

## ALIVAR PROFILE

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### THE HISTORY

The guiding perception which still inspires and motivates Alivar today originated in 1984, the principle of which dates back to the 60's, a time when the creative works of master designers were only to be seen in museums or specialized publications.

The design tradition realized in the works of the "Werkbund" and artistic craft associations such as the English "Arts and Crafts" which worked towards the creation of a single blend of industrial and craft art, based on formal and functional concepts in the creation of furnishings and domestic household objects.

The attention given to the cultural horizons of our century and research into the artists which have best expressed contemporary taste led to the development of a vast collection reproducing the "Furnishings classics" with the works of well known designers and architects such as Mies Van der Rohe, Charles Eames, Marcel Breuer, Le Corbusier, E Saarinen, CR Mackintosh, J Hoffman, GT Rietveld, and E Gray, to name only a few, with a philological coherence and accuracy which is at the base of the product and its realization.

This gave rise to the ALIVAR catalogue, providing a bibliographic reference and details of the origins and the creative motivations behind a whole series of furnishings of the finest formal elegance, which have provided timeless and which rise above the whims of fashions and trends. The intrinsic strength of the product in the new millennium is because of this, with the important responsibility of incorporating the history of past designs of intrinsic value and finished with painstaking care, and constantly updated according to the latest research and studies undertaken, whilst being faithful to the original designs both in terms of materials and form.

ALIVAR Museum is the fullest and most coherent collection of modern furnishing classics dedicated to the great masters, ever produced by a single company and has been widely acclaimed at international level and distributed on both the home, European and intercontinental markets.

This furnishing range is enhanced each year with the addition of new models which further complete the extensive range of the ALIVAR company, whilst in 1994 a further great ALIVAR gallery collection was added, featuring contemporary products and new elements of both elegant and stylised design, dedicated to both the domestic and collective environment featuring tables, chairs, bookcases, sofas and armchairs designed by contemporary designers such as Pietro Arosio, Theo Beunen, Raul Barbieri, Stefano

Gallizoli, Aldo Greco, Piero De Martini, Roberto Lazzeroni, Daniele Lo Scalzo Moscheri, Jorge Pensi, Mario Mazzer, Michele Barro, Fabio Bortalani.

And finally in 1999, we welcomed the new Millennium with a new Alivar Brilliant Furniture collection co-ordinated by Rari, Bruno Rainaldi, and Sergio Riva, a collection based on the traditional aesthetic concepts of rationalism, updated in form and featuring new colour combinations thereby giving new impetus to modern day living, whether in residential or public settings.

## THE COMPANY

Set in a splendid Tuscan countryside, surrounded by hills cultivated with vines and olive groves and in keeping with its surroundings, yet only twenty kilometres from Florence, the Alivar company premises extend over a surface area of 18,000 m<sup>2</sup>.

The employees of the commercial offices are both highly professional and cordial and are trained to meet every kind of requirements.

The production premises are separate with a mechanical workshop which realizes most of the steelwork of the various products there is an area completely dedicated to the production of sofas, with a stitching, padding and assembly division.

Then there is an area in which all the products are checked and packed, ready to be sent to the loading zone for dispatch, and efficiently run organization highlighting the intrinsic efficiency of the ALIVAR Company.

There is also an excellent showroom, which exhibits the best of the four ALIVAR collections Museum, Gallery, Brilliant Furniture, and Home Project, with an understated and unpretentious setting full of superb lighting which enhances the natural qualities of the products themselves.

The quality of the products is often hard to discern with the naked eye and it is for this reason that a new set of guarantee symbols have been introduced to highlight the fact that all the products manufactured by the company are the result of attentive selection of the finest technical, Productive and commercial aspects in order to ensure the best possible product.

These quality symbols guarantee: the ergonomic quality, comfort, functionality of the products with particular attention given to the absorbency of the seating, the attention given to the back and the cushion padding at lower back level.

The padding is made using washed, sterilised and guaranteed duck down and cold foamed polyurethane foam and Dacron.

The upholstery is of the finest quality using natural fabrics, Alcantara or leather, the metal elements chromed to ensure the greatest resistance and long lasting wear being subjected to anti-corrosion and bonding treatments, while the welded parts are subjected to testing using the most innovative methods.

While the beech, cherry, birch and maple woods are specially cultivated in totally environment friendly settings, the wood types being controlled and subsequently treated with atoxic and anti-yellowing paints as to ensure that their natural colour and veining characteristics remain unaltered.

The raw materials used for the frameworks, steel, iron and wood are certified and subjected to further testing and treatments within the company itself. All this goes to make up the intrinsic ALIVAR quality, recognized by the leading UNI EN ISO 9002 European certification bodies, which affirm the fine quality of the products at the service of the consumer.

## WHERE WE ARE HEADING

With the advent of the new Millennium, ALIVAR is faced with a market which offers a host of great possibilities which is ready to invest in and create new products, with the same standards of quality, technological advance, and design brilliance which are its principle features.

We have reached a stage in which everyone is looking for innovative objects which stand out from the ordinary run of the mill types.

This is the starting point for an assault on the market, secure in the knowledge that we have complete collections such as the Museum, Gallery, Brilliant Furniture, and Home Project behind us which intrinsically embody a complete spectrum of design history of the past, present and future and that our company has the resilience and flexibility to respond to the right signals for growth.

This is why we want to continue in this direction which identifies our company with important collection, of intrinsic architectonic and design significance, the work of architects who leave their mark on the objects that they design, which goes beyond the standard productions, values which only a few can offer.