

Press Kit

June 2022

ALMA®



Alma Design is an Italian company that designs and manufactures chairs, tables, upholstery and furnishing accessories with a fresh and innovative design for the home and contract. Alma's proposal is the result of careful and constant research to create versatile products in plastic, metal, wood, and upholstery in various combinations. A feminine name that represents an all-female reality, ALMA was born from the initials of Alessandra Marchina to pay homage to the backbone of the company with its history and experience. In Latin and Spanish its meaning is Soul because Alma Design is not a business-only company, but a company made up of people who put passion into everything they do and in this case in the world of design.

The heart of Alma Design are Sandra and Francesca, mother, and daughter at the helm of a company that originates from a family business, which has been producing metal tube components for the world of furniture for two generations. Founded in 2007, Alma Design has its roots in the industrial tradition of Made in Italy. Attention to functionality and uncompromising quality are Alma's distinctive qualities, in which an extroverted approach and passion for design are grafted, translated into a recognizable aesthetic made of refined simplicity. A solid and reliable reality, Alma Designs produces in Franciacorta and in the best Italian districts, creating transversal furnishings that arrive in international residential and contract contexts. Feminine, esthete, dreamer, instinctive but above all extrovert, Alma becomes a witness to a spontaneous and elegant interpretation of the world of design. Design is not a goal but a tool to create a quality product, the sign of which represents the identity and soul of the brand over time. Not only aesthetic quality but also practicality and functionality. Made in Italy for Alma Design is a promise of beauty made up of many details that make up the art of Italian creation. The artisan culture still makes the difference for the designer's eye with whom Alma Design dialogues and to whom it offers to anticipate changes by improving efficiency. Functionality, innovation, and quality have always been Alma's ambitions for the creation of each collection.

Alma Design is an attitude

Alma Design proposes a new total living project aimed at architects and designers looking for a solution of continuity to furnish residential spaces. The new collections are characterized by a common thread in which the values linked to total living are intensified with new products designed for residential furnishing expressed with settings with clear and specific functions of use. Total living goes beyond the boundaries of the single product and represents a domestic lifestyle. Transversality of function to confirm depth of thought and homogeneity of language to express a unique style that can be declined for indoors and outdoors. With a view to increasingly turning to the residential system, Alma launches the first collection of extendable indoor tables in the two models Scala and Clint and the first collection of indoor and outdoor rugs, Lana, and Raja. Lots of novelties presented in 2022, including the first total living collection for the outdoors which takes its name from the Scala collection by Marco Piva, of which it represents an extension of style and continuity. The Scala Outdoor collection consists of a sofa and armchair with a metal structure with rope and upholstered, a metal chair, tables, and coffee tables with a metal structure.

New collections 2022

Extendable tables

Scala *design Marco Piva*

The Scala collection is a tribute to Milan, city of culture and history, capital of fashion and design. The new extendable table completes a collection characterized by generous shapes and enveloping lines inspired by tailoring with an haute - couture effect.

The tops are supported by a light metal structure, also evoked by the base of the tables that complete the proposal.

The Scala table with black and bronze painted metal structure is available with a rectangular top with rounded corners and with a round top also proposed in the extendable version with a diameter of 120 + 40. The tops made of HPL SP 10 MM are offered in the new calacatta, glossy brown and matt black finishes.



Scala table extendable version

Clint *design Mario Mazzer*

Inspired by oriental culture and aesthetics, the Clint table recalls a large steel origami in its structure. A strong and geometric volume, balanced by the presence of the wooden top. Sculptural and modern, the Clint table is available in various sizes and finishes.

The Clint table with painted metal structure is available in black and calamine. The peculiarity of the Calamina iron material effect is to reproduce the bright color dictated by light and dark shades of the iron in a natural way, thanks to the use of new technologies Alma Design is projected towards the design of the future by proposing the new finish with an industrial taste.

Numerous dimensions are available for this symbolic table of Alma Design, to which is added the new extendable version 1400x900 + 500 + 500. The tops made in canaletto walnut veneer SP50 are available in walnut, carbon black and stone finishes.



Clint table extendable version

Lana Indoor

The indoor models are entirely hand-knotted with a bouclé effect with raised knots. Soft rugs with fixed knots highly resistant to wear, made up of 40% wool and 60% viscose which gives them a luminous effect. The yarn is characterized by rings of variable size at a regular distance between them, with more or less long stretches twisted together in an original way to create a changing thickness. The different length of the yarn creates a pleasant play of heights to the touch and sight. Available in three sizes: 190x140, 230x160 and 300x 200 and in three colors nature, brown and gray.

Composition: 60% Viscose - 40% Wool

Origin: India

Processing: hand-knotted carpet

Fleece height: 13 mm

Kg / m2: 4.6

Raja Outdoor

From an eco-sustainable perspective, outdoor rugs are made entirely of recycled polyester, a synthetic textile fiber that is obtained by melting the plastic and trimming it into a new polyester fiber, which allows non-biodegradable materials to be given a second life. Recycled polyester has the same characteristics as virgin polyester but requires fewer resources to produce. In fact, if recycled polyester is equal to virgin polyester in terms of quality, its production requires 59% less energy than virgin polyester; the production of recycled polyester is estimated to reduce CO2 emissions by 32% compared to normal polyester. Available in two sizes 230x160 and 300x200 in the two colors malenge blue and melange gray.

Composition: 100% recycled polyester

Origin: India

Processing: handmade carpet

Fleece height: 13 mm

Kg / m2: 3.5

Lana carpet



Raja carpet

Scala Outdoor collection

Scala Outdoor design Marco Piva

The Scala Outdoor collection is designed to offer a total living in continuity with nature and is characterized by sinuous lines that follow the natural course of the setting that hosts them. The result is a set of moved structures that restore elegance and comfort. The Scala Outdoor collection consists of a chair, an armchair, a two-seater sofa, tables, and coffee tables. The seats have an anthracite, beige and white painted metal structure in matching or contrasting color with the anthracite, beige and burgundy rope weaving that covers the upholstery. All the upholstered items in the Scala Outdoor collection are designed to coordinate indoor and outdoor which, today more than ever, integrate and interpenetrate with each other, giving rise to refined and sophisticated solutions in terms of style, color, and materials to satisfy furnishing needs influenced by design and fashion. The fabric used was chosen to give a total response to the need to combine the characteristics of resistance to atmospheric agents and solar radiation but which at the same time is also suitable for use in contexts where fireproof application and high resistance constitute an essential requirement. The simplicity of maintenance completes the profile of this versatile item with infinite properties, available in anthracite, beige, sand, natural, and burgundy variants in different textures, plain and jacquard, to satisfy the most refined needs. The rope weave of the backrests features a knot made exclusively by Alma Design. The rope is available in anthracite, sand, and burgundy colors to match or contrast with the painted metal structure. The collections of fabrics and ropes complete the contemporary proposal and allow you to dress the seats according to your own style, making Scala Outdoor a transversal proposal for living spaces.

Seat

Functionality and lightness are the values that we find in the new Scala Chair outdoor proposal. Inspired by the tradition of chairs with metal and rope structures, the designer Marco Piva designs an elegant and light seat, a highly contemporary suspended architecture. The metal structure is enriched by the rope backrest made with the exclusive knot designed by Alma Design. The soft lines of the armrests make it extremely practical and comfortable.



Scala seat for the outdoors

Tables

A collection of tables in which a coordinated or contrasting top rests on an extremely light but sturdy structure. The curved lines of the base allow it to be used for both round and rectangular tables with a clean and elegant effect. The table of the Scala Outdoor collection has an anthracite, white and sand painted metal structure which is completed with a round top diameter 120 and 140 or rectangular with rounded corners in the dimensions: 160x110 and 200x110.

The tops are made of HPL SP 10 in standard colors and in calacatta white and matt and glossy lava finishes.



Scala table for the outdoors

Scala Outdoor collection

Armchair and sofa

Rope is the real star of this collection. An intertwining made with a knot proposed exclusively by Alma Design characterizes the armchair and two-seater sofa of the new Scala Outdoor collection in which the rope covers the metal structure that supports the seat and back. The anthracite, white and sand painted metal structure is available with matching or contrasting anthracite, sand, and burgundy cord. The seat and back cushions are available in anthracite, beige, sand, natural and burgundy variants in different textures.



Armchair



Sofa abd armchair

Coffee tables

A minimal structure with a contemporary taste, robust and versatile, develops a series of coffee tables in three models: round, oval and high with a double-height top and oblique edge that makes them easily combinable with different style contexts. The anthracite, white and sand painted metal structure is completed with tops in HPL SP10 in matt sand, calacatta and lava matt and glossy finishes.



Coffee table



Coffe tables

Alma Design's Green vision

Always attentive to the protection and safeguarding of the environment, Alma implements a specific and progressive strategy to protect the natural resources used in the production of all its products. Control of the supply chain of raw materials, reliable production processes and use of renewable environmental resources make the company competitive in many respects. Alma Design supervises the entire production chain of its suppliers to ensure a low polluting impact and reduced emissions while fully respecting our ecosystem. Alma Design is very attentive to the issue of sustainability from the very beginning and day after day works in an eco-sustainable perspective.

In the new company headquarters, Alma Design has invested in the installation of numerous solar panels that allow today to produce the energy necessary for heating and cooling of the offices by abolishing the use of fuel and has planted many trees around our structure to contribute to oxygenation of the air in a heavily industrialized area. As regards the production process, Alma Design is in the process of certification ISO 14004 Environmental management systems - General guidelines on implementation, a set of rules and principles that allows you to manage and implement an organization that takes care of the impact on environment.

Regarding the collections, Alma Design designs environmentally friendly products with great attention to the materials used in the production cycle. The products are also manufactured and assembled with the least number of components to be completely dismantled and easily recyclable at the end of their life cycle.

The new green tanning

In line with Alma's green soul, the company introduced a new type of leather treated exclusively in a natural way starting from 2022. The tannin agent used in the tanning of this special leather is a vegetable concentrate based on an aqueous extract of olive leaves, the same active ingredients of which are found in natural cosmetics as well as in extra virgin olive oil. The plant extract is neither corrosive nor subject to dangerous goods regulations and is free from heavy metals and any chemically synthetic reactive tanning agents. As for the environmental and health aspects, the 100% natural product is harmless throughout the entire tanning process. In fact, it not only guarantees maximum sustainability and consideration of all ecological aspects but also allows the reduction of acids, salts, synthetic materials, and dyes compared to traditional tanning methods. Furthermore, the waste from the production of leather treated with green tanning can be recycled as natural products. The new green tanning is attributable to a circular economy model in which the liquid used in the tanning is obtained from the olive leaves which are the waste from the olive harvest; therefore, a way of using the waste of a production process to create another in a different sector, reducing waste to a minimum and optimizing the life cycle of products.

This new exclusive finish will be available on several Alma Design models, including armchair and sofa from the Scala indoor collection, Big armchair and sofa from the X Collection and on the new Marta armchair that will be presented in 2023... a nice novelty on which we cannot give you advances.



The natural tanning that is born from the extract of olive leaves

Designers



Mario Mazzer

Was born in 1955, graduated in Architecture and Industrial Design. He has received several honorable mentions in the competition Young & Design, which won in 1991. In 1996 in New York receives honorable mention in ID Annual Design Review. He was included in "The Design encyclopedia" – MoMA – New York-2004.

He has won 5 "Good Design Award" in 2009-2010-2011 and 3 Red Dot award in 2010. In 2006 and 2007 he received an honorable mention in the competition Riabita while in 2011 the prize has been selected Dedalo Minosse. Many projects have been published by numerous national and international journals.



Marco Piva

Exciting, fluid, functional, this is the language that distinguishes Marco Piva's architectural creations, product design and interior design. The effort in material research and technology, the value of differentiation, the design innovation, lead the establishment of Studio Marco Piva, whose production becomes one of the most representative of the Italian design. Studio Marco Piva works ranges from Masterplan to architecture, interior design and industrial design.

Marco Piva, a traveller and a designer, an innovator who is dedicated to create design solutions pervaded by stylistic freedom. Currently, Studio Marco Piva is engaged in the development of residential complex and prestigious private houses.

ALMA[®]

Alma Design

Via P. Mazzolari 34,
25050 Passirano (BS)
phone +39 030 6857523
info@alma-design.it
www.alma-design.it

Press Office

Morena Piacentini
Piazza Vincenzo Rosa 7
25036 Palazzolo S/O (BS)
phone +39 030 6376274
press2@morenapiacentini.it

**Brera
Design
District**

Galleria Antonio Battaglia - via Ciovasso 5, Brera - Milano
dal 07 al 12 giugno 2022 apertura 10:00 - 22:00