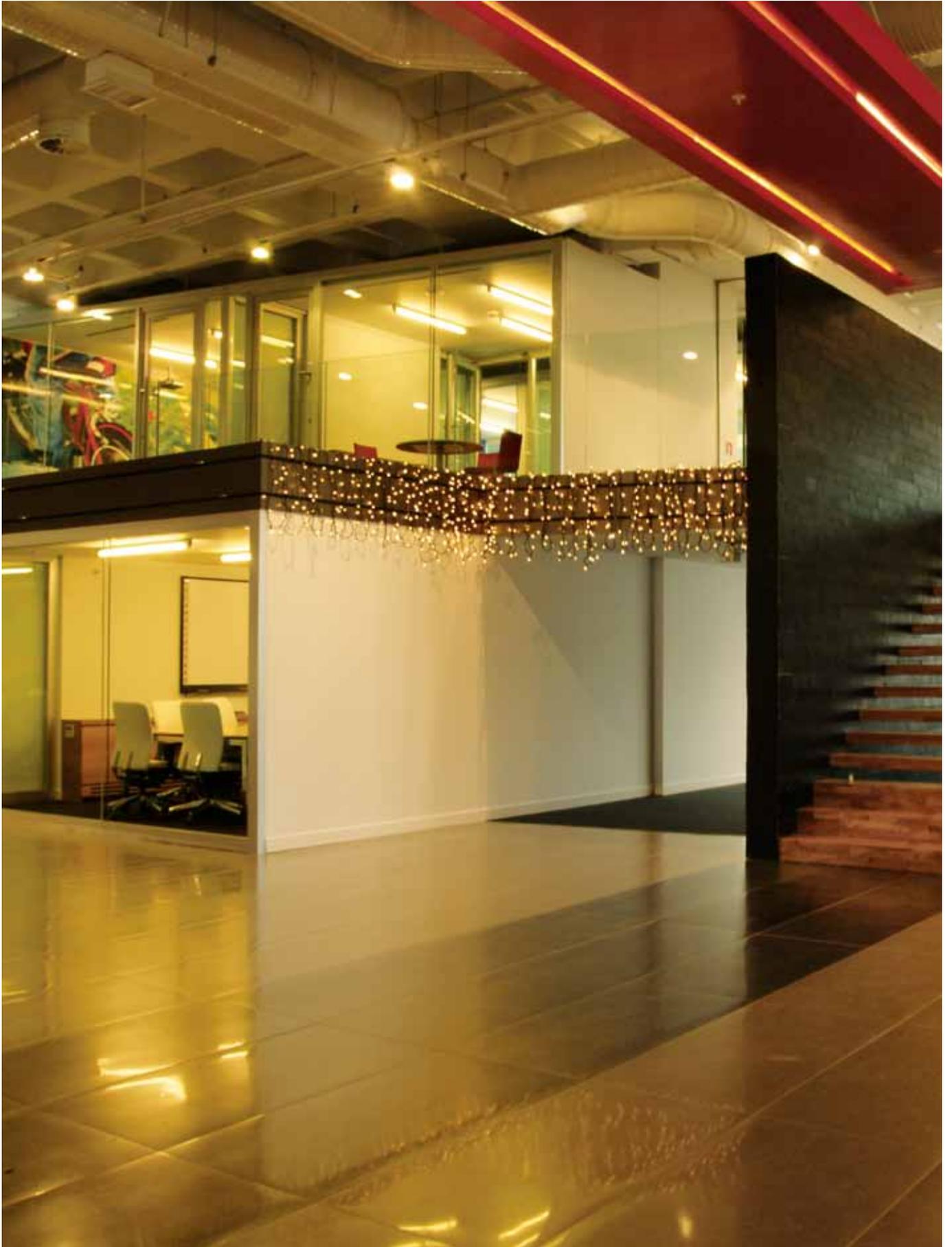
Location: Taipei Neihu Science Park Zone, Taiwan
 Architect: Mr. Chen Chuan Tzung
 Designer: P&T Group HongKong
 Chief Designer: Mr. Remo Riva

Taipei Neihu Science Park is the second R&D park in Taiwan, specifically targeting high-tech electronic or new venture enterprises. Currently over 2,000 companies have their offices in Neihu Science Park.

Located at the hub of Neihu Park, Asia Plaza is the largest development project in Neihu, as well as the biggest foreign investment project in Taiwan's commercial property market to date.

The plaza complex includes three towers of business offices - Towers A, B and C- bordering on a large open square with roads on all four sides to ensure logistic convenience. As a strategically located high-tech landmark, Asia Plaza not only offers state-of-the-art facilities, but its natural lighting and expansive views of its botanical garden and surroundings also compliment the building's architectural splendor. Restaurants and coffee shops are interspersed in tower to add comfort and leisure for after-business activities.

Mr. Remo Riva: "After a close assessment of several brands, local interior designers settled on VitrA products for all the bathrooms in the plaza. VitrA's elegant and integrated design was a major factor that influenced the decision, and we feel VitrA products support the building's positioning as a modern and fashionable living space."





VitrA Customized Production Nuovella washbasin, VitrA Diagon brassware products and VitrA Urban Life tiles were preferred in the Vodafone Turkey Headquarters.



Vodafone Turkey Headquarters

Location: İstanbul, Turkey

Architect: GMW Architecture & Consulting

Contractor: GMW Architecture & Consulting

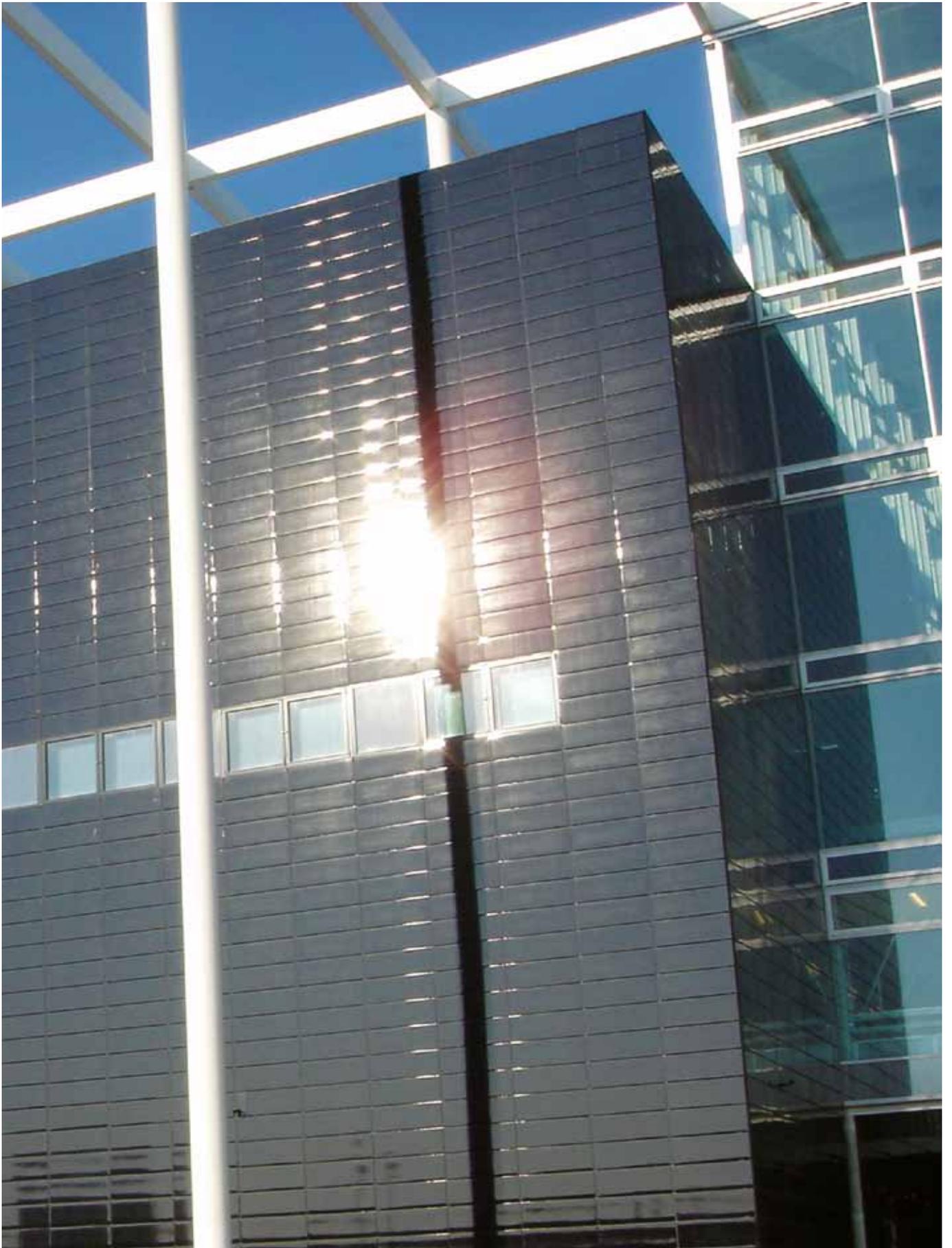
The project consisted of a complete makeover of Ece Plaza rented by the British GSM operator Vodafone to serve as the company's Turkish headquarters.

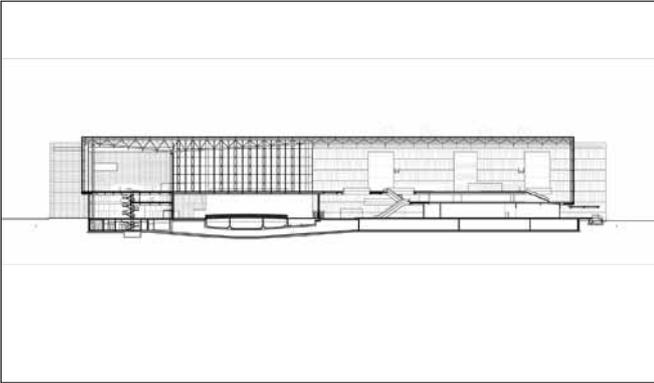
The building was substantially rehauled in structural terms, and the interior spaces were refurbished, to respond to the fast-paced business activity of a global giant and to reflect Vodafone's corporate identity.

Intended to serve as the office quarters of nearly a thousand Vodafone employees, the plaza has about 13,000 m² net usable space, 9,500 m² of technical service and car park areas, and six terraces with a total area of 2,000 m² available to staff.



"It has been a pleasure to work with VitrA on Vodafone Headquarters project. We especially appreciate the brand's technical support and prompt delivery of supplies."





VitrA Customized Production Arkitekt tiles were preferred in the DR Byen.

DR Byen (Danish TV)

Location: Copenhagen, Denmark

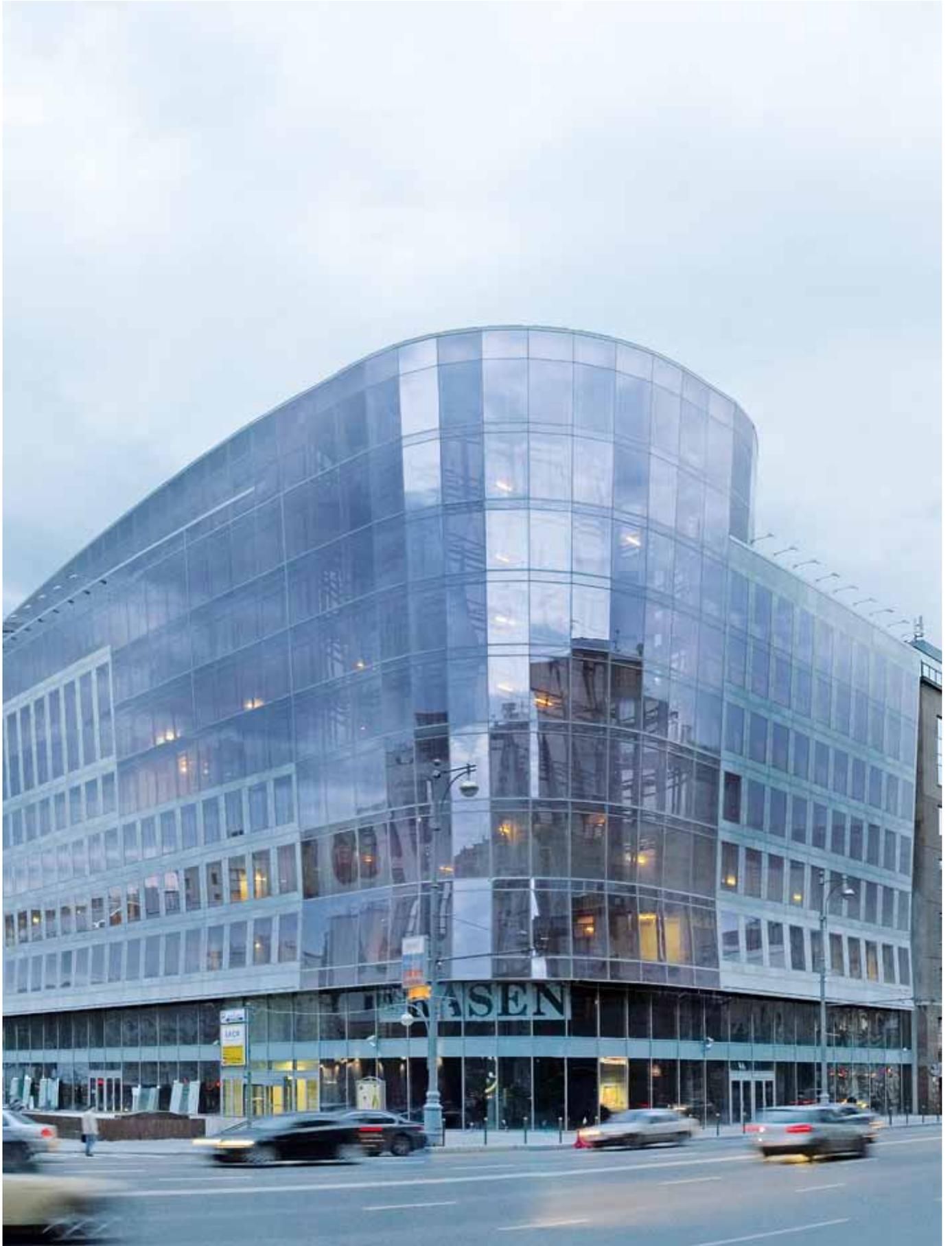
Architect: Vilhelm Lauritzen Architects

Contractor: Vilhelm Lauritzen Architects

The Danish Radio and Television Building DR Byen is situated in Orestad Nord, a large development area in Copenhagen. The design for DR Byen was selected through a series of international competitions. Vilhelm Lauritzen AS, which won the Master Plan competition, made the design for Section 1. Dissing+Weitling's design was chosen for Section 2, Gottlieb & Paludan's and Nobel's design for Section 3, and the Jean Nouvel architectural firm's design for Section 4 (concert hall).

The DR Byen master plan was inspired by the "casbah" concept of Middle Eastern cities. In this "casbah" where the four buildings designed by four different architects are situated, the buildings are linked by an inner street that is also designed to be the meeting place for DR Byen. Rising from the second to the sixth floor, the inner street creates a glass roofed communal area. This transparency allows for light, open and inviting spaces that dominate the entire complex.

Vilhelm Lauritzen Architects: "The shiny glazed porcelain panels produced by VitrA reflect the sun on the façade, and surround the boxes on the inner street, forming an interior element."





VitrA Matrix WC pan, VitrA Iliia brassware products and VitrA Arkitekt Color & Porcelian tiles were preferred in the Four Winds Complex.

Four Winds Complex

Location: Moscow, Russia

Architect: NBBJ

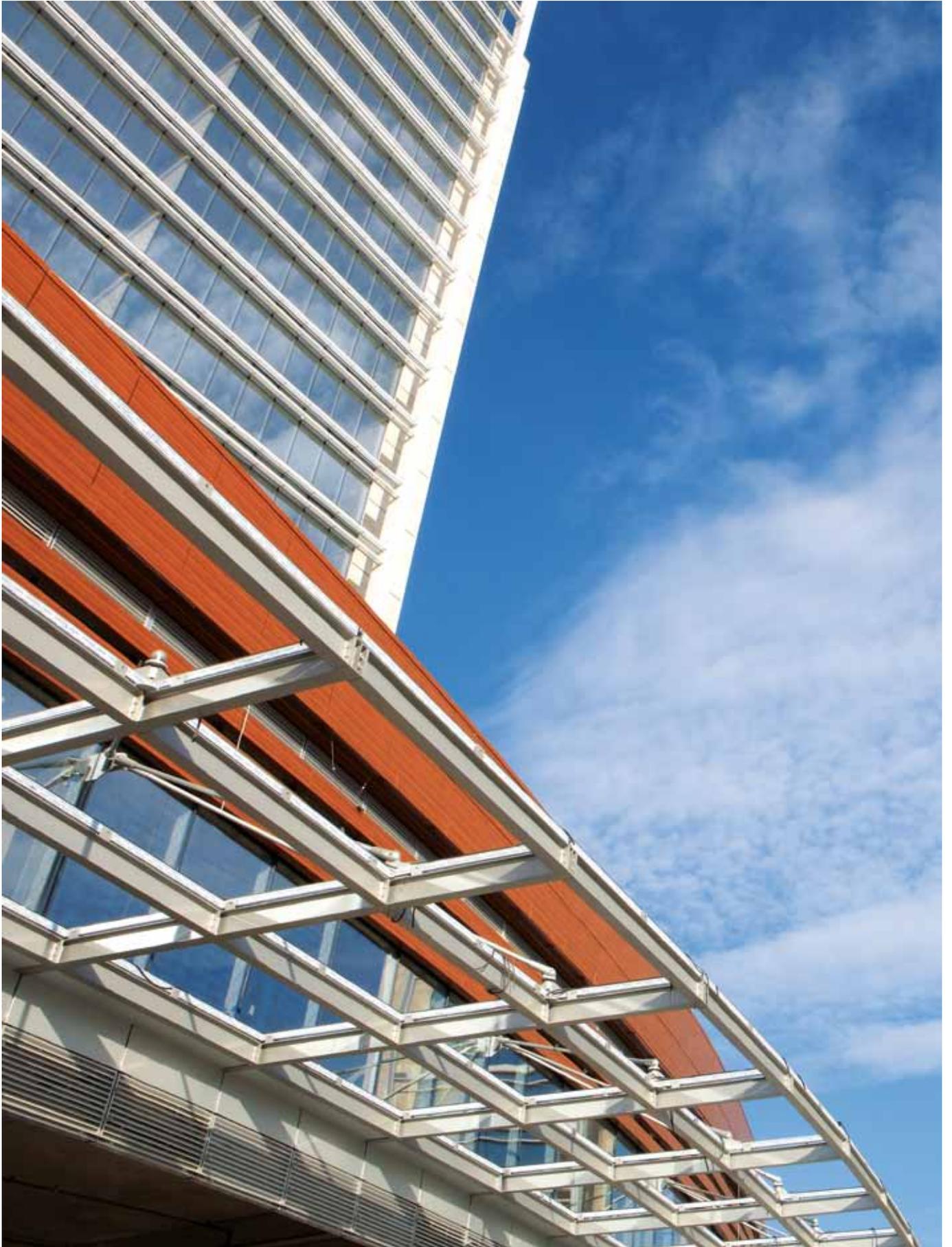
Contractor: Rasen Construction

The brand new Four Winds Complex is a modern business center and housing estate located on Yamskaya Street, one of the oldest main arteries of Moscow.

The 70,000 m² multi-purpose complex was completed in two phases. The first phase of the development comprises 17,556 m² of Class A office space, 3,416 m² of retail space and 5,016 m² of underground parking. The second phase includes 17,875 m² of residential apartments, 1,008 m² of retail space, a 3,846 m² fitness centre and 13,692 m² of underground parking.



"We chose VitrA to complement the distinctive architecture of Four Winds, because with VitrA, it was possible to combine various colors and dimensions in one frame and form unique rooms for public use. VitrA was able to extend many solutions as a one-stop-shop and that was very attractive for the designer. The contractor was very fond of VitrA as well, since they have long been working with VitrA and knew very well the capabilities and price advantages that VitrA offers."





VitrA sanitaryware, brassware products and tiles were preferred in Tepe Prime.

Tepe Prime

Location: Ankara, Turkey

Architect: A Tasarım Mimarlık

Contractor: Tepe İnşaat

The groundbreaking of the Tepe Home Project was initiated in 2009 and the scheduled completion date is June 2011.

With its technologically advanced infrastructure and contemporary design, the complex includes residences, offices and retail shops creating a dynamic setting and ambiance for those opting for cosmopolitan living in the outskirts of the city along the Eskişehir Highway and in close proximity to Bilkent, an upscale residential neighborhood. Tepe Prime Business consists of two 18 and 19 story buildings with 218 offices, ranging in size from 121 m² to 234 m². Tepe Prime Residence has 100 "studio" apartments ranging from 78 m² to 102 m². Tepe Avenue will be home to 37 retail shops, banks, cafes and restaurants.

The Tepe Home Project is a candidate for the International Urban Designs Awards.



VitrA sanitaryware, brassware products and tiles were preferred in Tekfen Levent Office Building.



Tekfen Levent Office Building

Location: İstanbul, Turkey

Architect: Swanke Hayden Connell Architects

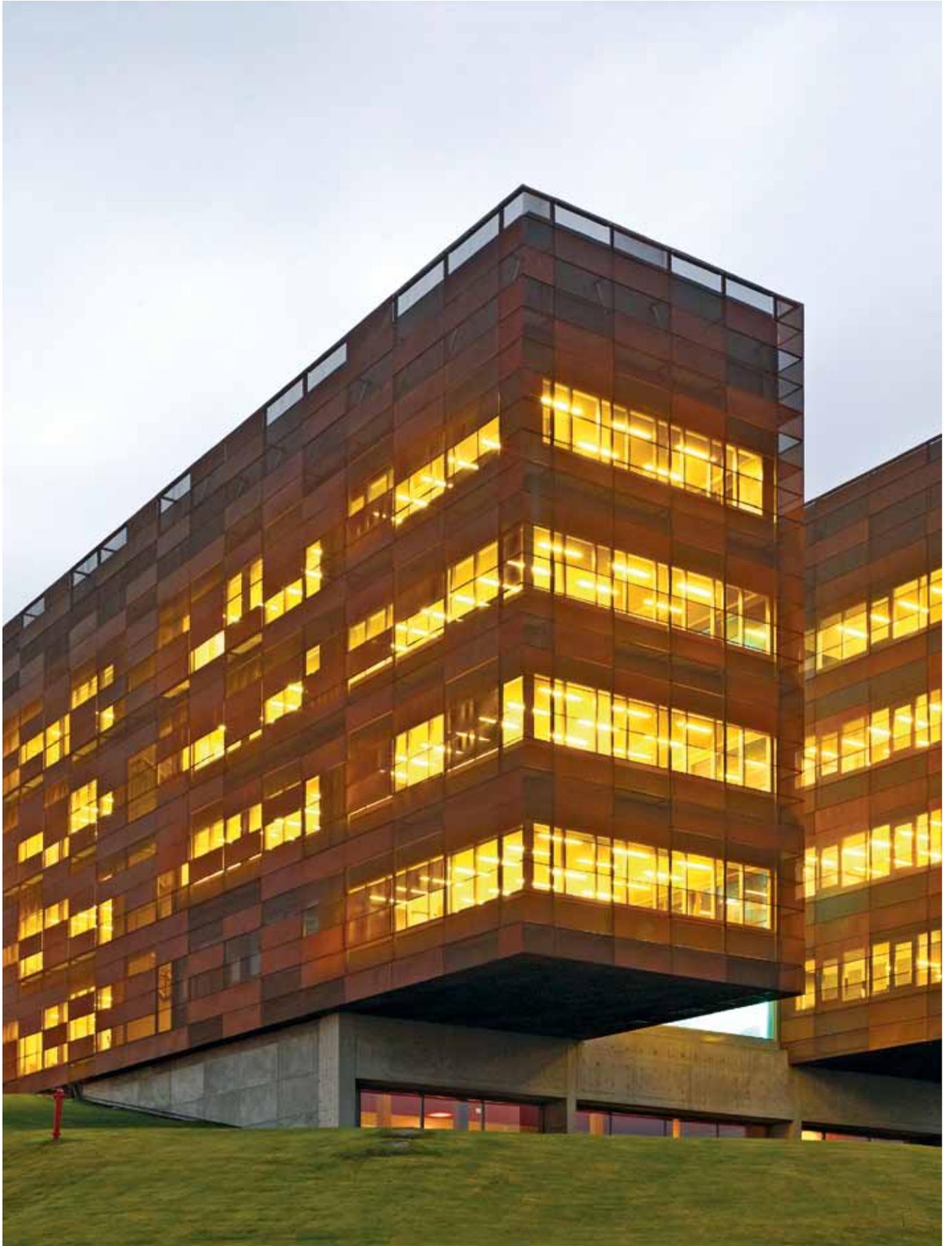
Contractor: TekfenOZ

Open since 2010 and located in the heart of the business district in Levent, the towering and “green” Tekfen Levent Office Building is just one of the few LEED certified structures in Turkey.

LEED certification provides independent, third-party verification that a building project meets the highest green building and performance measures. Fulfilling this requirement, the Tekfen Levent Office Building not only has indoor gardens strategically situated on each floor, but the exterior is also covered with an array of flora selected in respect to the weather conditions of the city.

The initial concept design was implemented and developed by the Köln and Madrid based architecture firm Molestina Architekten and completed by Swanke Hayden Connell Architects.

The Tekfen Levent Office building is has a total area of 16,000 m² land, with 7, 650 m² of rentable space consisting of offices that are 750 m² and 800 m².





VitrA Matrix sanitaryware, brassware products and accessories were preferred in Yapı Kredi Bank Academy.

Yapı Kredi Bank Academy

Location: Gebze - İzmit, Turkey
Architect: Teğet Mimarlık

An extension to the existing Yapı Kredi Bank Academy was completed and became operational in 2009: The main building was designed by British architect John McAslan.

In operation since 2009, the new building is not simply an extension of the main complex. Instead, the design of the structure makes its own unique abstract statement and uses the existing building as a backdrop.

The intricate structure of the 9,500 m² consists of two long copper panels extending out to the landscape and stripping it off from any hint of scale. The academy's classrooms are located in these sections, while the Academy's social spaces and meeting rooms are in the area connecting the complex to each other.

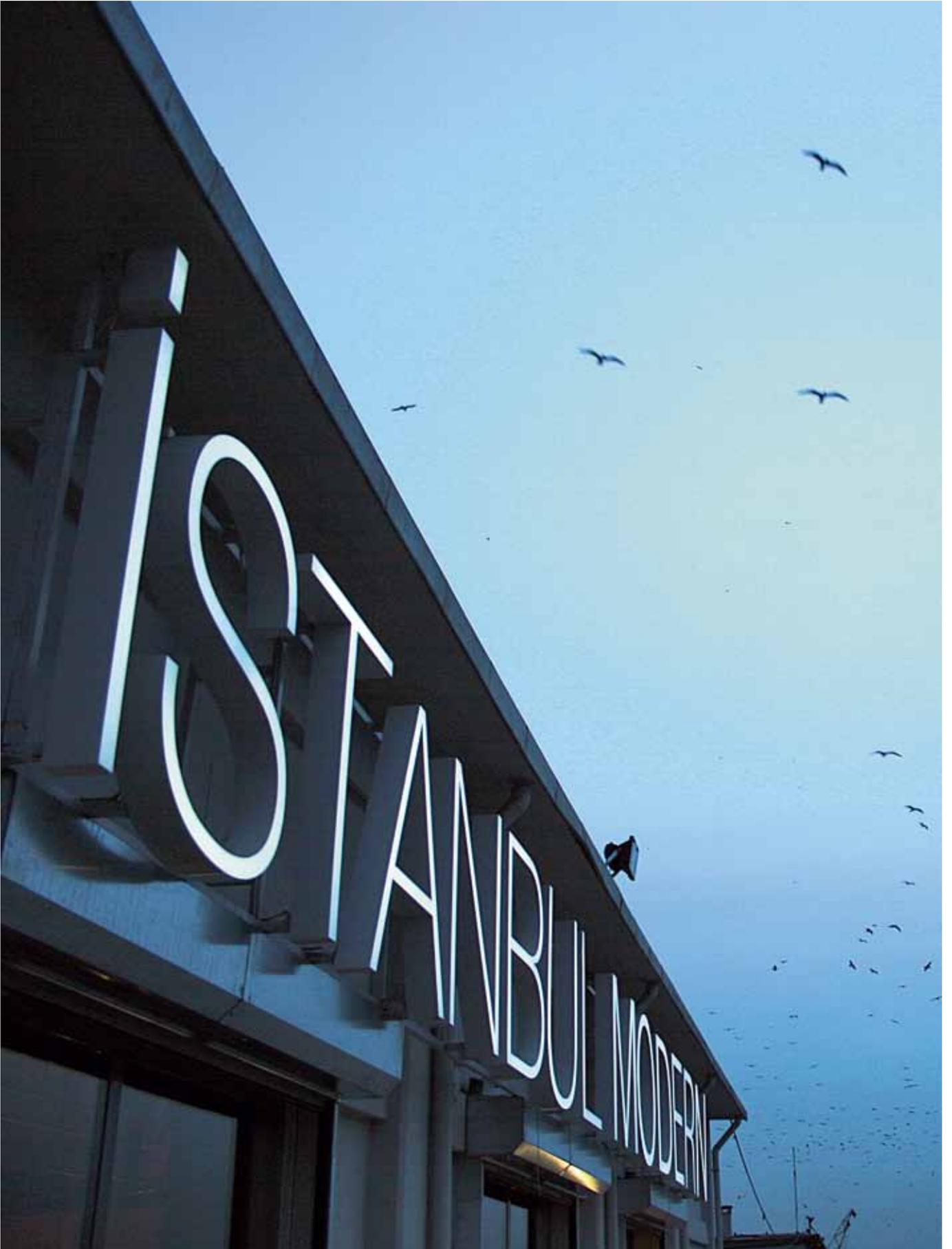
Designed by Turkish architects Mehmet Kütükçuoğlu and Ertuğ Uçar, Yapı Kredi Bank Academy received the "Building of the Year" award from ArchDaily in 2009.

Culture

The Art World

Expand your horizons

İstanbul Museum of Modern Art	138
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VitrA sanitaryware, brassware products, tiles and accessories were preferred in İstanbul Museum of Modern Art.

İstanbul Museum of Modern Art

Location: İstanbul, Turkey

Architect: Tabanlıoğlu Architects

As part of its commitment to sharing Turkey's artistic creativity with wide audiences and promoting its cultural identity on the international art scene, the İstanbul Museum of Modern Art hosts a number of interdisciplinary activities. The Eczacıbaşı Group, founder of the museum, provided the initial investment and project management finance as well as the core collection of paintings.

The first private museum to organize modern and contemporary art exhibitions in Turkey, İstanbul Modern was founded in 2004 and occupies an 8,000 m² site on the shores of the Bosphorus. İstanbul Modern embraces a global vision to collect, preserve, exhibit and document works of modern and contemporary art and make them accessible to art lovers.

With its permanent and temporary exhibition galleries, photography gallery, library, cinema, cafe, design shop, educational and social programs, the museum offers a wide array of services in a multifaceted venue.

The museum's collections, exhibitions and educational programs aim to foster appreciation for and stimulate active engagement in the arts among visitors of all ages and from every segment of society.





VitrA sanitaryware, brassware products and tiles were preferred in Tripoli International Congress Center.



Tripoli International Congress Center

Location: Tripoli, Libya

Architects: Tabanlıoğlu Architects -
Melkan Gürsel & Murat Tabanlıoğlu

Contractor: System İnşaat

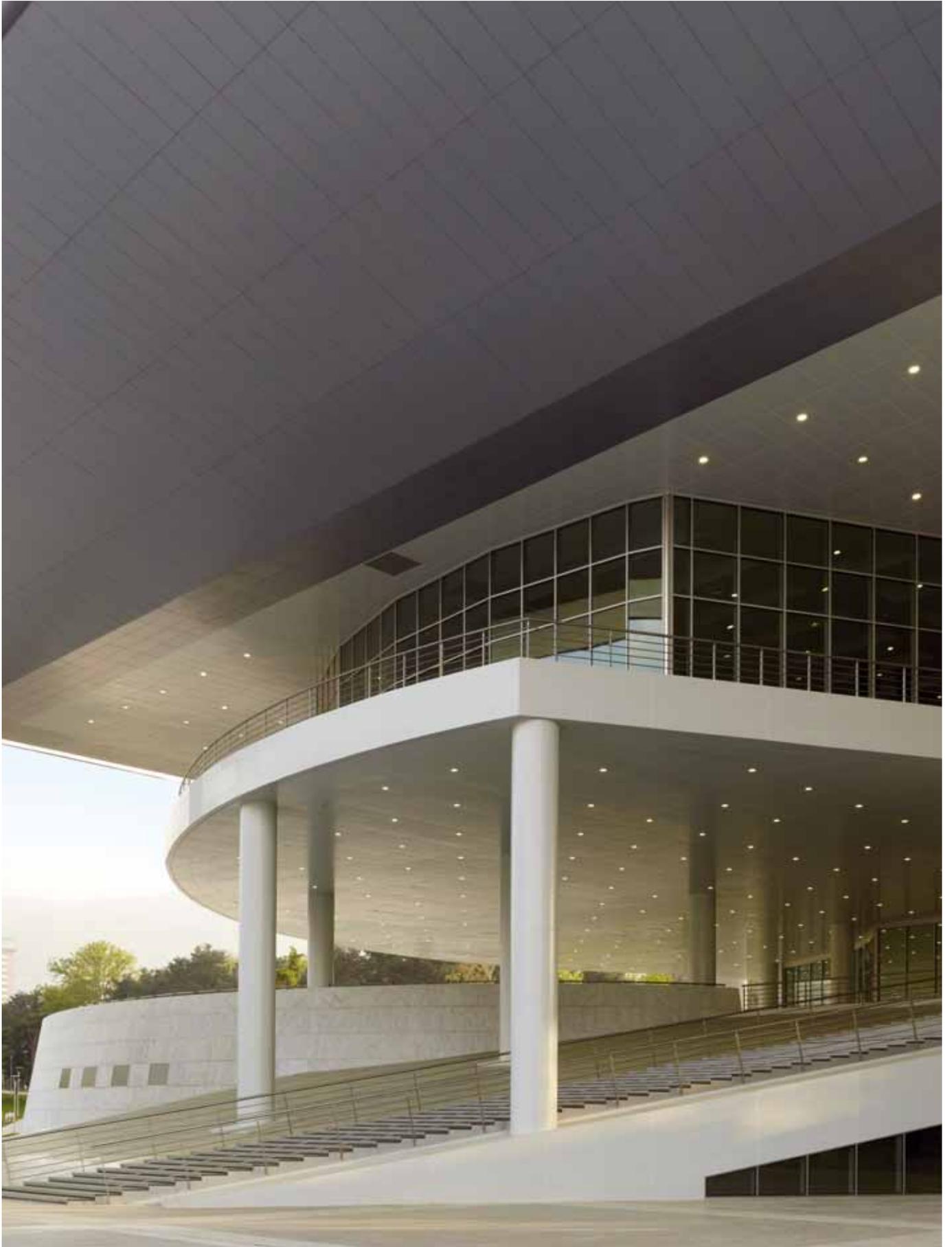
Tripoli is the largest city, the principal port and the largest commercial and manufacturing center in Libya. Once the US sanctions were lifted in 2003, the impact on the city's economy improved tremendously and the traffic through the Port of Tripoli increased.

The Tripoli International Congress Center (TICC) opened in May 2010 and can accommodate up to approximately 3,000 people. The modern building was designed to be in harmony with the local heritage and natural resources and to be used to establish a rapport with the global community.

The 9,000 m² 2-story rectangular state-of-the-art congress center is located next to the Zoo Park and is surrounded by a forest: The total construction site is 25,000 m². The center houses numerous meeting rooms and conference halls, restaurant and administrative offices.

The TICC is nestled in a metal envelope that has a wide portico, opening up to the external landscape, defining the main entrance. The building has a semi-transparent perimeter "shield" designed with bronze mesh, an 8 m corridor encircling all 3 sides and the main building is flanked with a 4 m wide reflection pool. The site also has semi-open corridors and glass wall systems allowing for a balance of light and shade in the interiors.

The TICC is already the recipient of numerous awards. During the International Property Awards, it received "The Best Public Building" International Architecture Award. At the Cityscape Awards for Architecture held in Dubai, it was awarded top honors in the "Best Public Category" category.





VitrA sanitaryware, brassware products and accessories were preferred in Atatürk Culture Center and Merinos Park

Atatürk Culture Center and Merinos Park

Location: Bursa, Turkey

Architect: Cafer Bozkurt Mimarlık

Owned and managed by the Metropolitan Municipality of Bursa and as part of an urban renewal project, financed by the Bursa Chamber of Commerce and Industry, the Atatürk Culture Center and Merinos Park opened in June 2010.

Located on the grounds of the old Merinos textile factory, one of the landmarks of Turkey's industrialization process was inaugurated on February 2, 1938 by Mustafa Kemal Atatürk, the founder of the Turkish Republic. Abandoned in 2000, the site was given to the Metropolitan Municipality of Bursa in 2005 to be developed for cultural and recreational activities.

Situated on 208,000 m² of land, the multi-purpose development houses the Merinos Culture Center, Atatürk Opera and Concert Hall and an all-purpose recreational park with green lawns, man-made lakes, bicycle and running trails, children's playground, snack bars, park benches and more.

Proving the success of the architecture and design, the Atatürk Culture Center and Merinos Park is the recipient of "The International Architecture Award 2010" given by The Chicago Athenaeum Museum of Architecture and Design.

Hospital

Healthcare Providers

Practical solutions for hygienic environments

Acibadem Healthcare Group

146





VitrA sanitaryware, brassware products were preferred in Acibadem Healthcare Group.

Acibadem Healthcare Group

Location: İstanbul, Turkey

Established in Istanbul and serving the healthcare industry since 1991, the Acibadem Healthcare Group is one of Turkey's leading healthcare institutions and the first group in Turkey to be accredited by the JCI (Joint Commission International) – first in 2005 and then in 2008.

The Acibadem Healthcare Group has a total of 11 hospitals in major cities throughout Turkey. Additionally, they have 8 medical centers and outpatient clinics. All healthcare services offered are according to the highest international standards. Its infrastructure includes the latest in state-of-the-art medical technology and a staff of talented medical professionals, serving patients from around the world.

In partnership with the Germany based Labmed Dortmund GmbH, established 25 years ago, the Acibadem Labmed was founded. The laboratory has been awarded the Clinic Laboratory Accreditation "ISO 15189" certificate.

The objective of the Acibadem Healthcare Group is to continue to grow, expand and develop in order to be able to provide the ultimate healthcare services to all its patients from Turkey and around the world.

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