

ELLEN



Ellen Bedroom

A Bedroom
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.

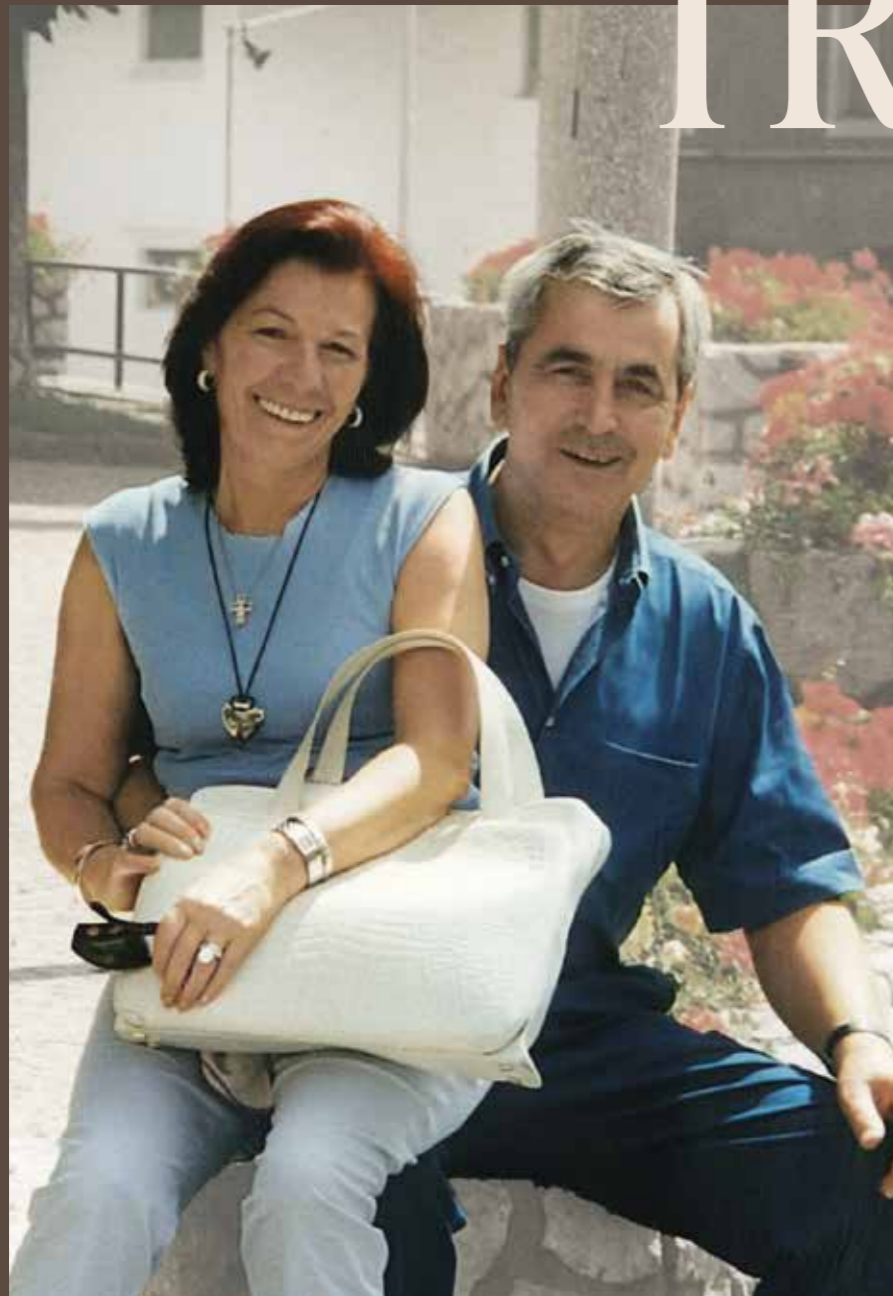
Within each Alf Italia product, you'll discover distinct personalities shaping its essence: the warmth of Oliviero, the unwavering determination of Cristina, and the bold courage of Piero. These individuals embody our commitment to consistency, reliability, and the bonds of friendship.

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.





ELLEN

The Whitened Oak finish exudes a timeless allure, with its subtle grain and organic texture adding depth and character to any piece. Complementing this, the Cream Fabric finish offers a soft and inviting aesthetic, evoking a sense of comfort and warmth.

These finishes intertwine seamlessly, creating a harmonious blend of natural elements within your living space. Each piece exudes an understated sophistication, where the beauty of organic materials takes center stage.

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

Tuscan architecture enchants visitors with its rustic yet elegant simplicity. Inside the buildings, you'll find a blend of natural materials, warm hues, and understated decor, reflecting the city's rustic allure and timeless appeal. Step into a Tuscan home with us and discover a space that embraces the beauty of simplicity, inviting you to experience the authentic charm of this historic city.

ELLEN



TEXTURE
ELEGANCE
TIMELESSNESS

BEDROOM



Jo bedroom set, roman interior



Warm hues and gentle tones characterize Ellen's design, infusing the bedroom with the inviting authenticity reminiscent of a Tuscan farmhouse. Architectural inspirations manifest in subtle details, such as the rhythmic patterns of the padded headboard and the nuanced depths of the drawers.

Matices cálidos y tonos suaves caracterizan el diseño de Ellen, imbuyendo al dormitorio la acogedora autenticidad que recuerda a una granja toscana. Las inspiraciones arquitectónicas se manifiestan en detalles sutiles, como los patrones rítmicos de la cabecera tapizada y las profundidades matizadas de los cajones.

Les teintes chaudes et les tons doux caractérisent le design d'Ellen, en insufflant à la chambre l'authenticité accueillante qui rappelle une ferme toscane. Les inspirations architecturales se manifestent dans des détails subtils, tels que les motifs rythmiques de la tête de lit rembourrée et les profondeurs nuancées des tiroirs.

Теплые оттенки и нежные тона характеризуют дизайн Ellen, наполняя спальню манящей аутентичностью, напоминающей о тосканском фермерском доме. Архитектурное вдохновение проявляется в изысканных деталях, таких как ритмичные узоры мягкого изголовья и глубина выдвижных ящичков.



Jo bedroom set, roman interior





The overall aesthetic strikes a delicate equilibrium, blending light colors with shapes that exude a robust personality.

La estética general alcanza un delicado equilibrio, fusionando colores claros con formas que desprenden una firme personalidad.

L'esthétique générale atteint un équilibre délicat, mêlant des couleurs claires à des formes qui dégagent une personnalité robuste.

Общая эстетика достигает тонкого равновесия, сочетая светлые цвета с излучающими яркую индивидуальность формами.



Jo bedroom set, roman interior



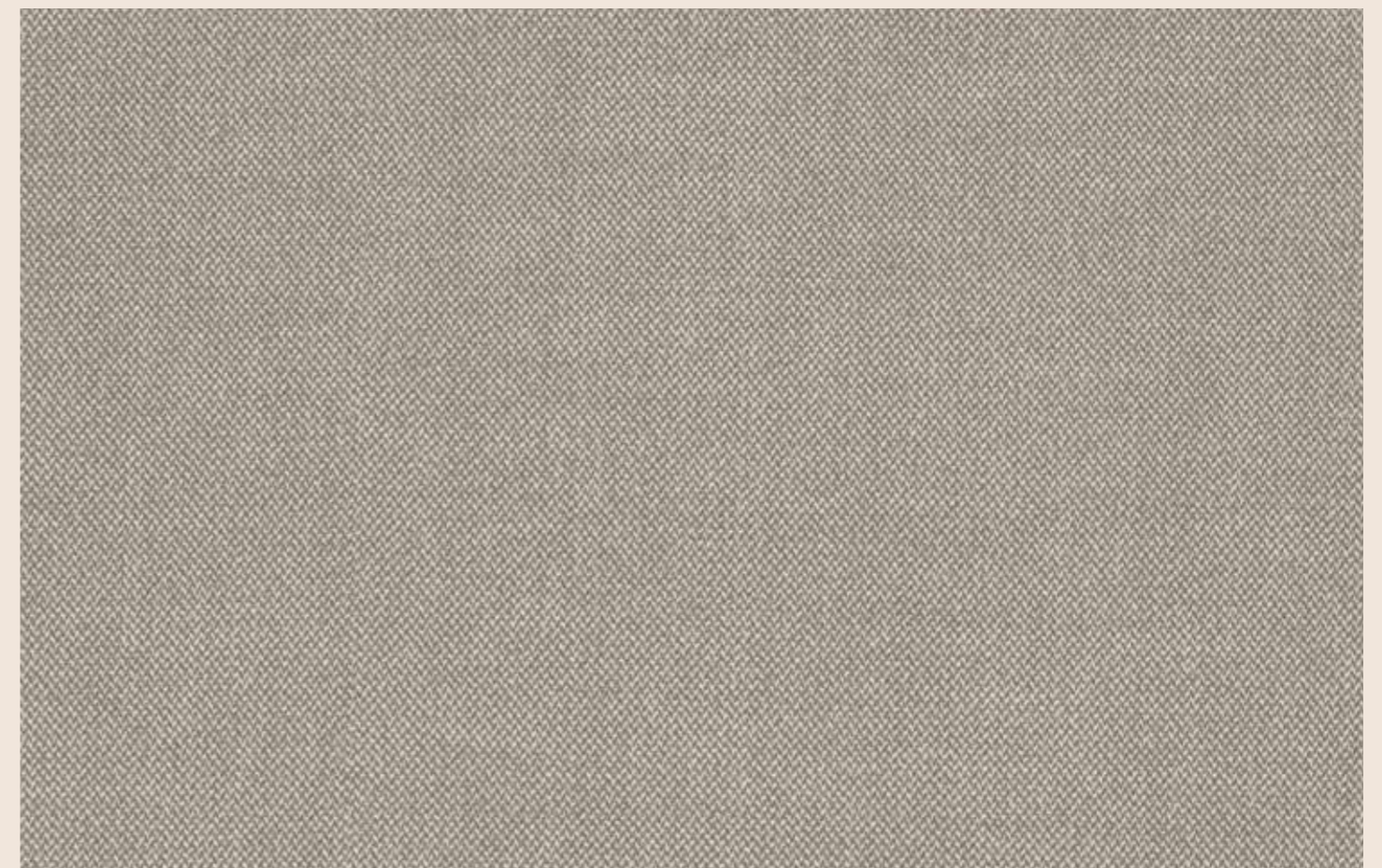
WHITENED OAK



BEIGE DECOR HIGH GLOSS



CREAM FABRIC



FINISHES

ELLEN BEDROOM IN WHITENED OAK / BEIGE DECOR HIGH GLOSS / CREAM FABRIC



DRESSER KJEN125

With 6 drawers

inch	W 68"	D 21"	H 33"
cm	L 171,7	P 53,4	H 82,9
Crts	1	kg 111	m ³ 0,75



NIGHT STAND KJEN130

With 2 drawers

inch	W 29"	D 19"	H 26"
cm	L 73,8	P 48,4	H 65
Crts	1	kg 38	m ³ 0,23



5/DRW. CHEST KJEN117

With 5 drawers

inch	W 33"	D 21"	H 51"
cm	L 82,8	P 53,4	H 129,4
Crts	1	kg 88	m ³ 0,61



MIRROR KJEN140

inch	W 37"	D 1"	H 43"
cm	L 94,7	P 2,5	H 110
Crts	1	kg 25	m ³ 0,07



**Q.S./UK 5" BED PJEN0150
(UK FIRE RETARDANT) PJEN0150I**

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

inch	W 67"	D 85"	H 55"
cm	L 170	P 215,2	H 140,3
Crts	2	kg 81	m ³ 0,38

**K.S./UK 6.6" BED PJEN0175
(UK FIRE RETARDANT) PJEN0175I**

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

inch	W 83"	D 85"	H 55"
cm	L 210	P 215,2	H 140,3
Crts	2	kg 90	m ³ 0,44

CALIFORNIA BED PJEN0185

Inner size inch 73 1/2" x 85 3/4" - cm 187 x 218

inch	W 83"	D 90"	H 55"
cm	L 210	P 228,2	H 140,3
Crts	2	kg 91	m ³ 0,42

**UK 6" BED
(UK FIRE RETARDANT) PJEN0194I**

Inner size inch 73 1/2" x 80 3/4" - cm 187 x 205

inch	W 83"	D 85"	H 55"
cm	L 210	P 215,2	H 140,3
Crts	2	kg 90	m ³ 0,41

160 BED PJEN0201

Inner size inch 63 1/4" x 79" - cm 160,5 x 200,5

inch	W 69"	D 83"	H 55"
cm	L 175,5	P 210,7	H 140,3
Crts	2	kg 81	m ³ 0,32

180 BED PJEN0202

Inner size inch 71" x 79" - cm 180,5 x 200,5

inch	W 77"	D 83"	H 55"
cm	L 195,5	P 210,7	H 140,3
Crts	2	kg 86	m ³ 0,34

US BED LIGHT KIT KJKT020

Crts	1	kg 2	m ³ 0,01
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UK BED LIGHT KIT KJKT021

Crts	1	kg 2	m ³ 0,01
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EU BED LIGHT KIT KJKT019

Crts	1	kg 2	m ³ 0,01
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ELLEN BEDROOM

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