

# Nuno Rosa Dias - Changing Life with the Pandemic - The Project "O Senhor Almofada"

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Senior Social Entrepreneurship



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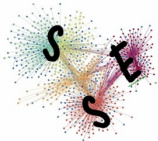
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## Good Practice4

Nuno Rosa Dias, a businessman who created a business based on art and tradition.

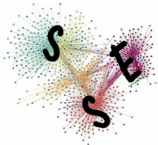
### Highlights

- Implementation of a business model based on local tradition;
- Believe that even in difficult times, it is possible to create something new and cost-effectively and profitable;
- State aid is not always needed to create a business, continuing learning and applying prior experience are essential to create a business based on a hobby.

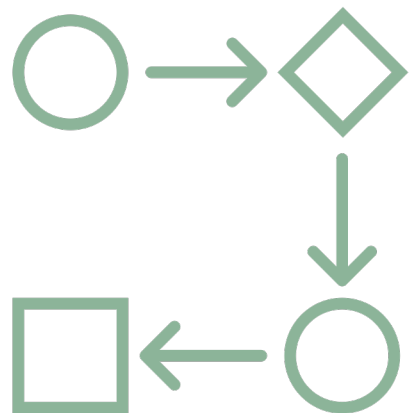


## 1. Nuno Rosa Dias – General Information

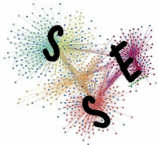
- **Senior Entrepreneur Name:** Nuno Rosa Dias
- **Company name:** O Senhor Almofada
- **Place:** Évora, Portugal
- **Activity:** Design of Cushions in stitch of Arraiolos, in a traditional and handmade way, since this is a tradition of the village of Arraiolos and its origin.
- **Contact data:**
  - Web: <http://osenhoralmofada.pt/>
  - email: [o.senhor.almofada@gmail.com](mailto:o.senhor.almofada@gmail.com)



## 2. How do you describe the process of creating your company? How did you come up with the idea of dedicating yourself professionally to pillows?

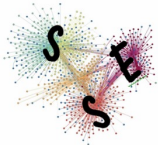


- Nuno was born in Cascais but lived almost all his life in Évora. Until March 2020, he was working in Lisbon but due to the Pandemic, he stayed in Lay-Off and chose to stay in Arraiolos, at the Family home, where he had the idea to start this new project.
- "I slowly began to consider whether I should not take this project more seriously and in September 2020 in conversation with an American friend who lives in Lisbon, and who worked in Art in Los Angeles, told me that he loved my pillows, that the patterns and colors were very beautiful and that I could sell. That same day I decided to create a profile just for the project and in 5 minutes I invented "Mr. Cushion", I still equated in English but wanted to keep in our language out of respect for an ancient tradition and because I do not agree with foreignisms for everything".
- What started as a joke, became something more serious over time and currently Nuno have Brand Created and Registered in Portugal.



### 3. How did the taste for Arraiolos stitch come about? What motivated your business idea?

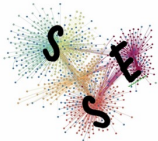
- Initially Nuno Rosa Dias began by making cushions with Arraiolos stitch embroidery for decoration and to offer to friends, as a hobby. Until in August 2020 he sold the first cushion, he later realized that he could create a business with the theme.
- "Derived from having a lot of free time, I did a Workshop on the Arraiolos stitch, a theme that had already been challenged for years by a friend who has a Carpet Shop. Initially I first embroidered a 20x20 Frame, but as I liked Cushions instead of Rugs, I began to embroider but with Patterns created by me and the colors I liked the most."



## 5. What support have you received from the public administration for the creation of the company (financial, mentoring...)?

- Nuno Rosa Dias received no financial or mentoring support, or others, to create your company.

"I opened the activity in my name (I didn't create a Company) for this particular type of business and I didn't have any support because I didn't ask for it either."





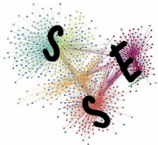
## 6. Do you have any advice for a senior entrepreneur who is thinking about venturing into creating a company?



- A global crisis/pandemic can change the lives of the population and jobs are no longer guaranteed, flexibility and the opportunity to create new businesses must be taken advantage of.



- “My advice is to use my example, a joke came a small business, that is, take the opportunities that arise and turn them into something positive, the central point is to take pleasure in what is done and not be ashamed to fight for what we like and believe.”



## For more information (in Portuguese)

- <https://www.facebook.com/NunoTeixeiraDias>

