



# SERIP

*The story behind*

Since 1961

## *From love to light*

**Everyone has a story and all stories have something in common,  
it all starts from nothing...**

In the story of Serip, perhaps things were a bit different. The dream may have started from scratch, but it came from a great love that united two people, Mr. and Mrs. Pires.

Let's begin, or should I say: once upon a time? Once upon a time, Mr. Pires, on a hot summer afternoon, while leaving his work on Avenida Almirante Reis, spotted a beautiful woman who immediately caught his attention. This woman, named Helena, was a dressmaker and lived on the same avenue where Mr. Pires worked as a lathe operator in a lamp factory. In those times, getting to know a woman wasn't as simple as it is today. However, Mr. Pires was patient.

Every day, he exchanged glances with Mrs. Helena, who knew his schedule by heart and eagerly waited for him by the window. Time was a wise counselor and friend to Mr. Mario Pires, and destiny took care of bringing Mr. and (now we can say) Mrs. Pires together. From this love, along with three children, Ana, Ilda and Mário, a dream was born: Serip.

Serip wasn't always known as Serip. Initially, in the early 1960s, it was just a small family workshop dedicated to producing traditional lamps. The driving force behind Serip was always the family. Mr. Pires produced the structures in sand casting, brass, while Mrs. Helena focused on developing lampshades, manufacturing the little glass pieces that composed the items, and selling the lamps. It's amazing how our inner strength can move worlds. Mrs. Helena disassembled the pieces, packed them in cardboard boxes, and took a taxi to Lisbon, where she visited potential customers.

Serip grew gradually. As it expanded, the company began recruiting employees, salespeople, and, consequently, innovating. The 1980s were marked by crystal-adorned Atlantis chandeliers that were immensely successful. However, in the 1990s, the company was hit by a crisis in the glass industry, leading to the closure of some suppliers, creating obstacles in obtaining the essential raw material, glass. They say a calm sea never made a skilled sailor, right?

Resilience has always been the Pires family's motto. Each difficulty was seen as a challenge and an opportunity. It was then that they invested in new materials, initiating the Alabaster Era. The use of this new material in Serip's pieces opened doors to the world, leading to their presence in international fairs like Paris and Valencia, and, consequently, the exportation of their products.





The beginning of internationalization was a bridge to innovation, propelling Serip's designer, Ilda, to break all patterns and start creating and setting trends. Nature, which had always been Ilda's great inspiration, began to prevail in the collections that marked the 2000s, arousing curiosity and controversy. The organic typology and grandeur of the pieces intrigued people, who only with time learned to appreciate and understand the concept. Miss Ilda liked to challenge people's mindset, to show them something disruptive and observe their evolution and assimilation - "We learn how to appreciate it!", she used to say.

This courage to dare marked the transition of the company to the second generation and was undoubtedly a turning point in Serip's story. The most irreverent became customers, followers and lovers of the brand, pushing the brand to develop new collections, more evolved both technically and in terms of design. New surface finishes have been created for the metal colours and a variety of glass colours have been made available, opening up the possibility of customising and personalising the pieces. The adaptability and versatility of the lamps has allowed the brand to enter in new markets and embrace new cultures and traditions.



Irreverent designs inspired by nature, tailor-made and customizable, with a variety of metal finishes and glass colours, with a totally handmade production process, a family business spirit full of history, values based on perseverance and resilience, studies of market trends and a bet on fairs in the right cities at the right time, have positioned Serip in various corners of the world.

After over 60 years, Serip has flourished, expanding its reach with a considerable workforce, numerous retail partnerships and participation in numerous decoration projects worldwide.

Like Nature itself, Serip is a cyclical being which has the ability to die and reborn many times over this lifetime, taking each end as a chance for a new opportunity. Because, like every turning of the page, every breath is a new beginning!

## Our Purpose

In the delicate dance of life, things may fade away, and people may change, but memories will forever remain etched in the depths of our hearts.

At Serip, we yearn to become more than just a simple presence in people's lives - our purpose lies in kindling happiness and infusing every life with a touch of magic.

With a harmonious blend of glamour and nature's soulful essence, we seek to transform the ordinary into the extraordinary, leaving behind a trail of breathtaking beauty in people's lives.

Each creation is crafted with love, with the intent to ignite a warm glow in your hearts and fill your surroundings with an enchanting bright.

We crave to be more than just a decorative presence, we strive to be an inseparable part of people's journey, stories and memories they embrace. We seek to awaken profound feelings in those who behold our creations, invoking nostalgia, awe, and wonder within their souls.





## Craftsmanship

Craftsmanship offers the advantage of customization, allowing clients to create unique and tailor-made projects.

For Serip, the brand strives to provide exclusive, passion-filled products that find a special place in interior design.

Amidst a world focused on symmetry and standardization due to industrial production, Serip stands out with concepts of difference, uniqueness, and contrast, inspired by nature's elements.

Their passion for organic forms and design innovation sets them apart in the massified decoration market. Each piece is a singular work of art, crafted without mechanical elements, ensuring the desired uniqueness and exclusivity. With ancestral production techniques, generations of artisans have perfected the process, resulting in historically infused beauty.

Technicians, artisans, sculptors, and designers use this wisdom to create contemporary art, embracing an organic style characterized by raw materials like bronze and glass.

Their mission is to provoke emotions and connect people with nature through inspired sculptures, captivating beloved clients.







Project L'atelier Fantasia



Project L'atelier Fantasia



Project ONE X ONE DESIGN



# Designers

The essence of SERIP's design process transcends conventional pieces, drawing boundless inspiration from nature to infuse their collections with its intrinsic beauty.

Beyond bespoke projects, the designers continuously draw inspiration from the natural world, channeling its beauty and essence into new collections that evoke a profound connection to the environment.

This synergy between personalized design and nature's wonders characterizes our designers, setting them apart as artists who not only create remarkable pieces but also forge enduring relationships between art, architecture, and the world around us.

By harnessing cutting-edge 3D printing technology, our visionary creations surpass imagination, bringing to life enchanting pieces that seamlessly blend the fantastical with the tangible, transporting you to realms where dreams materialize.

The result is a harmonious synthesis where lighting designs not only illuminate spaces but also evoke a sense of sophistication, transforming environments into captivating havens.

Our pieces also provide a personal touch, allowing clients to choose their desired finishes. This customization transforms each piece into a unique expression of the client's style.







Project | Atelier | L'Amorosa



Project | Atelier | L'Amorosa



## Collections

Over the years, SERIP's designers have been inspired by natural phenomena and, through their pieces, have transposed different ways in which nature responds to uncertainty – always with light, always with life.

Currently, Serip has more than 30 collections whose base materials are bronze, available in multiple finishes and glasses, worked in Portugal and Italy. Some of the collections include other elements such as fabrics, canvas and stone.





Niagara Collection



Luna Collection



Bijout Collection



Glamour Collection



Mondrian Collection



Lotus Collection



Nenufar Collection



Voa Collection



Aqua Collection



## Projects

With a global presence across 5 continents and over 75 countries, the versatility of our pieces allows them to adapt to a diverse range of styles and decorations, shining whether it's contemporary, timeless classic or the most daring.

Embracing the true essence of personalization and customization, we offer tailor-made designs that render each piece truly unique and exclusive, making them the perfect choice for any project, regardless of its scale, be it residential or hospitality-oriented.





## Fairs and Events

Much of our international growth has been greatly driven by Serip's presence in fairs and events.

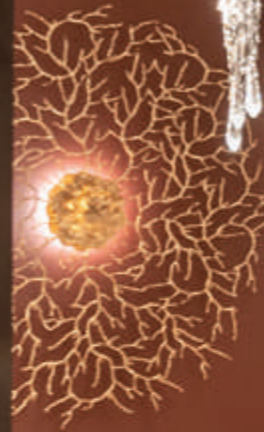
It has allowed us to showcase our brand, identity, and products to the "outside world".

Even today, it continues to be a vital pillar at the heart of Serip's strategy, with an annual presence in multiple fairs, spanning both local (Portugal) and international venues, standing out Dubai, England, Italy, France, China, EUA, Ukraine, Spain and Germany.



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