

Press Release

Alma Design presents the first total living collection for the outdoors

Passirano (BS), 27th May 2022.

Alma Design launches a new total living outdoor project aimed at architects and designers looking for a solution of continuity to furnish residential spaces. Total living goes beyond the boundaries of the single product and proposes a model of domestic life in which transversality of function and homogeneity of language express a unique and recognizable style. Lots of novelties presented by Alma in 2022, first the outdoor collection that 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 an armchair, a two-seater sofa, tables, and coffee tables.

**Brera
Design
District**

**New collection Scala Outdoor
Armchair and sofa**

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 environment that hosts them. The result is a set of moved structures that restore elegance and comfort. Rope is the protagonist of the entire collection. The intertwining made with a knot proposed exclusively by Alma Design characterizes the armchair and two-seater sofa in which the rope covers the metal structure that supports the seat and back.

The seats have an anthracite, beige, and white painted metal structure in coordinated or contrasting color with the anthracite, beige and burgundy rope weaving that supports 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, raw and burgundy variants in different textures, plain and jacquard, to satisfy the most refined needs. 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 proposal and allow you to dress the seats according to your own style, making Scala Outdoor a transversal proposal for contemporary living spaces.



Galleria Antonio Battaglia - via Ciovasso 5, Brera - Milano
from 07 to 12 June 2022 opening 10:00 a.m. - 10:00 p.m.

Profile

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 Design'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, the heart of Alma Design are Sandra and Francesca, mother, and daughter at the helm of a company founded in 2007 which originates from a family business, which has been producing tube components for two generations. metallic for the world of furniture. A solid and reliable reality, Alma Design designs in Franciacorta and produces in the best Italian districts, creating transversal furnishings that arrive in international residential and contract contexts.

Designer



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.