



*Porcelain and Cement*  
*Tradition and Quality of the Portuguese Industry*



*"Companhia das Indias"*  
*Chinese Porcelain*

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Rose "Family"

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What should we call a pause for a cup of coffee? A custom, a ritual? Let's call it tradition. A tradition deeply rooted among portuguese people that during the XVI century discovered the fascination of the chinese and brought them to the East. According to Mrs. Lion Goldsschmidt, the expert on chinese porcelain, "only the portuguese had, at that time, the ability of regularly importing to Europe goods that no other country, besides China, knew about".

The famous green and rose "families" to which this piece belongs, were born when China, then under the

dominion of Quing, rested for a long and peaceful period of time.

Since 1682 ceramic skills get to perfection: raw materials are purified, enamels refined and the fire controlled. Decoration goes beyond expectation with green enamel, rose and red painted on glaze as floral arrangements or landscapes. The taste for polychromy in multiple shadings soon overshadows the blue and white style in vogue for so long.

The taste for these pieces remains intact, passed on from generation to generation of royal collectors - from King Manuel the 1st to King Manuel

the 2nd - and now attract all those who cannot stay indifferent to exotic beauty and to perfection skills never matched.

However, this attraction is not limited to the wish of possession but also to the wish of creating a tradition for the manufacture of portuguese porcelain. And such taste for quality will give birth to an industry that will be recognized by everyone.

It is with that same philosophy of permanent unresignment and great demand that we, in the cement industry, achived to keep intact both the prestige and the quality Secil.



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