



Guide

Industrial Tourism



S. João da Madeira
Turismo Industrial

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Heritage with future



Always looking ahead, the people of S. João da Madeira have known how to build a successful story, combining the dream and the determination to roll up the sleeves and get to work.

The innovative spirit and the ability to achieve results are trademarks of our industry which can be found in many of our plants since the beginning of the 20th century, when the municipality became a cornerstone of the Portuguese industrial map.

The “Empresa Industrial de Chapelaria” (a company that today is the Hat Museum, one of a kind in the Iberian Peninsula), the Viarco pencil factory (the only still working in the country) or the Oliva metallurgy (nowadays reborn as a creativity centre) reflect the way S. João da Madeira combines the recovery and preservation of historical buildings with the growing demands of the economic, social and cultural development of the country.

Adding up to the historic and symbolic relevance of these three brands, there's also the entrepreneurial strength that can be observed in other areas, such as the local shoe industry, which has known how to adapt to the new ages by betting on quality, innovation, creativity, fashion and design.







Now, we want to share this (material and immaterial) heritage with Portugal and the world. In order to do that, we set the S. João da Madeira Industrial Heritage Circuit, the product presented in this guide. Our aim is to stimulate curiosity and supply the necessary information to those who are eager to closely know our valuable and constantly evolving heritage.














M. Castro Almeida

Mayor of S. João da Madeira



How to use this guide

	Pencil
	Hat
	Shoes
	Women Shoes
	Textile
	Factory
	Institution

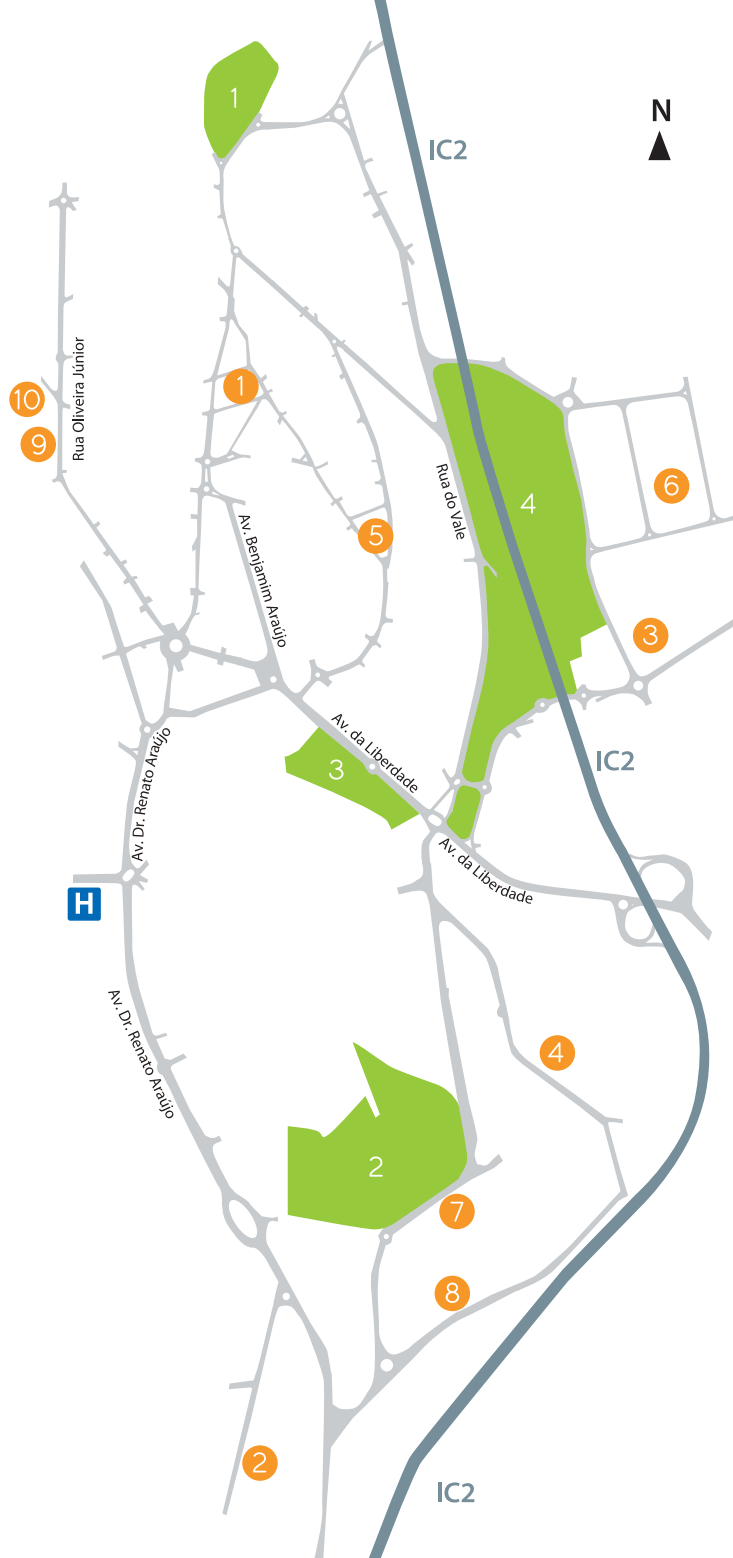
Parking			
Multimedia			
Access for disabled persons			
Photograph allowed			
Multimedia Guide			
			
	Yes	No	Partial

Map

S. João da Madeira

- 1 Ferreira de Castro Park
- 2 Nossa Senhora dos Milagres Park
- 3 Public Garden
- 4 Rio UI Urban Park

- 1 Viarco
- 2 Fepsa
- 3 Cortadoria Nacional de Pêlo
- 4 Helsar
- 5 Evereste
- 6 Heliotextil
- 7 Centro de Formação Prof. da Ind. de Calçado
- 8 Centro Tecnológico do Calçado de Portugal
- 9 Museu da Chapelaria
- 10 Welcome Center do Turismo Industrial







VIARCO - Indústria de Lápis, Lda.
Rua Jaime Afreixo, 533
3700-144 S. João da Madeira
Tel. +351 256 830 880
geral@viarco.pt
www.viarco.pt

Viarco

Experience the history of the only operational pencil factory still in the country, which work is inseparable from history of the pencil in Portugal.

Writing since 1907, Viarco provides you the unique experience of knowing in detail the extraordinary production process of one of the most emblematic Portuguese brands.

Get to know the mystery surrounding each pencil and unveil the secrets, of the brand, which is part of the Portuguese collective imaginary, helping generations of students and workers throughout the years.

Visit days: Tuesday to Thursday (flexible)

Hours: 9 am - 12:30 pm / 2 pm - 4:30 pm

Closed: August and Christmas

Booking: One week in advance

Visitors: Min. 1- Max. 20

Minimum age: 4 years old

Languages: Portuguese, English and Spanish

Store: Yes

Workshop: Yes

Museum: Yes

Showroom: Yes



Fepsa

Find the only world leader portuguese felt factory for hats. Walk through the factory and unveil the different kinds of felt – rabbit fur, wood, cashmere, mink and beaver... See how the hats are shaped with the felt on and how they are organized in colors and textures columns. Know the different stages until forming, in bell or helmet, and finishing. It's a travel through four decades of history, with a strong connection to the world top brands, tradition, theatre and international cinema. You don't want to miss it.



FEPSA - Feltros Portugueses, SA
Rua Comendador Rainho, 192
3700-910 S. João da Madeira
Tel. +351 256 880 550/1
fepsa@fepsa.pt
www.fepsa.pt



Visit days: Monday to Thursday

Hours: 9 am - 12:30 pm / 2 pm - 4:30 pm

Closed: August; last two December weeks;
Easter; Holidays

Booking: One day in advance

Visitors: Maximum 15 Adults or 12
children/teenagers

Minimum age: 10 years old

Languages: Portuguese, English, Spanish,
French, Italian and German

Visit Time: 40 minutes

Store: No

Workshop: No

Museum: No

Showroom: No





Cortadoria Nacional de Pêlo
Zona Industrial nº1
3701-317 S. João da Madeira
Tel. +351 256 815 030
mail@cortadoria.pt
www.cortadoria.pt

Cortadoria Nacional de Pêlo

Dedicated to animal fur transformation since 1943, the Cortadoria Nacional de Pêlo invites you to assist one of the most interesting methods to obtain raw material. See how the fur is detached from the skin, how the impurities are extracted, how it is degreased and, with beaver fur, unpigmented. It's a very complex and technologic process, promoting the felt characteristics, later sold in raw, to be used in the hat industry and others, like clothing.

Visit days: Monday to Friday
Hours: 10 am - 12 pm / 2 pm - 5 pm
Closed: August
Booking: Five days in advance
Visitors: Min. 1- Max. 15
Minimum age: Not applicable
Languages: Portuguese, English, Spanish and French
Visit Time: 30 minutes
Store: No
Workshop: No
Museum: No
Showroom: No





Helsar

In the heart of Helsar you can feel the pulse of high quality lady shoes, unveiling different stages that shape the shoes of one of the most exquisite national brands. Get to know the furs and fabrics and watch the shoe evolution, from design to packaging. Be aware of manual cut and stitching process and the carefully and precisely shoe assembly. Meanwhile, get to know the secrets of the creation of belts and bags. In the tour, let yourself be surprised by the museum, with an exhibit of the best shoe models of every season since 1979. It is a real time travel.

Helsar®

HELSAR- Indústria de Calçado, SA
Av. Dr. Adolfo Coutinho 230 • Ap.206
3701-911 S. João da Madeira
Tel. +351 256 837 340
info@helsar.com
www.helsar.pt



Visit days: Tuesday to Friday

Hours: 3 pm - 5 pm

Closed: April, August, October

Booking: Six days in advance

Visitors: Min. 5- Max. 20

Minimum age: 5 years old

Languages: Portuguese, English and French

Visit Time: 60 minutes

Store: No

Workshop: Yes. For students

A: 5-10 years old B: 11-15 year sold

C: +16 years old

Museum: Yes

Showroom: Yes





Fábrica de Calçado de Homem – Evereste
Rua Afonso Albuquerque 47
3700-027 S. João da Madeira
Tel. +351 256 201 430
afernandes@evereste.pt
www.evereste.pt

Evereste

Get to know one of the most prestigious male shoes factory, where Evereste, Cohibas, Miguel Vieira, Chibs and other international shoe brands are created. Find how shoes are made nowadays, in a masterfully blend of high quality furs, innovating design and a strong manufacturing component. Enter the Evereste world, where every pair of shoes tells a story with over 7 decades of work, exclusively dedicated to quality, elegance and distinctive know-how.

Visit days: Monday to Friday

Hours: 9 am - 12 pm / 2 pm - 5:30 pm

Closed: August

Booking: Three days in advance

Visitors: Min. 4- Max. 10 (flexible)

Minimum age: Not applicable

Languages: Portuguese and English

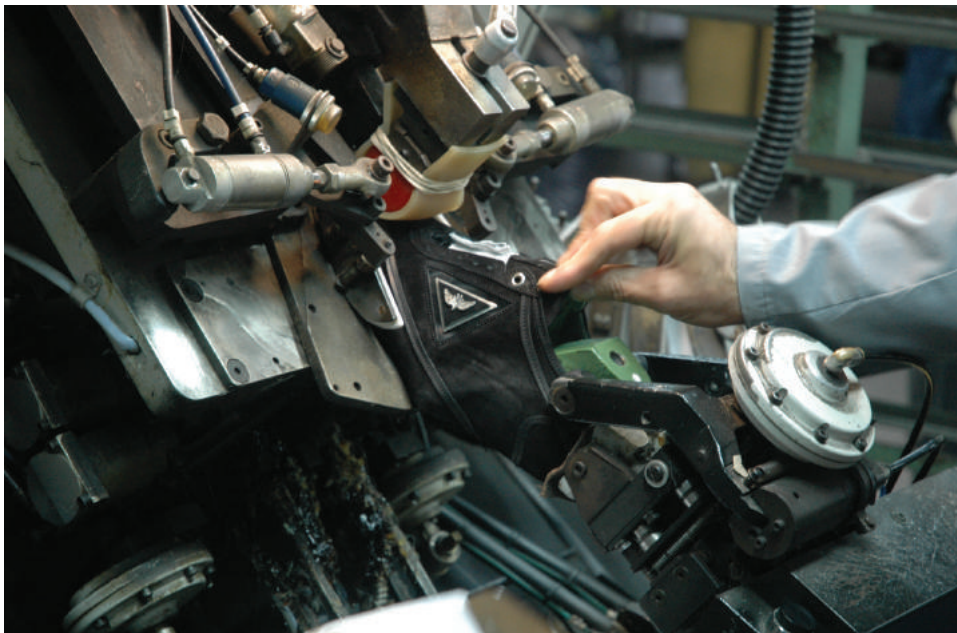
Visit Time: 30-45 minutes

Store: No

Workshop: Yes

Museum: Yes

Showroom: Yes



Heliotextil

Working since 1964, Heliotextil opens it's the doors of its industrial unit to show you how various products are developed from warp threads. Go through the plant with the rhythmic sound of the working looms and watch how fabrics are cut, finished and dyed. Find how the weaving art creates unique and useful pieces, many times unnoticed, but a steady presence in everyday life.



Heliotextil
Rua dos Combatentes do Ultramar
Apartado 467
3701-914 S. João da Madeira
Tel. +351 256 201 100
geral@heliotextil.com
www.heliotextil.com



Visit days: Tuesday, Wednesday and Thursday

Hours: 9 am - 12 pm / 2 pm - 5 pm

Closed: August and December

Booking: Eight days in advance

Visitors: Min. 1- Max. 20

Minimum age: 6 years old

Languages: Portuguese, English, French and Spanish

Visit Time: 60 minutes

Store: Yes

Workshop: No

Museum: Future project

Showroom: Yes







Centro de Formação Profissional da Indústria de Calçado

Shoe Industry Professional Training Center



CFPIC

Rua Visconde 990, Apartado 13

3701-909 S. João da Madeira

Tel. +351 256 815 060/1/2

cfpic@cfpic.pt

www.cfpic.pt

Start your visit to the Centro de Formação Profissional da Indústria de Calçado (Footwear Industry Training Center) with an exhibit of internationally awarded shoes created by “Pattern and Shoe Design” students, among them Luís Onofre, one of the most prestigious Portuguese designers.

Take some time to see shoe replicas illustrating the history of shoe evolution, since pre-historic times down to our days and be surprised with the shoes offered by famous people. Find the artisanal tools and ancient machines used in shoe making. Discover what «folding» means and how to finish a shoe.



Visit days: Monday to Friday

Hours: 10 am - 1 pm / 2 pm - 4 pm

Closed: August

Booking: One week in advance

Visitors: Min. 10 - Max. 15 to 20

Minimum age: Not applicable

Languages: Portuguese and English

Visit Time: How to make a shoe: 30 to 45 minutes; Shoe History: 30 minutes

Store: No

Workshop: No

Museum: Illustrated Shoe History

Showroom: Yes





Centro Tecnológico do Calçado de Portugal

Portugal Shoe Technologic Center



Centro Tecnológico do Calçado de Portugal
Rua de Fundões - Devesa Velha
3700-121 S. João da Madeira
Tel. +351 256 830 950
geral@ctcp.pt
www.ctcp.pt

Get to know Centro Tecnológico da Indústria do Calçado (Portugal Shoe Technologic Center), an institution that has as main goal to support shoe companies, both technically and technologically. Visit the permanent exhibit, where every year new materials, components, technical shoes, equipment and new software, from I&D projects, are shown. Meet the laboratory, where physics, chemical and strength tests, among others, are made. For instance, get to see a shoe strength test to water, premature sole abrasion or heels resistance to impact.

Visit days: Wednesday

Hours: 2 pm - 6 pm

Closed: August

Booking: Five days in advance

Visitors: Min. 1 - Max. 30

Minimum age: Not applicable

Languages: Portuguese and English

Visit Time: 30 to 60 minutes

Store: No

Workshop: No

Museum: No

Showroom: No





Museu da Chapelaria

Hat Museum

The Museu da Chapelaria (Hat Museum) was born in an old hat factory. Unique in the Iberian Peninsula, this museum is a tribute to all the women and men that made this industry one of most important of our history. Find in there not only the images and the collections that illustrate how the hats were made, but also the human, social and cultural dimension of a community to whom this art always played a major role. Visit the long-term exhibition, know the workers way of life and go back in time, until the moment where no one left the house without a hat.



**museu
chapelaria**
s. joão da madeira

Museu da Chapelaria
Rua Oliveira Júnior, nº 501
3700-204 S. João da Madeira
Tel. +351 256 201 680
museu.chapelaria@gmail.com



Visit days: Tuesday to Sunday

Schedule: Tuesday to Friday: 2 pm - 6 pm

Saturday: 10 am - 1 pm / 2 pm - 6 pm

Sundays and Holidays: 10:30 am - 12:30 pm /
2:30 pm - 6 pm

Booking: For more than 5 people

Visitors: Min. 5 - Max. 25

Minimum age: Not applicable

Languages: Portuguese, English and French

Visit Time: 30 to 90 minutes

Store: Yes

Workshop: Yes

Restaurant: Yes





Industrial Tourism Welcome Center

Located in the Oliva Tower - one of the most emblematic and historical buildings in S. João da Madeira - the Welcome Center is the right place to get all the information you need about the Industrial Tourism in S. João da Madeira and the Industrial Heritage Circuit. There, you can book visits to the factories, apply for a guide, present your doubts and book workshops. An entire team is available to help and present you the industrial tourism guide or the multimedia guide for the factories and institutions to visit. Visit the Welcome Center and discover what we have to show you. Find out more in our interactive table, with informations about the circuit, such as the history behind Viarco and Oliva plants, through two chronological bars.

This venue is the starting point to an unforgettable trip to the past, present and future of the industrial history.

Torre da Oliva
Rua Oliveira Júnior, nº 501
3700-204 S. João da Madeira
Tel. +351 256 200 204
turismoindustrial@cm-sjm.pt
www.turismoindustrial.cm-sjm.pt

Services:

Attendance

Industrial Tourism guides

Audio and multimedia guides

Interactive multimedia space

Lounge and children interactive room

Turismo do Porto e Norte de Portugal Store







S. João da Madeira

Turismo Industrial