



Alberto Vuan
Executive Chairman and
Managing Director

Alberto Vuan is the Executive Chairman and Managing Director of VDA Multimedia.

After joining his father's company, VDA Elettronica, he established VDA Multimedia, which specialises in TV entertainment and infotainment systems in hospitality.

Marco Piva
Designer

The Studio Marco Piva, founded by renowned designer Marco Piva in 1984, develops various projects from hotels to urban sceneries. The thorough research into receptive structures, the formal and functional characteristics of the space, technology and materials, developed with accurate attention for the environment, are the basic elements for the planning and design philosophy of the Studio.

About VDA

VDA is a worldwide organisation with over twenty years of experience in the hospitality industry. They have developed an enviable reputation for product innovation, technological excellence and quality of service. Over two decades their organisation has expanded in Europe and the Middle East.

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High Tech & Design: VDA, the Italian way

Exclusive Interview with VDA President, Alberto Vuan

Cleverdis recently visited VDA's headquarters near Venice and were lucky to meet with Alberto Vuan, the company's Executive Chairman & Managing Director. We asked Mr Vuan about some of the core products and services being developed at the moment...

In the past two years we have been developing or revisiting the existing technology of room management systems... the visible part of the technology used by the guest in the room. The Vitrum product line, our new generation of control devices for the hotel rooms and the residential buildings was created. It's quite an interesting product line, because you have total customisation in terms of colours. We have white, black, grey or silver and can be customised to the architect's request.

How did you get the idea to branch into this kind of "artistic" venture?

Because we wanted to make technology more pleasant for the user. We called a very famous architect in the hospitality sector in Italy – Marco Piva – and we designed this product line together. What is interesting with Vitrum is that everybody likes it. We have developed two different standards, the so-called British standard, which is a square shape, and the European standard, which is rectangular. We did this in such a way that it was possible to be backward compatible with all the hotels that

already use our room management systems. Hotels are putting more emphasis on design and creating atmosphere and emotions. Glass is the new material. It was not easy to industrialise this product, but the result is interesting. So to say that the Micromanager room management system together with Vitrum, is today one of the most flexible and powerful integrated automation systems for the hospitality business.

Hoteliers are becoming much more concerned about energy consumption... this must help you sell your products...

Yes, because Vitrum technology has a dimmer embedded not just a switch and this is perfectly compatible with the latest generation of LED lights. We are working with Philips on this and are also proposing "re-lamping": an energy scan and a proposition to replace the existing lights with new-generation lights, offering financial services if they cannot afford to pay up-front. The cost is covered by ROI generally less than two years, and the lamp life is much longer.



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