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Portera: Acclaimed Purveyor of Antique Spanish Doors Opens First US Showroom

Los Angeles, CA (May 2007) – Portera, the pre-eminent purveyor of antique Spanish doors to the United States market, is proud to announce the opening of its first US showroom in Pasadena, California. Housing a curated sample of the over eighteen-hundred fully-restored antique doors from its popular catalogue, the new showroom promises to be a must-visit resource for designers, developers and design-savvy consumers alike.

Portera attained notoriety for the beauty and craftsmanship of its one-of-a-kind antique doors, unmatched by modern-day replicas. The company’s extensive selection of product includes authentic pieces from each region of Spain -- from the rustic portals of the Andalusian region in the South to the ornately-carved arches of Mudéjar (Moorish) descent.

Portera, Spanish for ‘doorkeeper,’ offers the largest collection of genuine antique doors in the world. The collection features a wide variety of styles, including: Baroque, Mudéjar, Neo-gothic, Gothic and Portera’s marquis Sacristy convent doors from Seville that date back to the 15th century and are valued at over three-hundred thousand dollars (US).

A Business Born From Inspiration

The brainchild of John Simpson, Portera was born while Simpson was renovating an architecturally significant 1920’s home in San Marino, California. Simpson realized that there was a void in the U.S marketplace for Spanish-influenced antiques and in June 2006, traveled to Spain with his wife, Eva, searching for the perfect entryway to outfit their new home. It was here that the inspiration for Portera was born. Since that first trip, the company has been importing its treasures and making fine, antique doors accessible to those with a keen eye and an appreciation for one-of-a-kind functional artifacts.

“For every home or structure, the door represents a primary focal point and is an opportunity to define the architectural character of the space,” says John Simpson, Co-Founder and Managing Director of Portera. “Portera doors make extraordinary design statements that are both functional and beautiful.”

Rich in both form and history, each Portera door is expertly hand-restored by Spanish craftsmen. The integrity of the doors is maintained and reinforced through an intricate process that has been passed down over many generations of artisans. Additionally, each

door undergoes a rigorous series of restoration steps to ensure that the original ornamental charm of the door is left intact as its functional properties are maximized.

Preserving a Nation's Architectural Heritage

Deeply committed to preserving Spain's unique architectural tradition, Portera does not harvest these doors from historical landmarks, but rather salvages them from an otherwise untimely demise. Each month fifty to seventy-five doors are rescued, documented and dated, then added to the Portera database. Through these efforts, the company is doing its part to promote sustainability by preserving old-world splendor and enriching the appearance of fine residences and other architecturally significant structures throughout the country. As a result, Portera doors are now coveted by an entirely new generation.

“Portera brings the only comprehensive collection of antique Spanish doors to the United States, a valuable resource for the design community,” says Soraya Dancsecs, Creative Director and Co-Founder of Portera. “Since the collection is so extensive, we have the unique ability to offer our customers antique doors in almost any size and from any Spanish region, and deliver them in as little as four weeks.”

A Design Resource

Portera makes its extraordinary offering even more accessible by employing a team of design specialists who are available by appointment to work with clients or client teams to select the most beautifully-suited door for their project. Clients can tour the Portera showroom or search the company's database to find the perfect door that meets the client's specifications. Once door selections are made, they are prepared, shipped, cleared through customs, and with a nominal local delivery fee are delivered straight to the project site all within four weeks. Each door is housed in Spain and shipped to the US as part of the final cost. The average cost of a Portera door is approximately twelve-thousand dollars (US) with doors ranging from ten-thousand to one-hundred and fifty thousands dollars (US).

About Portera (www.porteradoors.com)

Portera is the exclusive US purveyor of antique Spanish doors. Rich in both form and history, some of the company's functional artifacts date back to the 15th century and include styles such as Mudéjar, Gothic, Neo-gothic and Andalusian. Drawing upon fine Spanish craftsmanship and architectural heritage, each door has been hand-restored by craftsmen through a time-honored tradition practiced by few. Portera design specialists work with clients to select the most beautifully-suited doors for each project. For sales information or to schedule an appointment with a Design Specialist at the Portera showroom, please call (626) 639-2130 or email info@porteradoors.com. To preview a sampling of the collection online, please visit www.porteradoors.com.

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Soraya Dancsecs, Co-Founder and Creative Director

Born into a culturally diverse family of Afghan-Italian descent, Soraya grew up fully immersed in foreign culture and traditions. Well-traveled and passionate about art and design, she found the perfect culmination of art history and functional design when she formed Portera in 2006.

After a long and fulfilling career as Head of Development for Kevin Costner's production company, Tig Productions, Soraya left in 2005 to pursue her passion for art and design. In an effort to make Spanish culture and tradition more accessible to consumers, architects and designers in the U.S., Soraya co-founded Portera. Since launching in June, 2006, Portera boasts the largest collection of antique Spanish doors the world has to offer.

Soraya Dancsecs plays a very active role in the Pasadena community. She is a committee member of SCRUBS, a fundraising support group for the Huntington Hospital, and also helps raise awareness for Young & Healthy, a nationally recognized charity that provides medical, dental, and mental health services to uninsured children living in the greater Pasadena area.

John Simpson, Co-Founder and Managing Director

Best known for the development of technology-based service firms, Simpson turned his focus to another niche market when he established Portera in June 2006. While renovating his 1920's Spanish-style home in San Marino, California, Simpson realized that there was a void in the U.S marketplace for genuine Spanish antiques. He traveled to Europe in search of the perfect entryway to outfit his new home and it was there in Spain that the inspiration for Portera was born.

Prior to Portera, Simpson worked in a variety of leadership roles at Deloitte & Touche, and at age thirty was widely believed to be the youngest Partner admitted. Following his tenure of thirteen years at the firm, Simpson left to form the California Credits Group, a company that developed a tax incentive screening technology for Fortune 500 and middle market companies. In keeping with his background in technology, Simpson created yet another successful venture when he founded Cyntron, a premier software provider offering fully customizable payroll solutions to the accounting and insurance industries.

Since its inception, Portera has created the only comprehensive collection of one-of-a-kind antique Spanish doors available to the US boasting over eighteen hundred unique designs.