

JO



A Bedroom
Collection.

Jo Bedroom



ITALIA

OUR STORY
OUR PEOPLE
OUR VALUES



MISSION MADE IN ITALY

For 70 years we have been bringing the values of Made in Italy to the world. An uncompromising choice, based on love for our territory: Italy is the cradle of design, attention to detail, and artisanal know-how. Aware of this heritage, every day we draw inspiration from what surrounds us and we translate it into our collections with one objective: to be worthy ambassadors of Made in Italy in the world.

VALUES



Family, community, and innovation serve as the cornerstone of our daily endeavors.

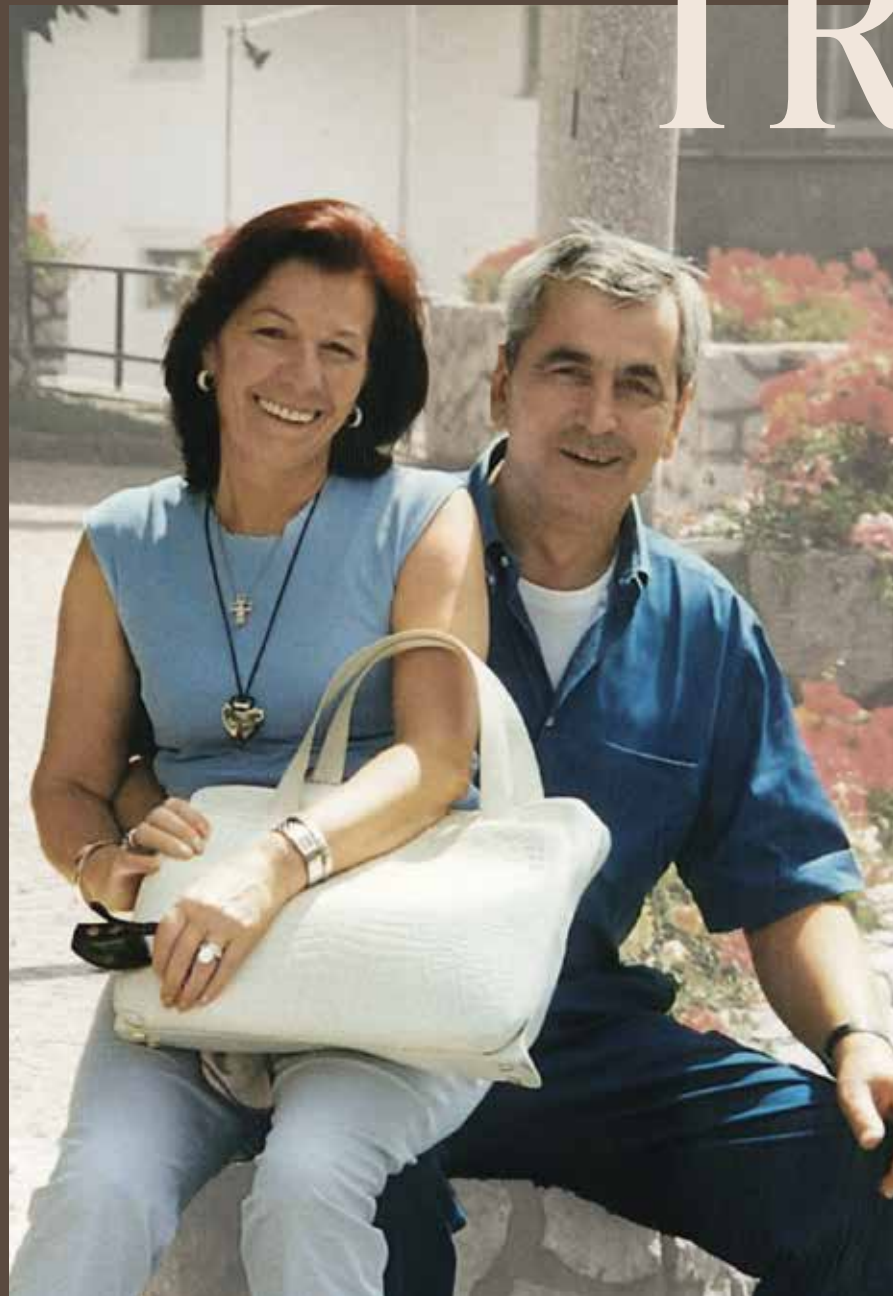
Within each Alf Italia product, you'll discover distinct personalities shaping its essence: the warmth of Oliviero, the unwavering determination of Cristina, and the bold courage of Piero. These individuals embody our commitment to consistency, reliability, and the bonds of friendship.

Our roots run deep in the rich soil of our native places, acknowledging the invaluable contributions of the skilled artisans in woodworking and the fervent dedication of the people of Francenigo. Without their passion and commitment, our journey would not have been possible. While we honor our past, we set our sights on the future.

Our DNA pulses with an insatiable drive for innovation. Whether introducing unprecedented products or revolutionizing wood processing through technology, we embrace change with a continual desire to push boundaries and pioneer new frontiers. Alf Italia stands as a testament to tradition, progress, and an unwavering commitment to shaping the future of design and craftsmanship.

FAMILY
INNOVATION
COMMUNITY

A FAMILY TRADITION



Oliviero and Giuditta on a work trip.

In the vibrant landscape of the 1950s, a visionary company emerged, driven by an entrepreneurial spirit eager to seize opportunities in the post-war world. This company, known as Alf Italia, initially set its sights on serving

its local community in Francenigo. As the years rolled on, and the world underwent dramatic shifts, the company adapted and evolved.

During the 1980s the company decided to spread its

wings beyond Italian borders, embarking on an exciting journey to the United States – the land of the American dream. But Alf Italia didn't stop there. In the 1990s, it embarked on an even more ambitious venture, conquering new

horizons in the Middle East, Central and South America, and Russia.

Its success was attributed to its unique reinterpretation of Italian design for international markets, a fusion of culture and innovation that resonated with people across the globe.

In Alf Italia's journey, Giuditta, Oliviero's wife, played a pivotal role with her wisdom, unwavering support, and perceptive guidance. Together, they navigated challenges in foreign markets, forging crucial cross-border relationships. Giuditta's astuteness and Oliviero's enthusiasm laid the foundation for enduring global partnerships, key to Alf Italia's success.

In the wake of Oliviero's passing, the second generation of the family took the reins. Oliviero's children, Cristina and Piero, assumed leadership roles within the company. Cristina diligently managed sales and administration,

while Piero focused on manufacturing. Flavio, Cristina's husband, played an integral part in the team, contributing his expertise to the areas of design and product planning.

In 2023, Alf Italia achieved a significant milestone by expanding its historic Francenigo site with cutting-edge equipment and automation technology, emphasizing a commitment to innovation and sustainability. This marks a chapter in Alf Italia's journey, which began in a transformative era and evolved into global expansion, technological advancement, and a legacy of excellence. With the third generation already active in the company, Alf Italia's story continues to be one of innovation and success, with a promising future.



Flavio, Cristina and Piero.



COMMUNITY

We recognize that our local area and community are one of the founding principles behind what we do.

The Piovesana family's roots here go back generations. This fact has played an active part in making ALF Italia a success story, thanks to the commitment of thousands of people who have worked with us over the years.

We live in an area of outstanding natural beauty, where plentiful wood, transported by water and worked thanks to the driving force of the man-made waterways, has created the prerequisites for a woodwork tradition that lives on today in ALF Italia.

"We believe in the dignity of individuals and the value of human relationships."

Our founder, Oliviero Piovesana, taught us: "Every morning must start with a 'Good Morning,' whatever quibbles there may have been the evening before or whatever disagreements may be to come."

That daily greeting encapsulates the value of service: a pleasant, polite approach to recreate a sense of community that transcends professional relationships.

We embrace change and believe in our ability to improve day by day.

We invested in technology in the early 2000s, making substantial investments in technological advancements, in Industry 4.0 in the 2010s, and now we are revolutionising the historic Francenigo site, introducing a degree of automation that would once have been unimaginable.

INNOVATION and TECHNOLOGY

We have moved ahead of the curve with aesthetic trends, introducing furnishing items that can interpret the shapes of the future.





JO

From the Colosseum's grand arches to the iconic Trevi Fountain, travertine showcased Rome's power and artistry.

Today, it continues to inspire architects and designers globally, linking this captivating stone to the city's rich history.

Alf Italia's Jo bedroom further solidifies the bond between Italian heritage and travertine.

The new Travertino eco finish remarkable feature is its exquisite texture that give it an earthy character, infusing timeless elegance and nature's beauty into any space.

In our commitment to honor our rich history and heritage, we've embarked on a journey to infuse every collection with the essence of our roots. This dedication has led us to choose to integrate our narrative into traditional Italian spaces, drawing inspiration particularly, from the timeless charm of Roma.

Inside buildings, ornate frescoes, marble columns, and elegant decor reflect centuries of artistic brilliance. Each room is a testament to Rome's legacy, offering a glimpse into its rich cultural heritage and unparalleled beauty.

JO



**TEXTURE
ELEGANCE
TIMELESSNESS**

BEDROOM



Jo bedroom set, roman interior



In Jo's bedroom, the tactile richness of travertine is complemented by the precious essence of gold. A symphony of opulent tones converges in an elegant design, where smooth flat surfaces seamlessly alternate with lit niches.

En el dormitorio de Jo, la suntuosidad táctil del travertino se completa con la esencia preciosa del oro. Una sinfonía de tonos opulentos converge en un diseño elegante, donde las superficies lisas y planas se alternan a la perfección con nichos iluminados.

Dans la chambre de Jo, la richesse tactile du travertin est complétée par l'essence précieuse de l'or. Une symphonie de tons opulents converge vers un design élégant, où les surfaces planes et lisses alternent harmonieusement avec des niches éclairées.

В спальне Jo's тактильное богатство травертина дополняется драгоценной эссенцией золота. Симфония роскошных тонов сходится в элегантном дизайне, где гладкие плоские поверхности плавно сменяются освещенными нишами.



Jo bedroom set, roman interior

JO



A choreography of solids, voids, and lights orchestrates a captivating spectacle, infusing the ambiance with a touch of elegance.

Una coreografía de volúmenes, vacíos y luces orquesta un espectáculo cautivador, infundiendo al ambiente un toque de elegancia.

Une chorégraphie de pleins, de vides et de lumières orchestre un spectacle captivant, conférant à l'ambiance une touche d'élégance.

Хореография из твердых тел, пустот и света создает захватывающее зрелище, придавая обстановке штрих элегантности.

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Jo bedroom set, roman interior

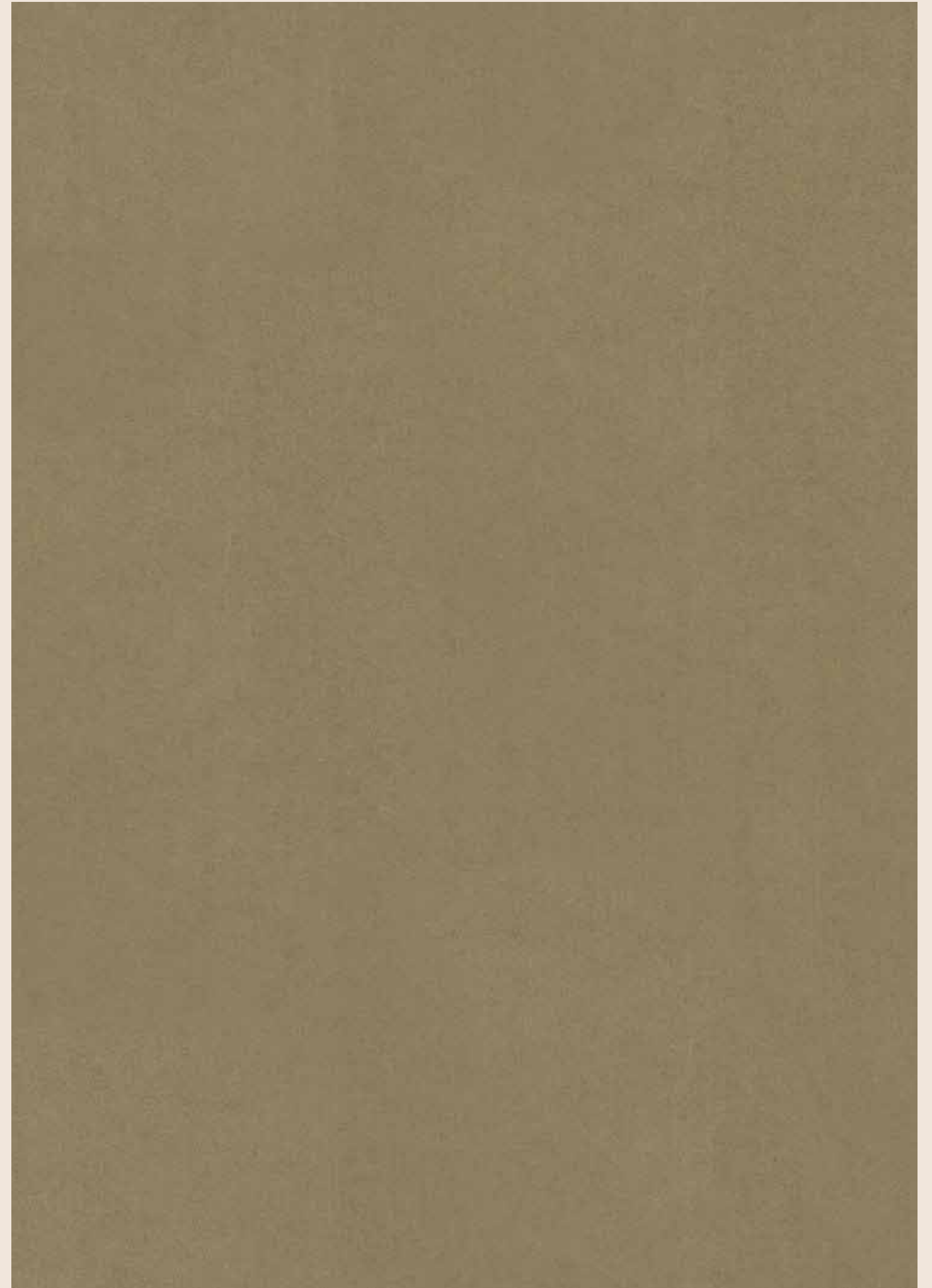




TRAVERTINO ECO STONE



GOLD HIGH GLOSS



FINISHES

JO BEDROOM IN TRAVERTINO ECO STONE / GOLD HIGH GLOSS



DRESSER KJJO125

With 6 drawers, light not included

inch	W 67"	D 19"	H 36"
cm	L 169	P 49	H 91,5
Crts	1	kg 97	m ³ 0,93



NIGHT STAND KJJO130

With 2 drawers, light included

inch	W 28"	D 18"	H 26"
cm	L 71,2	P 45	H 67
Crts	1	kg 36	m ³ 0,29



5/DRW. CHEST KJJO117

With 5 drawers, light not included

inch	W 40"	D 19"	H 55"
cm	L 101,4	P 49	H 140
Crts	1	kg 87	m ³ 0,86



MIRROR KJJO140

inch	W 39"	D 1"	H 42"
cm	L 100	P 2,1	H 107
Crts	1	kg 25	m ³ 0,08

**US LIGHT KIT KJKV005
(FOR DRESSER AND 5/DRW. CHEST)**

Crts	1	kg 2	m ³ 0,1
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Q.S./UK 5" BED PJJ00150

light included

Inner size inch 61" x 80 3/4" - cm 155 x 205

inch	W 67"	D 85"	H 55"
cm	L 169	P 215,3	H 140,3
Crts	2	kg 86	m ³ 0,38

K.S./UK 6.6" BED PJJ00175

light included

Inner size inch 76 3/4" x 80 3/4" - cm 195 x 205

inch	W 82"	D 85"	H 55"
cm	L 208,9	P 215,3	H 140,3
Crts	2	kg 98	m ³ 0,44

JO BEDROOM

design
R&D Alf

art direction & graphics
Eleonora Da Frè

digital images
Gabriele Simonetta

selection
LUCE

print
SINCROMIA



A.L.F. UNO S.P.A. is certified by the ISO 9001:2015.

Our furniture finishes are mainly UV-based. All our furniture board is within the E1 norm for formaldehyde emission. By using UV-based finish the formaldehyde is sealed within the furniture board keeping emissions to an absolute minimum.

ATTENTION: PRODUCT APPEARANCE, SIZE, AND/OR MATERIALS MAY BE SUBJECT TO CHANGE WITHOUT NOTICE