

# PICASSO



Picasso Dining Room

A Dining Room  
Collection.



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.

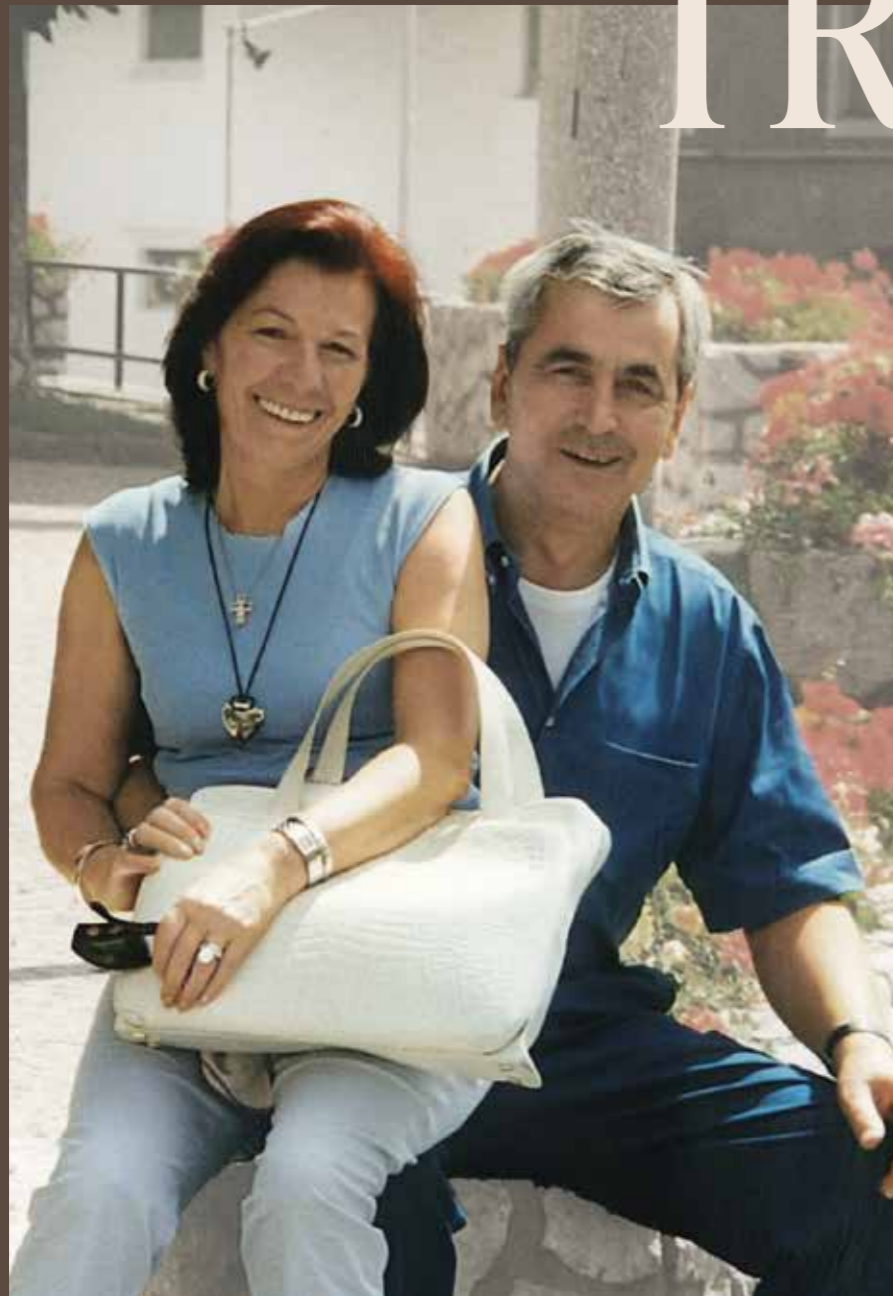
Within each Alf Italia product, you'll discover distinct personalities shaping its essence: the warmth of Oliviero, the unwavering determination of Cristina, and the bold courage of Piero. These individuals embody our commitment to consistency, reliability, and the bonds of friendship.

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.







# PICASSO

The Oxide high gloss not only captures the essence of metal oxidation but also introduces a modern twist, infusing interiors with a sense of sophistication and luxury. Its dynamic color palette, ranging from rich blues to deep blacks and rustic browns, adds depth and character to any space, creating a captivating visual impact. Drawing inspiration from the natural beauty of oxidized metals, this material embodies a perfect balance between contemporary aesthetics and timeless charm.

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 Venice.

In addition to its captivating exteriors, Venetian architecture extends its charm to the interiors, where elaborate frescoes, ornate moldings, and opulent furnishings adorn palaces and residences alike. Step inside a Venetian home, and discover with us a masterpiece of design, meticulously curated to reflect the city's grandeur and sophistication.

# PICASSO



UNIQUE  
ENDURING  
DISTINCTIVE

# DINING ROOM



Picasso dining room set, venician interior



The Picasso table, with its graceful curves, magnifies the mesmerizing reflections of the oxidized wood finish. The table's base exudes dynamism, featuring a pronounced inclination and a delightful interplay between the oxidized and ribbed finishes.



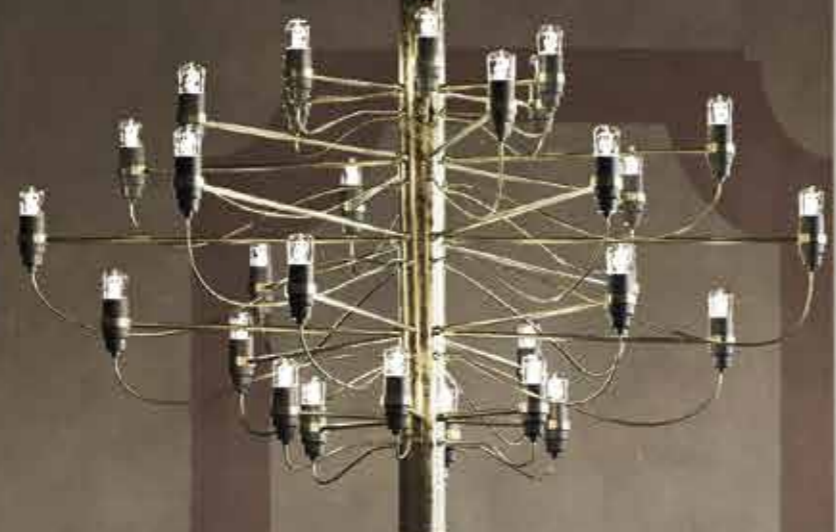
Picasso dining room set, venician interior

La mesa Picasso, con sus elegantes curvas, acentúa los fascinantes reflejos del acabado en madera envejecida. La base de la mesa destila dinamismo, con una pronunciada inclinación y una cautivadora interacción entre los acabados envejecido y estriado.

La table Picasso, avec ses courbes gracieuses, magnifie les reflets envoûtants de la finition en bois oxydé. Le piètement de la table est dynamique, avec une inclinaison prononcée et un jeu agréable entre les finitions oxydées et rainurées.

Стол Picasso с его изящными изгибами подчеркивает завораживающие отблески отделки оксидированного дерева. Основание стола излучает динамизм, характеризуется ярко выраженным наклоном и восхитительным сочетанием оксидированной и ребристой отделки.







Picasso dining room set, venician interior



**The sideboard goes beyond a mere showcase of the finish, engaging with the interplay of texture, with its ribbed detailing. Its industrial design is enriched by the opulence of golden feet.**

El aparador no se limita a exhibir sin más el acabado, sino que participa en el juego de texturas con sus detalles estriados. Su diseño industrial se ve subrayado por la opulencia de las patas doradas.

Le bahut va au-delà d'une simple présentation de la finition, en s'engageant dans le jeu de la texture, avec ses détails rainurés. Son design industriel est enrichi par l'opulence des pieds dorés.

Буфет выходит за рамки простой демонстрации отделки, привлекая внимание игрой текстур и ребристыми деталями. Его промышленный дизайн обогащен роскошью ножек в золотистой отделке.





**Picasso's curio seamlessly integrates into the space. The polychromatic allure of the oxidized finish harmonizes effortlessly with the play of light on the glass surface.**

Curio de Picasso se integra a la perfección en el espacio. El atractivo policromático del acabado envejecido se armoniza espontáneamente con el juego de luces en la superficie de cristal.

Curio de Picasso s'intègre parfaitement dans l'espace. L'allure polychrome de la finition oxydée s'harmonise sans effort avec les jeux de lumière sur la surface du verre.

Витрина Curio Picasso органично вписывается в пространство. Многоцветное очарование оксидированной отделки прекрасно гармонирует с игрой света поверхности стекла.





# LIVING ROOM



Picasso living room set, venician interior



OXIDE FINISH HIGH GLOSS



VERTICAL CARVING MATT FINISH



# FINISHES

# PICASSO DINING ROOM IN OXIDE FINISH HIGH GLOSS / VERTICAL CARVING MATT FINISH



**4/D BUFFET KJPC610**

With 4 doors

inch W 82" D 20" H 33"  
cm L 208,7 P 51,3 H 85  
Crts 1 kg 108 m<sup>3</sup> 0,98

**3/D BUFFET KJPC611**

With 3 doors

inch W 68" D 20" H 33"  
cm L 173,5 P 51,3 H 85  
Crts 1 kg 97 m<sup>3</sup> 0,8



**EXTEN. TABLE W250 PJPC0615**

With 1 leaf w 21 1/4" cm 54

inch W 98" D 39" H 29"  
cm L 250 P 100 H 74,2  
Crts 2 kg 106 m<sup>3</sup> 0,93

**EXTEN. TABLE W210 PJPC0616**

With 1 leaf w 19 3/4" cm 50

inch W 83" D 37" H 29"  
cm L 210 P 95 H 74,2  
Crts 2 kg 105 m<sup>3</sup> 0,86



**2/D CURIO CABINET**

**US LIGHT KIT PJPC0681**

**UK LIGHT KIT PJPC0682**

**EU LIGHT KIT PJPC0680**

With 2 glass doors

inch W 39" D 18" H 71"  
cm L 99,6 P 45 H 180  
Crts 3 kg 131 m<sup>3</sup> 1,05



**MIRROR KJZZ140**

inch W 38" D 1" H 43"  
cm L 95,2 P 2,5 H 110,2  
Crts 1 kg 27 m<sup>3</sup> 0,07



**2 CHAIRS**

Ecoleather Aspen 52 KJPC620  
Fabric Velvet Tiffany 1 Cream KJPC690  
Fabric Velvet Tiffany 15 Silver KJPC691  
Fabric Velvet Tiffany 17 Elephant KJPC692  
Fabric Velvet Tiffany 19 Graphite KJPC693

**2 CHAIRS (UK FIRE RETARDANT)**

Ecoleather Aspen 52 KJPC620I  
Fabric Velvet Tiffany 1 Cream KJPC690I  
Fabric Velvet Tiffany 15 Silver KJPC691I  
Fabric Velvet Tiffany 17 Elephant KJPC692I  
Fabric Velvet Tiffany 19 Graphite KJPC693I

With oxide finish high gloss structure

inch W 20" D 17" H 40"  
cm L 51 P 44 H 100,5  
Crts 1 kg 16 m<sup>3</sup> 0,44

**SINGLE CHAIR**

Ecoleather Aspen 52 KJPC621  
Fabric Velvet Tiffany 1 Cream KJPC694  
Fabric Velvet Tiffany 15 Silver KJPC695  
Fabric Velvet Tiffany 17 Elephant KJPC696  
Fabric Velvet Tiffany 19 Graphite KJPC697

**SINGLE CHAIR (UK FIRE RETARDANT)**

Ecoleather Aspen 52 KJPC621I  
Fabric Velvet Tiffany 1 Cream KJPC694I  
Fabric Velvet Tiffany 15 Silver KJPC695I  
Fabric Velvet Tiffany 17 Elephant KJPC696I  
Fabric Velvet Tiffany 19 Graphite KJPC697I

With oxide finish high gloss structure

inch W 20" D 17" H 40"  
cm L 51 P 44 H 100,5  
Crts 1 kg 8 m<sup>3</sup> 0,38



**SQUARE TABLE KJPC627**

inch W 24" D 24" H 21"  
cm L 60 P 60 H 54,5  
Crts 1 kg 16 m<sup>3</sup> 0,08



**RECTANGULAR TABLE KJPC628**

inch W 47" D 24" H 16"  
cm L 120 P 60 H 40,5  
Crts 1 kg 26 m<sup>3</sup> 0,13

## PICASSO DINING ROOM

design  
R&D Alf

art direction & graphics  
Eleonora Da Frè

digital images  
Superconnective

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