

PORTA ROMANA



An Office
Collection.

Porta Romana Office



ITALIA

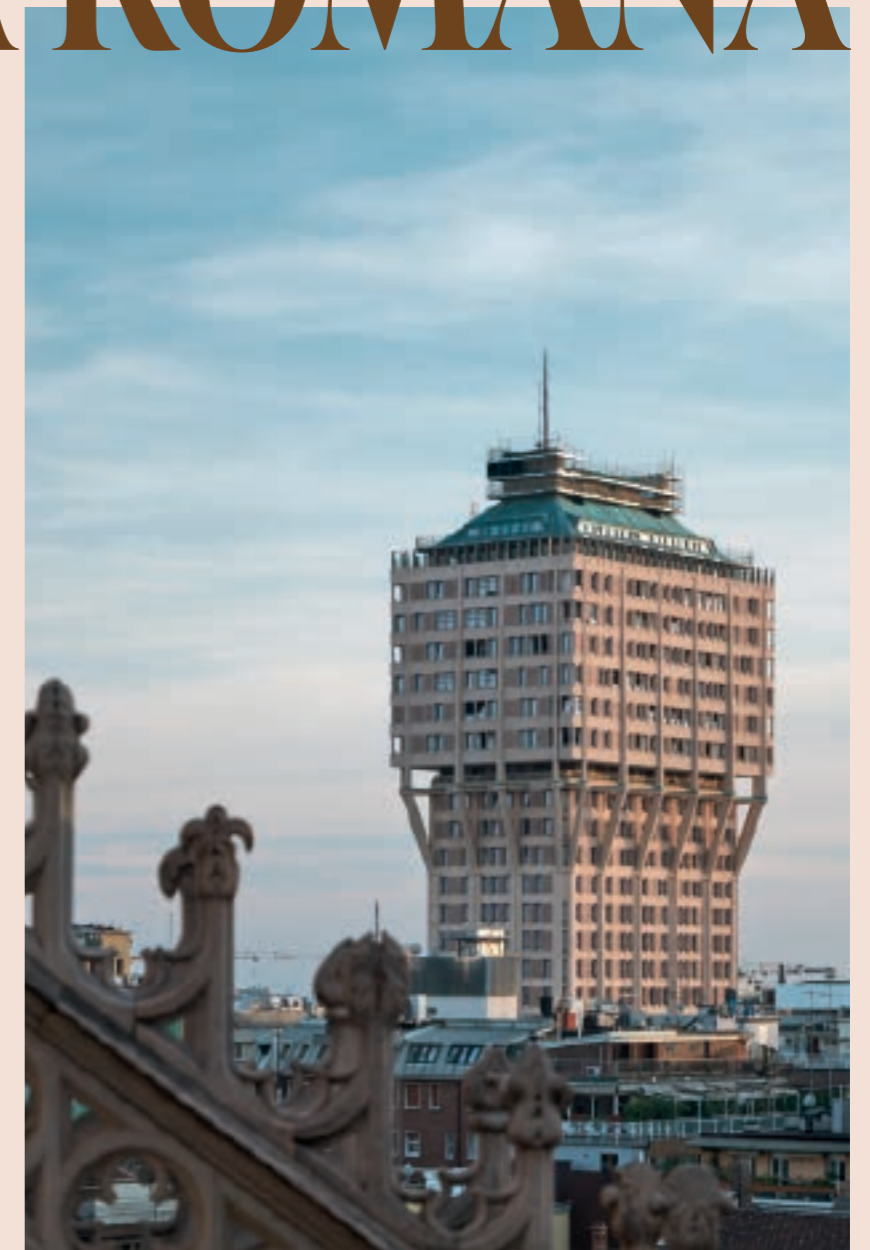


PORTA ROMANA

For the Porta Romana Home Office Collection, we combined rich walnut wood with high-gloss golden accents to create a workspace that brings together elegance and function. Designed for city living, it offers a refined atmosphere that supports focus and organization. The collection includes two desks: one with integrated storage elements, the other more essential, ideal for pairing with other storage pieces. With dedicated compartments for documents and a variety of storage types, the system helps maintain order and clarity throughout the space.

Set in a modern apartment in the center of Milan, the Porta Romana collection expresses the rhythm of urban life. The clean, contemporary architecture reflects the collection's character: precise, versatile, and quietly luxurious. This setting underlines how a well-designed environment can support both concentration and style.

PORTA ROMANA



**BOLD
RADIANT
STRIKING**



OFFICE



Porta Romana Office, Milanese interior





The Porta Romana desk base includes drawers, open units, and a concealed compartment. Paired with bookcases placed side by side, it offers a clean, structured layout that brings functionality and elegance to any workspace.

La base del escritorio Porta Romana incluye cajones, estantes abiertos y un compartimento oculto. Combinada con estanterías colocadas una al lado de la otra, ofrece un diseño limpio y estructurado que aporta funcionalidad y elegancia a cualquier espacio de trabajo.

Le piètement de bureau Porta Romana comprend des tiroirs, des éléments ouverts et un compartiment dissimulé. Associé à des bibliothèques placées côte à côte, il offre un agencement épuré et structuré qui apporte fonctionnalité et élégance à tout espace de travail.

Основание стола Porta Romana включает в себя ящики, открытые секции и скрытый отсек. В сочетании с книжными шкафами, расположенными рядом, оно создает лаконичную, структурированную компоновку, которая придает функциональность и элегантность любому рабочему пространству.





Porta Romana Office, Milanese interior



The desk can be placed in two ways: one leaves more space underneath and more surface on the base to use, the other is compact, ideal for smaller spaces.

El escritorio se puede colocar de dos maneras: una deja más espacio debajo y más superficie en la base para usar, la otra es compacta, ideal para espacios más pequeños.

Le bureau peut être placé de deux façons : l'une laisse plus d'espace en dessous et plus de surface sur la base à utiliser, l'autre est compacte, idéale pour les petits espaces.

Стол можно разместить двумя способами: один оставляет больше места под столом и больше поверхности на основании для использования, другой является компактным, идеально подходящим для небольших помещений.





WALNUT VEENER



BRUSHING BRONZE HIGH GLOSS



FINISHES

PORTA ROMANA OFFICE IN WALNUT VENEER / BRUSHING BRONZE HIGH GLOSS



CREDENZA KJPR700
With 2 doors, 1 large file drawer and 3 drawers

inch	W 71"	D 21"	H 30"
cm	L 180,9	P 53	H 76,5
Crts	1	kg 108	m ³ 0,9



DESK BASE UNIT LEFT KJPR705
DESK BASE UNIT RIGHT KJPR706

inch	W 71"	D 22"	H 24"
cm	L 180	P 55	H 60
Crts	1	kg 111	m ³ 0,74



LIBRARY PJPR0770
with adjustable shelves

inch	W 39"	D 15"	H 85"
cm	L 100	P 38,8	H 217
Crts	4	kg 105	m ³ 0,42



PEDESTAL WITH WHEELS KJPR720
With 1 drawer and 1 big file drawer

inch	W 19"	D 19"	H 23"
cm	L 47,4	P 47,9	H 59,5
Crts	1	kg 34	m ³ 0,18



SUPPORTING DESK W 167 PJPR0781
To match with **KJPR705** or **KJPR706**
featuring adjustable feet levellers

inch	W 66"	D 34"	H 30"
cm	L 167	P 86	H 76
Crts	3	kg 78	m ³ 0,33



SUPPORTING DESK W 180 PJPR0780
To match with **KJPR705** or **KJPR706**
featuring adjustable feet levellers

inch	W 71"	D 34"	H 30"
cm	L 180	P 86	H 76
Crts	3	kg 82	m ³ 0,35

DESK W 167 PJPR0791
featuring adjustable feet levellers

inch	W 67"	D 34"	H 30"
cm	L 169,2	P 86	H 76
Crts	4	kg 101	m ³ 0,42

DESK W 180 PJPR0790
featuring adjustable feet levellers

inch	W 72"	D 34"	H 30"
cm	L 182,2	P 86	H 76
Crts	4	kg 105	m ³ 0,43

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 INNOVATION COMMUNITY

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 your 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.

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.

INNOVATION and TECHNOLOGY



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.

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

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.



PORTA ROMANA

OFFICE

design
R&D Alf

art direction & graphics
Eleonora Da Frè

digital images
Gabriele Simonetta

selection
LUCE

print
SINCROMIA



A.L.F. Uno SpA 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

