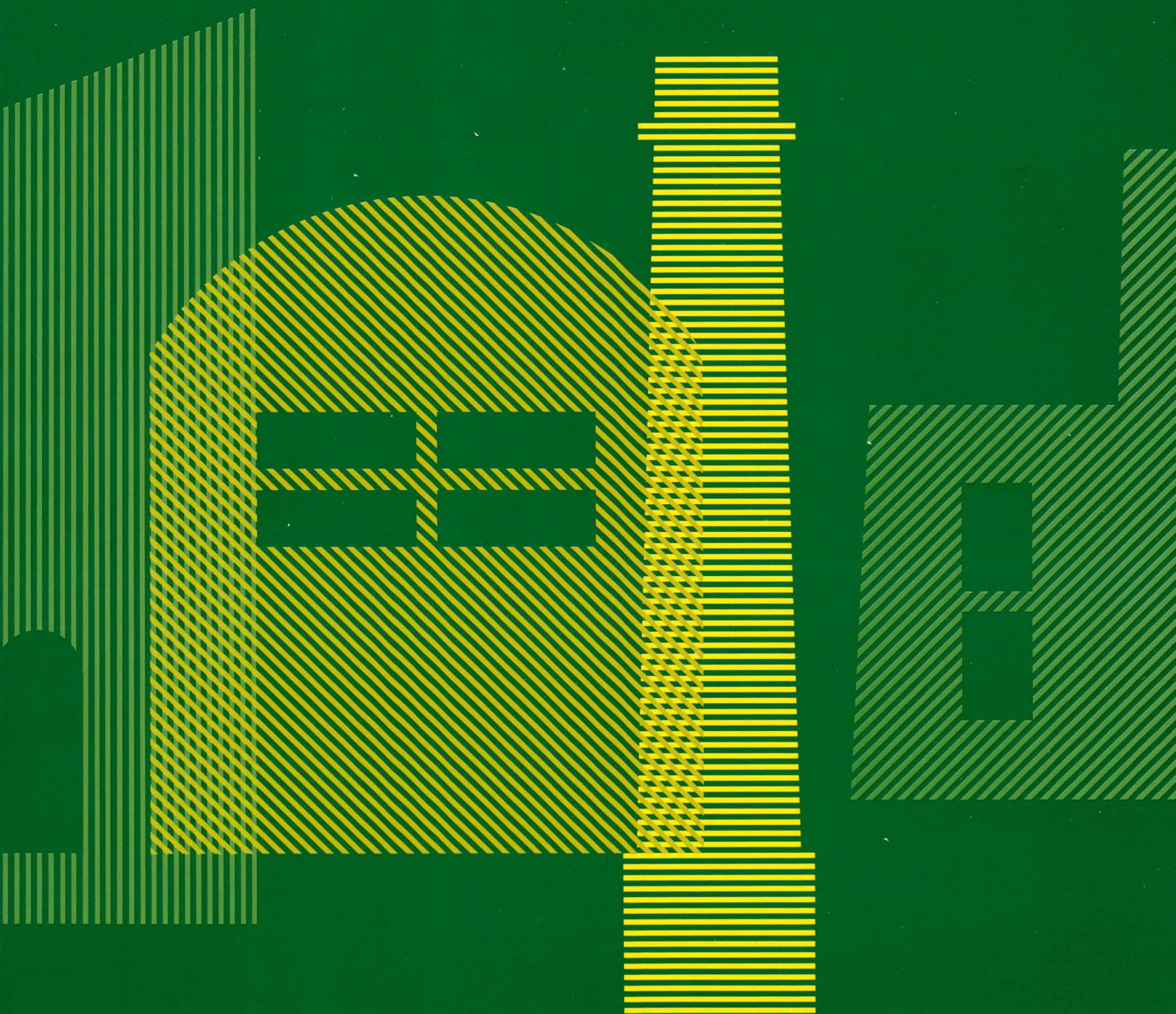


ITALIAN
FACTORIES

DESIGN
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MODIGLIANA <FC>

Manual skill fused with a highly developed industrial culture. Alpi started out as a cabinet-making workshop and grew into a leading multinational industry, specializing in the production of reconstituted wood surfaces, in which it was the first company worldwide to industrialize the production process. ALPILignum, the first reconstituted veneer, was launched in 1961 and in 1975 the Group opened its first factory in Cameroon to ensure a steady supply of raw materials. Alpi directly controls the whole supply chain, thanks to forestry management which, through the chain of custody, guarantees the legal and sustainable origin of the wood and the complete traceability of the product.

Alpi breaks down and recomposes Poplar, Basswood or Ayous wood through the processes of peeling, dip dyeing and recomposition of a new trunk by layering the dyed wood sheets. A process that has made wood a material that can be designed in colors and textures to favor, starting from the Eighties, collaboration with international designers: from Ettore Sottsass to Alessandro Mendini, Angelo Mangiarotti, Piero Lissoni and, recently, Raw Edges. "The manufacturing process," explains Vittorio Alpi, the company's president, "makes it possible to obtain a reproducible product and offer a designable material, one that can be interpreted in an endless range of wood, finishes and decorations. Each project grows out of the input of the designer, who chooses the color, whether to reproduce a grain already existing in nature or to design something surprising and unexpected." Each new Alpi wood is added to a wood library, an ever-changing archive and a design inspiration for new interpretations.

The recent French Palette, designed with Piero Lissoni, draws inspiration from early eighteenth-century French painting, where the shades are delicate but with bold touches of light. While Wavy Fir by Raw Edges recreates, through graphic patterns, the typical graining of fir and pine wood. Piero Lissoni, together with Alpi's Design Office, has measured and calibrated every single shade, in which uncommon colors are applied to surfaces that at first glance reveal they are timber. Lissoni treated the wood like a fresco to create a vibrant and non-flat monochromatic surface, obtained with a striped grain. The concept of Raw Edges, by contrast, starts from the idea of reinterpreting the material, modeling the veins in soft curves and creating a graphic decoration that evokes the "impression of wood".

The raw material used is ecological, certified and renewable. Poplar is outstanding for its environmental properties, such as the ability to quickly store CO2 in the atmosphere and, at the same time, purify the water it absorbs from the soil. "Poplar is one of the very few species of wood included in an integrated agro-industrial system.

Alpi is part of this important supply chain, FSC certified (C00-4666), and the company's closeness to its poplar plantations is a guarantee of very short supply lines." In addition to poplar, the very nature of Alpi products is sustainable: the company's production process allows for the creation of wooden surfaces that replicate any species of wood. An example of this is the Legacy collection that reproduces great species of tropical wood used since the seventeenth century in high cabinetry for the production of furniture, such as Ebony, Honduras Mahogany, Rosewood, Teak, Wenge and Zingana. Alpi's ability to reproduce these varieties of wood through a fascinating production process makes these timelessly fascinating species available to designers, offering a sustainable product, without endangering their future.

