AMY



A Bedroom Collection.

Amy Bedroom

ITALIA



AMY

For the Amy Bedroom Collection, we brought together innovative materials and refined aesthetics to create a harmonious blend of modernity and natural charm. At its core is Matte Eco Dark Oak, available in two variations: a smooth, understated finish and a unique, Tetris-like textured design. These finishes lend depth and visual intrigue to each piece, while the bed's eco-leather padded headboard adds a touch of softness and sophistication. Thoughtfully integrated lighting highlights every detail, enhancing the collection's ambiance and practicality.

The Amy Collection is showcased in a contemporary mountain villa nestled in the heart of the Italian Dolomites. With expansive glass walls framing breathtaking alpine views, this modern setting emphasizes the collection's synergy with its surroundings. The villa's clean lines and warm, inviting interiors reflect the spirit of the Amy Collection—a perfect balance of elegance and modern craftsmanship. By presenting it in this striking environment, we highlight the collection's versatility and timeless appeal, suited to any sophisticated space.

AMY



MOODY
SLEEK
DISTINCTIVE

BEDROOM



Amy bedroom set, Alpine interior in the Dolomites



The Amy bed features an eco-leather headboard with integrated lighting and two storage drawers in the platform, offering style and practicality. The nightstands, with Tetris-textured drawer fronts and top-edge lighting, complete the look, adding modern elegance to any bedroom.

La cama Amy cuenta con un cabecero de ecopiel con iluminación integrada y dos cajones de almacenamiento en la plataforma, que ofrecen estilo y practicidad. Las mesitas de noche, con frentes de cajón con textura Tetris e iluminación en el borde superior, completan el look, añadiendo elegancia moderna a cualquier dormitorio.



Le lit Amy est doté d'une tête de lit en éco-cuir avec éclairage intégré et de deux tiroirs de rangement dans la plate-forme, offrant style et praticité. Les tables de nuit, avec des façades de tiroirs texturées Tetris et un éclairage sur le bord supérieur, complètent le look, ajoutant une élégance moderne à n'importe quelle chambre à coucher.

Кровать Amy имеет изголовье из экокожи со встроенной подсветкой и два ящика для хранения в платформе, что обеспечивает стиль и практичность. Тумбочки с фасадами ящиков с текстурой «Тетрис» и подсветкой по краям завершают образ, придавая современной элегантности любой спальне.





Amy bedroom set, Alpine interior in the Dolomites



The Amy dresser with six drawers and soft lighting, and the chest with five drawers, both feature a Tetris-textured finish on the drawer fronts, blending functionality with modern elegance.

La cómoda Amy, con seis cajones y una suave iluminación, y la cómoda, con cinco cajones, presentan un acabado con textura de Tetris en los frentes de los cajones, que combina la funcionalidad con la elegancia moderna.

La commode Amy avec six tiroirs et un éclairage doux, ainsi que la commode avec cinq tiroirs, présentent toutes deux une finition texturée Tetris sur les façades des tiroirs, alliant fonctionnalité et élégance moderne.

Комод Amy с шестью ящиками и мягкой подсветкой и сундук с пятью ящиками имеют отделку фасадов ящиков в стиле «тетрис», сочетая функциональность с современной элегантностью.







ECO DARK OAK



TETRIS MATTE



FINISHES

AMY BEDROOM IN ECO DARK OAK / TETRIS MATTE



DRESSER KJAY125
With 6 drawers
Optional light kit sold separately
inch W 67" D 19" H 36"
cm L 169,8 P 49 H 90,7
Crts 1 kg 93 m^3 0,9



NIGHT STAND KJAY130
With 2 drawers
Light included operates only when connected to bed
Transformer needed for standalone use
inch W 28" D 18" H 24"
cm L 72 P 45 H 59,7
Crts 1 kg 30 m^3 0,25



5/DRW. CHEST KJAY117
With 5 drawers
Optional light kit sold separately
inch W 40" D 19" H 56"
cm L 102,2 P 49 H 142
Crts 1 kg 87 m^3 0,85



MIRROR KJZZ140

inch W 38" D 1" H 43"
cm L 95,2 P 2,5 H 110,2
Crts 1 kg 27 m^3 0,07

US LIGHT KIT FOR DRESSER AND CHEST KJKV007
Crts 1 kg 2 m^3 0,1



Q.S./UK 5" BED PJAY0150
WITH LIGHTS
Inner size inch 61" x 80 3/4" - cm 155 x 205
inch W 66" D 83" H 55"
cm L 167,6 P 211 H 140,2
Crts 2 kg 80 m^3 0,36

Q.S./UK 5" STORAGE BED PJAY0151
WITH LIGHTS
Inner size inch 61" x 80 3/4" - cm 155 x 205
inch W 66" D 83" H 55"
cm L 167,6 P 211 H 140,2
Crts 5 kg 156 m^3 1,02

K.S./UK 6.6" BED PJAY0175
WITH LIGHTS
Inner size inch 76 3/4" x 80 3/4" - cm 195 x 205
inch W 82" D 83" H 55"
cm L 207,6 P 211 H 140,2
Crts 2 kg 94 m^3 0,42

K.S./UK 6.6" STORAGE BED PJAY0176
WITH LIGHTS
Inner size inch 76 3/4" x 80 3/4" - cm 195 x 205
inch W 82" D 83" H 55"
cm L 207,6 P 211 H 140,2
Crts 5 kg 181 m^3 1,12

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

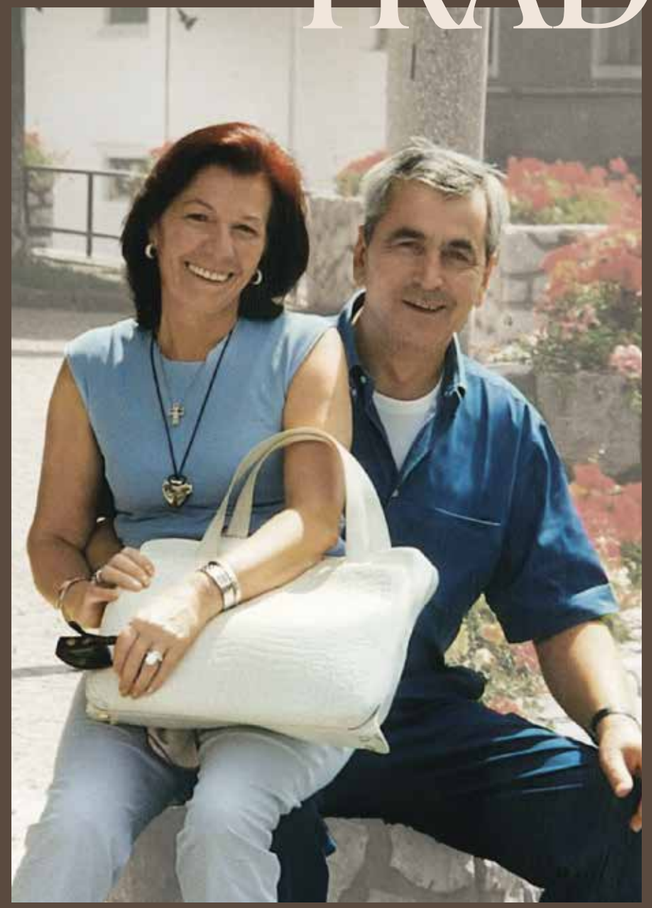
Family, community, and innovation serve as the cornerstone of our daily endeavors.

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 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.

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.



AMY

BEDROOM

design
R&D Alf

art direction & graphics
Eleonora Da Frè

digital images
Gabriele Simonetta

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