JO



A Dining Collection.

Jo Dining room

ITALIA



JO

From the Colosseum's grand arches to the iconic Trevi Fountain, travertine showcased Rome's power and artistry.
Today, it continues to inspire architects and designers globally, linking this captivating stone to the city's rich history.
Alf Italia's Jo dining collection further solidifies the bond between Italian heritage and travertine.
The new Travertino eco finish's remarkable feature is its exquisite texture that gives it an earthy character, infusing timeless elegance and nature's beauty into any space.

In our commitment to honor our rich history and heritage, we've embarked on a journey to infuse every collection with the essence of our roots. This dedication has led us to choose to integrate our narrative into traditional Italian spaces, drawing inspiration particularly, from the timeless charm of Roma.
Inside buildings, ornate frescoes, marble columns, and elegant decor reflect centuries of artistic brilliance.
Each room is a testament to Rome's legacy, offering a glimpse into its rich cultural heritage and unparalleled beauty.

JO



TEXTURE ELEGANCE TIMELESSNESS

DINING ROOM



Jo dining room set, roman interior



The Jo table combines eco travertine and high gloss gold on top and base, forming a sculptural centerpiece with bold character. Chairs in eco leather complete the setting with refined comfort for contemporary dining.



Jo chair, roman interior

La mesa Jo combina travertino ecológico y oro brillante en la parte superior y la base, formando una pieza central escultural con un carácter audaz. Las sillas de cuero ecológico completan el conjunto con una comodidad refinada para una cena contemporánea.

La table Jo combine du travertin écologique et de l'or brillant sur le plateau et la base, formant une pièce maîtresse sculpturale au caractère audacieux. Des chaises en cuir écologique complètent l'ensemble avec un confort raffiné pour des repas contemporains.

Стол Jo сочетает в себе эко-травертин и глянцевое золото на столешнице и основании, образуя скульптурный центр с ярким характером. Стулья из эко-кожи дополняют обстановку, обеспечивая изысканный комфорт для современной трапезы.





The Jo buffet, in three or four door versions, features eco travertine with high gloss gold details and soft interior lighting. The four door model includes a practical drawer for cutlery, uniting function with elegance.

El aparador Jo, disponible en versiones de tres o cuatro puertas, está fabricado en travertino ecológico con detalles dorados de alto brillo y una suave iluminación interior. El modelo de cuatro puertas incluye un práctico cajón para cubiertos, que combina funcionalidad y elegancia.

Le buffet Jo, disponible en version à trois ou quatre portes, est réalisé en travertin écologique avec des détails dorés brillants et un éclairage intérieur tamisé. Le modèle à quatre portes comprend un tiroir pratique pour les couverts, alliant fonctionnalité et élégance.

Буфет Jo, доступный в трех- или четырехдверном исполнении, отличается экологичным травертином с глянцевыми золотыми деталями и мягкой внутренней подсветкой. Четырехдверная модель оснащена практичным ящиком для столовых приборов, сочетающим функциональность и элегантность.





The Jo curio cabinet pairs eco travertine and glass doors with a high gloss gold frame. Interior lighting enhances the display, offering a design that balances solidity and transparency in timeless form.

El mueble Jo combina puertas de travertino ecológico y cristal con un marco dorado brillante. La iluminación interior realza la exposición, ofreciendo un diseño que equilibra solidez y transparencia en una forma atemporal.

Le meuble vitrine Jo associe des portes en travertin écologique et en verre à un cadre doré brillant. L'éclairage intérieur met en valeur les objets exposés, offrant un design qui allie solidité et transparence dans une forme intemporelle.

В витрине Jo экологичный травертин и стеклянные дверцы сочетаются с глянцевой золотой рамой. Внутреннее освещение подчеркивает экспонаты, создавая дизайн, в котором сочетаются прочность и прозрачность в неподвластной времени форме.



LIVING ROOM



Jo tv base, roman interior





Jo tv base, roman interior



The Jo TV base combines clean lines and functional design, offering a refined centerpiece for contemporary living. It can also be configured as a fireplace by adding a compatible electric firebox (sold separately, not provided).

La base Jo TV combina líneas limpias y un diseño funcional, ofreciendo un elemento central refinado para la vida contemporánea. También se puede configurar como chimenea añadiendo una caja de fuego eléctrica compatible (se vende por separado, no incluida).

La base Jo TV allie des lignes épurées et un design fonctionnel, offrant ainsi un élément central raffiné pour les intérieurs contemporains. Elle peut également être configurée comme une cheminée en y ajoutant un foyer électrique compatible (vendu séparément, non fourni).

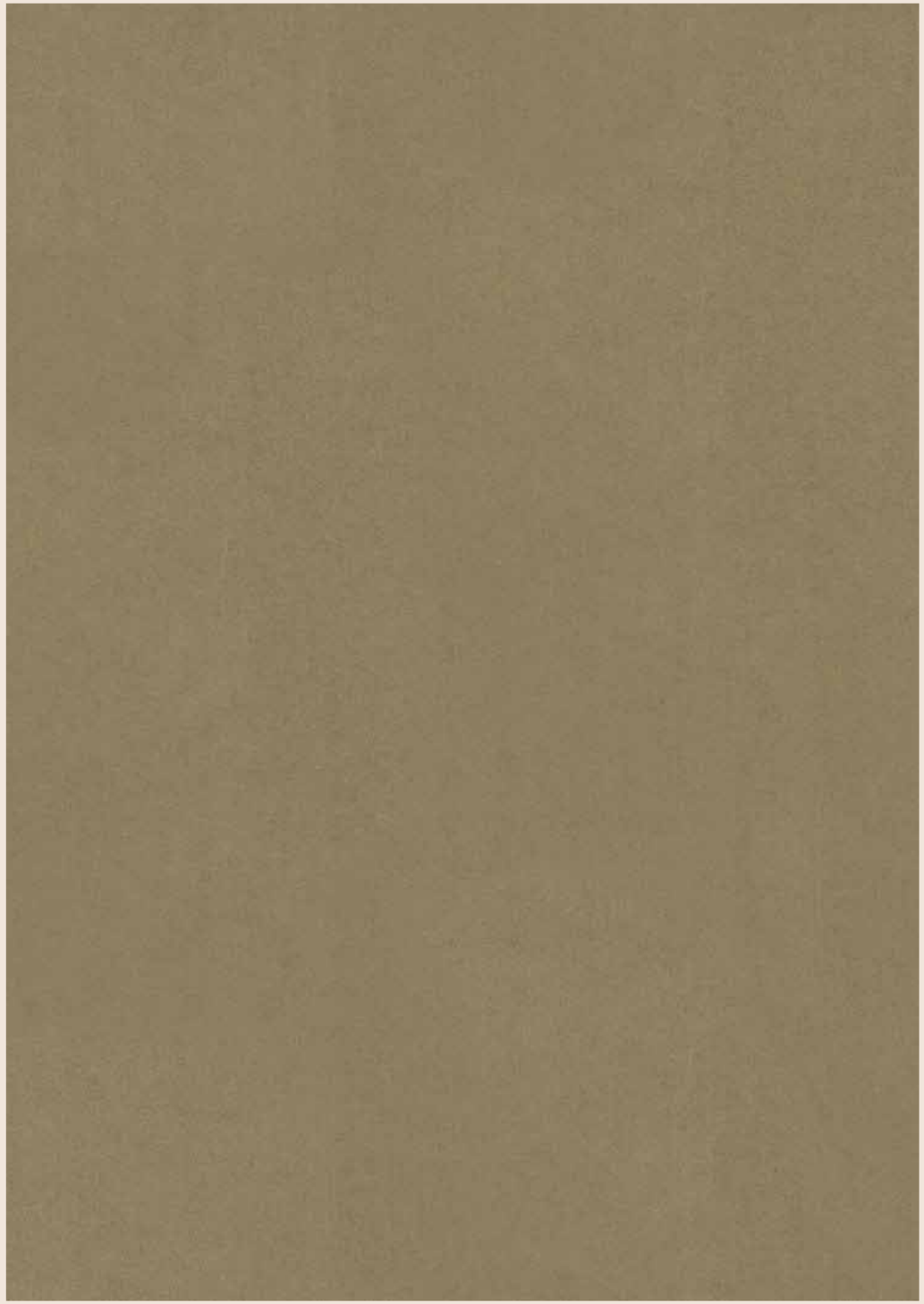
База Jo TV сочетает в себе чистые линии и функциональный дизайн, предлагая изысканный акцент для современной жизни. Ее также можно превратить в камин, добавив совместимую электрическую топку (продается отдельно, не входит в комплект).



TRAVERTINO ECO STONE



GOLD HIGH GLOSS



FINISHES

JO DINING ROOM IN TRAVERTINO ECO STONE / GOLD HIGH GLOSS



3/D BUFFET KJJO611
With 3 doors

inch	W 68"	D 21"	H 35"	
cm	L 173	P 52,7	H 89	
Crts	1	kg 89	m^3 0,98	

3/D BUFFET with EXT. LIGHT
US LIGHT KIT PJJO0614
UK LIGHT KIT PJJO0615
EU LIGHT KIT PJJO0613
With 3 doors

inch	W 68"	D 21"	H 35"	
cm	L 173	P 52,7	H 89	
Crts	2	kg 91	m^3 0,99	



MIRROR KJJO140

inch	W 39"	D 1"	H 42"	
cm	L 100	P 2,1	H 107	
Crts	1	kg 25	m^3 0,08	



4/D BUFFET KJJO608
With 4 doors

inch	W 83"	D 21"	H 35"	
cm	L 210	P 52,7	H 89	
Crts	1	kg 103	m^3 1,19	

4/D BUFFET with EXT. LIGHT
US LIGHT KIT PJJO0610
UK LIGHT KIT PJJO0611
EU LIGHT KIT PJJO0609
With 4 doors

inch	W 83"	D 21"	H 35"	
cm	L 210	P 52,7	H 89	
Crts	1	kg 105	m^3 1,19	



2 JO CHAIRS KJJO620

2 JO CHAIRS
(UK FIRE RETARDANT) KJJO620I

With seat and back in ecoleather

inch	W 20"	D 19"	H 40"	
cm	L 50,9	P 49,3	H 100,5	
Crts	1	kg 17	m^3 0,44	



EXTEN. TABLE W250 PJJO0616
With 1 leaf w 21 1/4" cm 54

inch	W 98"	D 43"	H 31"	
cm	L 250	P 108	H 78,1	
Crts	2	kg 160	m^3 1,08	

EXTEN. TABLE W210 PJJO0617
With 1 leaf w 19 3/4" cm 50

inch	W 83"	D 37"	H 31"	
cm	L 210	P 95	H 78,1	
Crts	2	kg 131	m^3 0,81	



2/D CURIO CABINET
US LIGHT KIT PJJO0681
UK LIGHT KIT PJJO0682
EU LIGHT KIT PJJO0680
With 2 glass doors

inch	W 38"	D 21"	H 75"	
cm	L 96,2	P 52,7	H 190	
Crts	3	kg 112	m^3 1,31	

2/D CURIO CABINET with EXT. LIGHT
US LIGHT KIT PJJO0684
UK LIGHT KIT PJJO0685
EU LIGHT KIT PJJO0683
With 2 glass doors

inch	W 38"	D 21"	H 75"	
cm	L 96,2	P 52,7	H 190	
Crts	3	kg 112	m^3 1,31	



TV BASE KJJO630
Structure compatible with firebox
Firebox not included – must add KJJO632 when using as TV base

inch	W 79"	D 17"	H 31"	
cm	L 200	P 43	H 79,8	
Crts	1	kg 66	m^3 0,75	

TV BASE with EXT. LIGHT
US LIGHT KIT PJJO0632
UK LIGHT KIT PJJO0633
EU LIGHT KIT PJJO0631
Structure compatible with firebox
Firebox not included – must add KJJO632 when using as TV base

inch	W 79"	D 17"	H 31"	
cm	L 200	P 43	H 79,8	
Crts	2	kg 68	m^3 0,76	



DOORS FOR TV BASE KJJO632
4 doors only – must be added to KJJO630 when using as a TV base

inch	W 50"	D 1"	H 18"	
cm	L 127,4	P 1,8	H 46,5	
Crts	1	kg 13	m^3 0,05	



RECTANGULAR TABLE KJJO628

inch	W 47"	D 24"	H 16"	
cm	L 120	P 60	H 40,5	
Crts	1	kg 44	m^3 0,39	

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

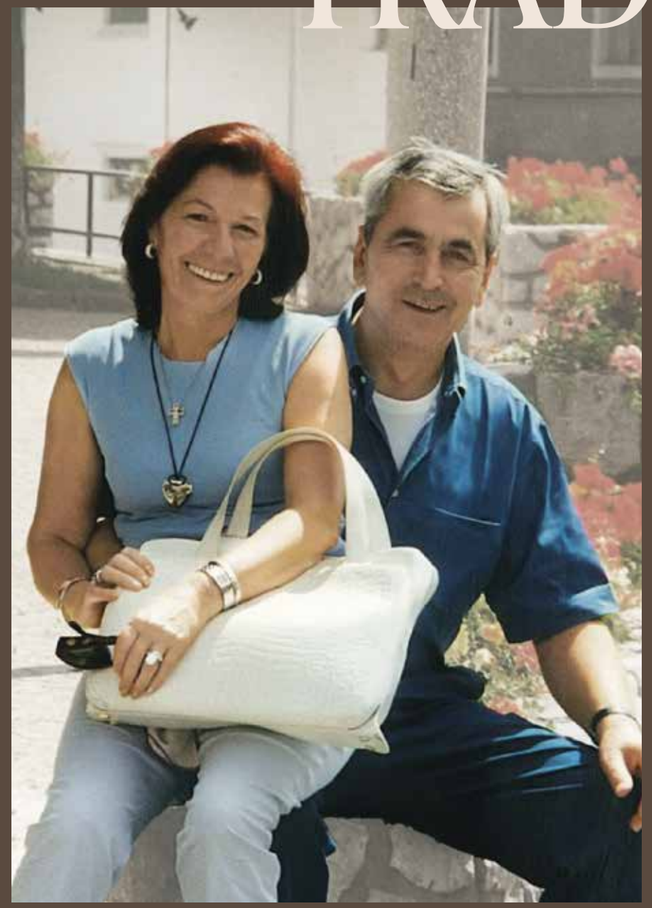
Family, community, and innovation serve as the cornerstone of our daily endeavors.

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.

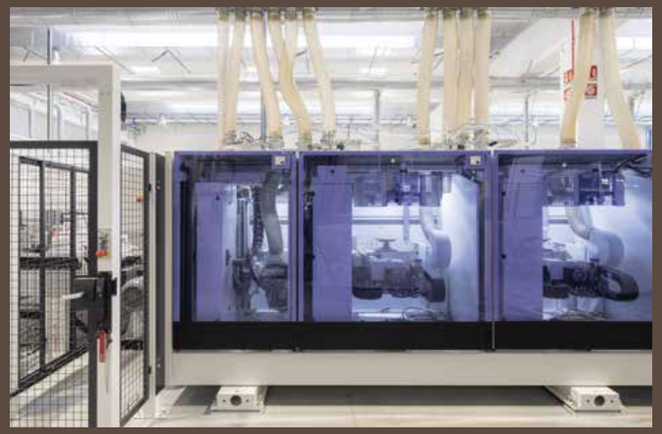
In 2023, Alf Italia achieved a significant milestone by expanding its historic Francenigo site with cutting-edge equipment and automation technology, emphasizing a commitment to innovation and sustainability.
This marks a chapter in Alf Italia's journey, which began in a transformative era and evolved 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.



JO

DINING ROOM

design
R&D Alf

art direction & graphics
Eleonora Da Frè

digital images
Gabriele Simonetta

selection
LUCE

print
SINCROMIA
COM. 251404

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