

**alberta**<sup>®</sup>  
Made in Italy



**SALONE DEL MOBILE MILANO  
2019**

## SALONE DEL MOBILE MILANO 2019

**IT Alberta**, ormai da tempo affermata nel settore del mobile di qualità, forte di una consolidata storia che l'ha vista in continua crescita, decide con quest'anno di affidare la direzione artistica e lo sviluppo progetti ad uno studio altrettanto affermato com'è quello dell'arch. Maurizio Manzoni.

Il risultato è sorprendente: valori come qualità dei materiali, cura del dettaglio e delle finiture, innovazione intelligente, tecnologia produttiva qualificata, attenzione all'ambiente e flessibilità, sono le basi da cui partirà il nuovo percorso e a cui aggiungere la personalità del design e della percezione di marchio per una apertura globale ancora più ampia. **Alberta** vuole esportare non solo prodotti ma l'idea stessa del buon vivere tipica del Made in Italy, consapevole del suo significato.

**EN Alberta** is a leading company in the field of quality furniture, strong of its established history of constant growth; this year the decision has been to appoint an important architect's firm such as arch. Maurizio Manzoni for artistic direction and projects development.

The outcome is incredible: values such as quality of materials, attentiveness to detail and finishing, intelligent innovation, qualified production technology, eco-friendliness and flexibility are the pillars on which the new path is based; the design's unique character and brand awareness are the other principles for an even more global opening. **Alberta** intends to export not only its products, but also the fine idea of a Made in Italy lifestyle, fully aware of its meaning.

**F Alberta** enracinée depuis longtemps dans le secteur des meubles de qualité et riche d'une longue histoire qui connaît une croissance continue, l'entreprise a décidé cette année de confier la direction artistique et le développement des projets à un studio aussi prestigieux que celui de l'architecte Maurizio Manzoni.

Le résultat est surprenant: des valeurs comme la qualité des matériaux, le soin du détail et des finitions, l'innovation intelligente, la technologie de production qualifiée, l'attention à l'environnement et la flexibilité sont les bases de départ du nouveau parcours, auxquelles vient s'ajouter la personnalité du design et de la marque, pour une ouverture globale encore plus large. **Alberta** veut exporter non seulement ses produits, mais aussi, consciente de sa signification, l'idée même d'un style de vie de qualité typique du Made in Italy.

**D Alberta**, das sich bereits seit Jahren eine feste Marktstellung im Bereich hochwertiger Möbel erobert hat und in den vergangenen Jahren ein konstantes Wachstum verzeichnen konnte, hat sich dieses Jahr dazu entschieden, das renommierte Architekturstudio Maurizio Manzoni mit der künstlerischen Leitung und der Projektentwicklung zu betrauen. Das Ergebnis ist wirklich überraschend: Werte wie die Qualität der Materialien, die sorgfältige Ausführung der Details und Oberflächen, intelligente Innovation, hochwertige Produktionstechnologie, Umweltbewusstsein und Flexibilität bilden die Ausgangsbasis für die neue Ausrichtung, zu der die Persönlichkeit des Designs und die Wahrnehmung der Marke kommen, für eine noch umfassendere globale Öffnung. **ALBERTA** will nicht nur Produkte exportieren, sondern die Vorstellung des Buon Vivere, der guten Lebensqualität des Made in Italy, die das Leitmotiv der Unternehmensphilosophie ist.

**alberta**

# Room A

**VALERY**

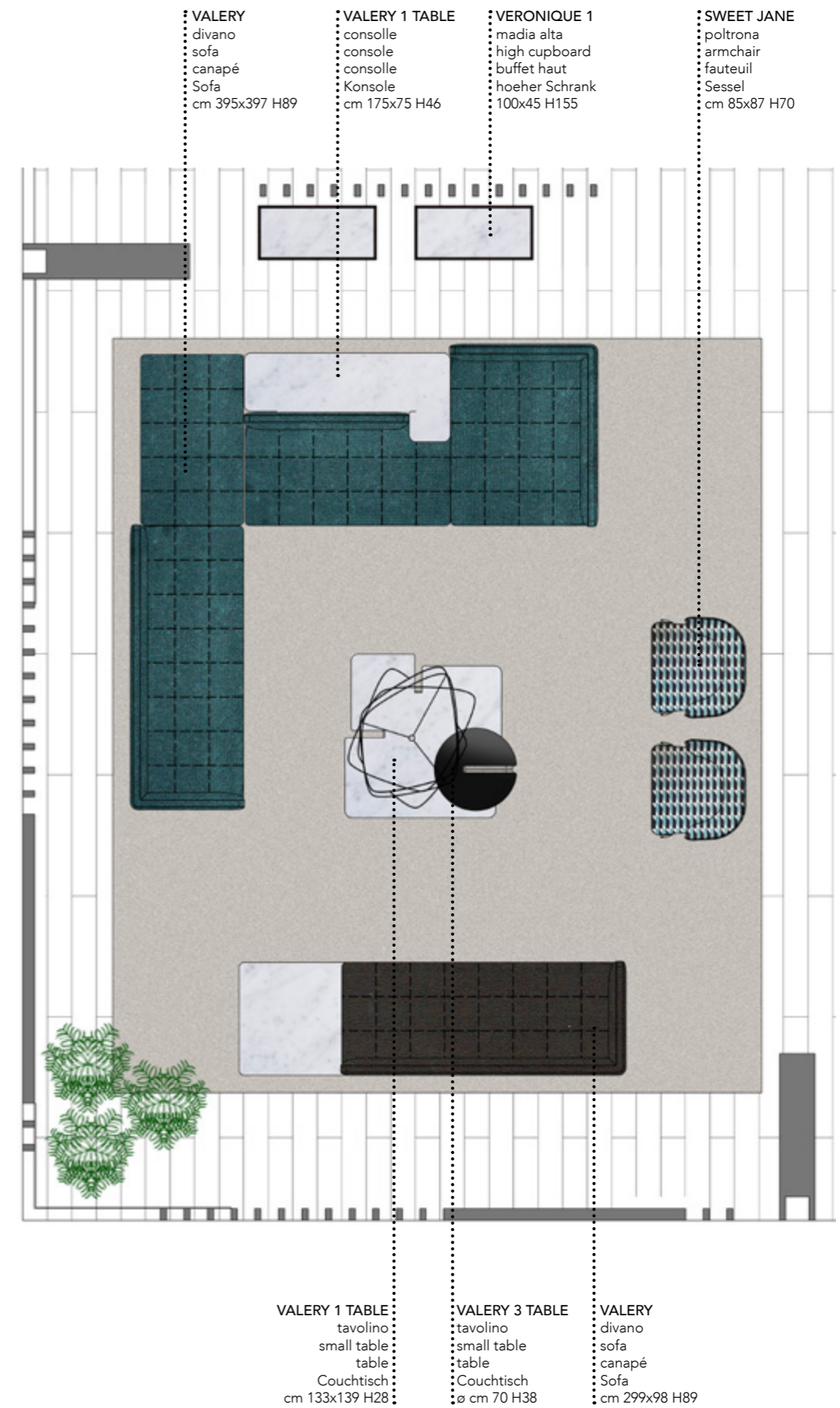
**SWEET JANE**

**VALERY 1 TABLE**

**VALERY 3 TABLE**

**VERONIQUE 1**

**BLACK**  
collection

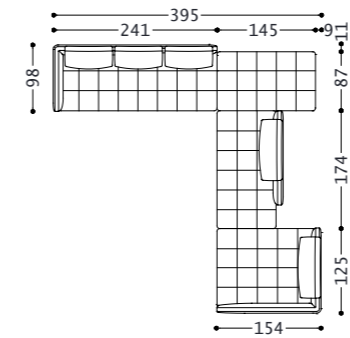




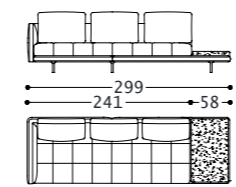


**VALERY** divano/sofa/canapé/Sofa

Design: Arch. Maurizio Manzoni



**VALERY** divano/sofa/canapé/Sofa  
• 01VLRC1 (1VLRD3MSX + 1VLRPFFR + 1VLRTR2DX + 1VLRDORMDX) • 8338 Gala col.5667, Cat. 8 • staffa Brunito lucido/stirrup glossy Brownd/étrier Bruni brillant/Bügel poliert Brüniert



**VALERY** divano/sofa/canapé/Sofa  
• 03VLRC10 (2VLRMTTDX + 1VLTTAV) • 9A1 Elite testa moro, Cat. H • staffa Brunito lucido/stirrup glossy Brownd/étrier Bruni brillant/Bügel poliert Brüniert • tavolino marmo/marble small table/table marbre/Marmor Cream Calacatta, Cat. X4



PHOTO 4

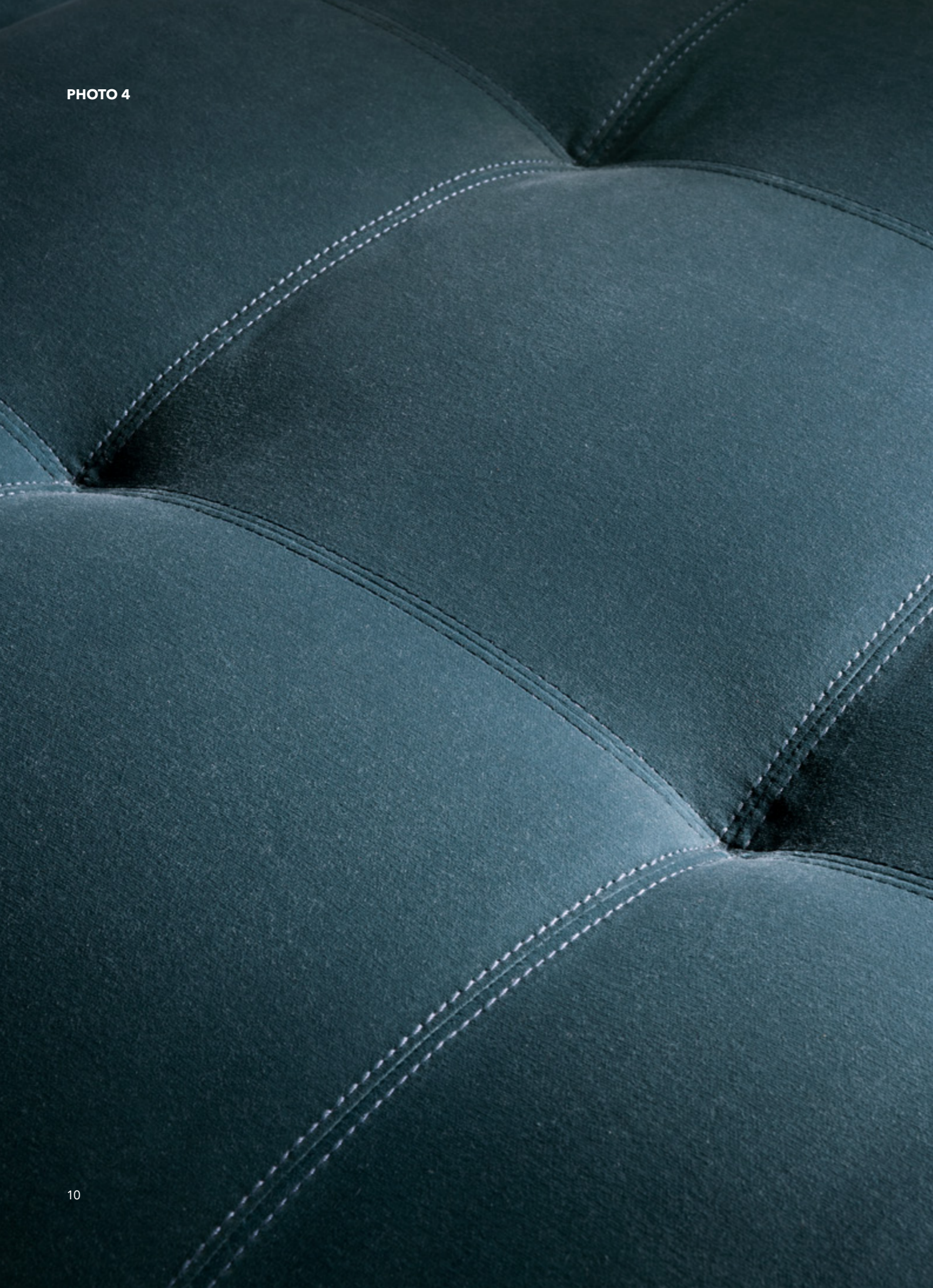


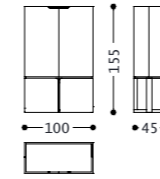
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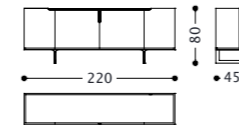


**VERONIQUE 1** mobile/furniture/meubles/Möbel

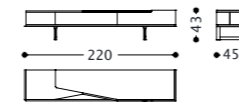
Design: Arch. Maurizio Manzoni



**VERONIQUE 1** madia alta/high cupboard/buffet haut/hoher Schrank  
 • 1VE1MAA • Top marmo/marble/marbre/Marmor Cream Calacatta, Cat. X4 • base/Basis: esterno eucalipto frisé e laccato opaco colore "snow"/external side eucaliptus frisé and matt lacquered colour "snow"/côté extérieur eucalyptus frisé et laqué opaque couleur "snow"/Außenseite Eukalyptus Frisé und matt lackiert Farbe "Snow" – interno laccato opaco colore "snow"/internal side matt lacquered colour "snow"/côté intérieur laqué opaque couleur "snow"/Innenseite matt lackiert Farbe "Snow" • struttura Brunito lucido/structure glossy Brownd/structure Bruni brillant/Struktur poliert Brüniert



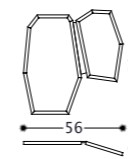
**VERONIQUE 1** madia bassa/low cupboard/ buffet bas/niedriger Schrank  
 • 1VE1MBB • Top marmo/marble/marbre/Marmor Cream Calacatta, Cat. X4 • base/Basis: esterno eucalipto frisé e laccato opaco colore "snow"/external side eucaliptus frisé and matt lacquered colour "snow"/côté extérieur eucalyptus frisé et laqué opaque couleur "snow"/Außenseite Eukalyptus Frisé und matt lackiert Farbe "Snow" – interno laccato opaco colore "snow"/internal side matt lacquered colour "snow"/côté intérieur laqué opaque couleur "snow"/Innenseite matt lackiert Farbe "Snow" • struttura Brunito lucido/structure glossy Brownd/structure Bruni brillant/Struktur poliert Brüniert



**VERONIQUE 1** mobile porta TV/TV cabinet/meuble TV/Fernsehschrank  
 • 1VE1MOBTV • Top marmo/marble/marbre/Marmor Cream Calacatta, Cat. X4 ed inserto laccato lucido colore "snow"/and insert glossy lacquered colour "snow"/et insert laqué brillant couleur "snow"/und Insert Glänzend lackiert Farbe "Snow" • base/Basis: esterno eucalipto frisé e laccato lucido colore "snow"/external side eucaliptus frisé and glossy lacquered colour "snow"/côté extérieur eucalyptus frisé et laqué brillant couleur "snow"/Außenseite Eukalyptus Frisé und Glänzend lackiert Farbe "Snow" – interno impiallaciato eucalipto frisé /internal side veneer eucaliptus frisé/côté intérieur placage eucalyptus frisé/Innenseite Furniert Eukalyptus Frisé • struttura Brunito lucido/structure glossy Brownd/structure Bruni brillant/Struktur poliert Brüniert

**ERIC** specchio/mirror/miroir/Spiegel

Design: Arch. Maurizio Manzoni



**ERIC** specchio/mirror/miroir/Spiegel  
 • 1ERCSPD



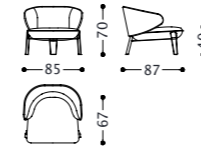


PHOTO 8



**SWEET JANE** poltrona/armchair/fauteuil/Sessel

Design: Arch. Maurizio Manzoni



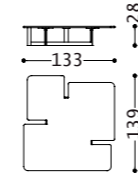
SWEET JANE poltrona/armchair/fauteuil/Sessel

• 1SWJP • C008 Delice 11 Oceano, Cat. 12 • piede Brunito lucido/foot glossy Brownd /pied Bruni brillant/  
Fuß poliert Brüniert

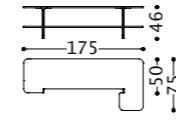


**VALERY 1 TABLE • VALERY 3 TABLE** tavolino/small table/table/Couchtisch

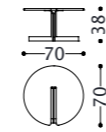
Design: Arch. Maurizio Manzoni



**VALERY 1 TABLE** tavolino/small table/table/Couchtisch 133x139  
 • 1VL1TAV1 • Top marmo/marble/marbre/Marmor Cream Calacatta, Cat. X4 • struttura Brunito lucido/structure glossy Brownd/structure Bruni brilliant/Struktur poliert Brüniert



**VALERY 1 TABLE** consolle/console/console/Konsole  
 • 1VLRCONDX • Top 1 marmo/marble/marbre/Marmor Cream Calacatta, Cat. X4 • top 2 vetro goffrato/embossed glass/verre gaufré/Pressglas



**VALERY 3 TABLE** tavolino/small table/table/Couchtisch ø70  
 • 1VL3TAVROT70 • Top Mink brown • struttura Brunito lucido/structure glossy Brownd/structure Bruni brilliant Struktur poliert Brüniert

# Room B

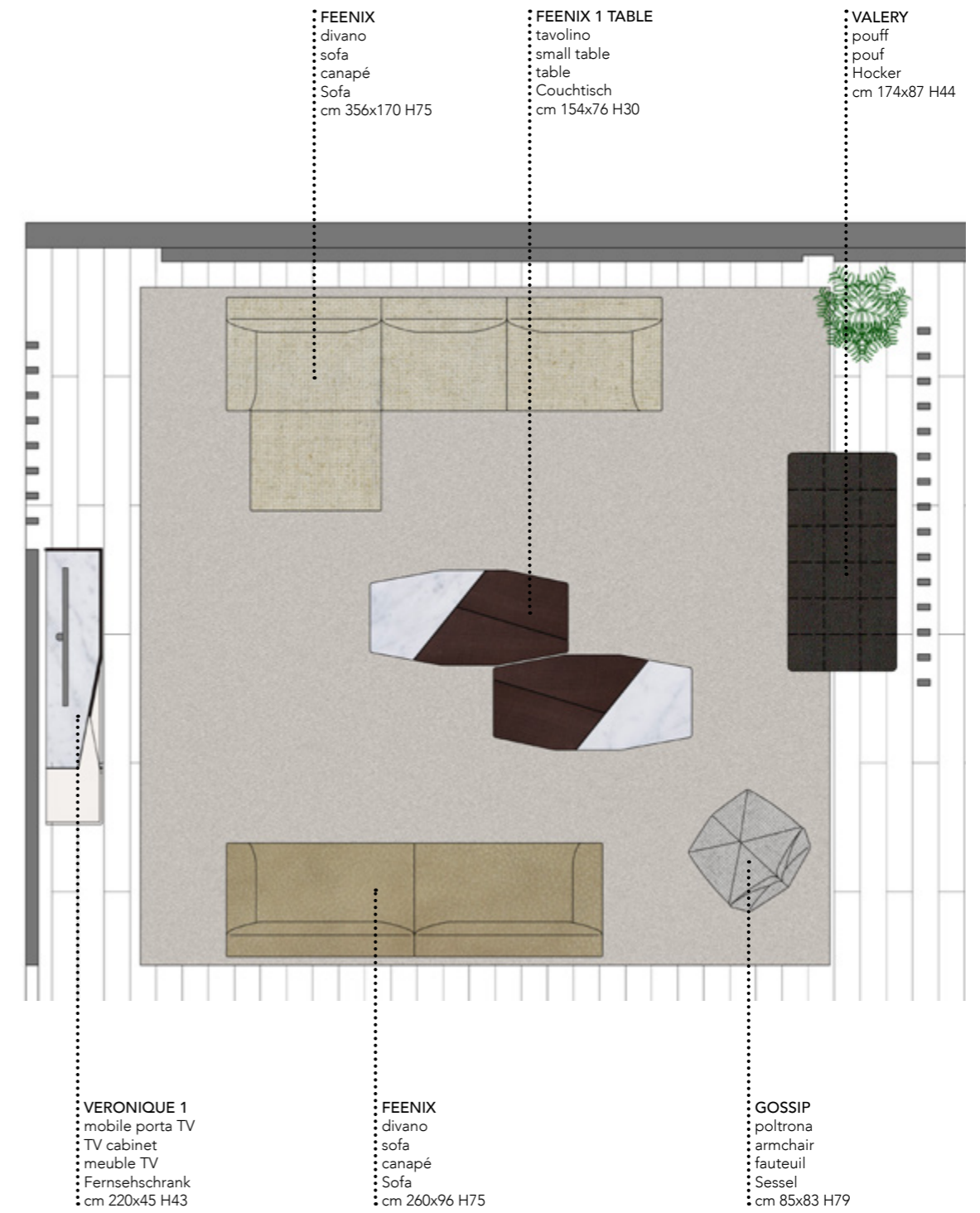
**FEENIX**

**VALERY**

**GOSSIP**

**VERONIQUE 1**

**FEENIX 1 TABLE**



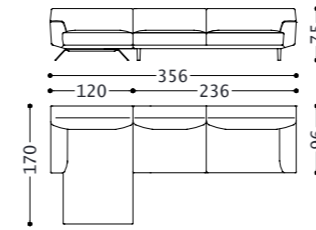




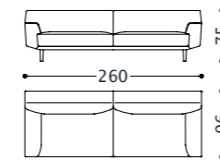


**FEENIX** divano/sofa/canapé/Sofa

Design: Arch. Maurizio Manzoni



**FEENIX** divano/sofa/canapé/Sofa  
• 01FEEC1 (1FEEDORMSX + 1FEED3MDX) • 6955 Sfaleri sabbia, Cat. 6 • staffa/stirrup/étrier/  
Bügel French Bronze

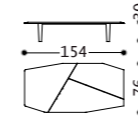


**FEENIX** divano/sofa/canapé/Sofa  
• 2FEED3M • 9C7 Sensation camel, Cat. H • staffa/stirrup/étrier/Bügel French Bronze



**FEENIX 1 TABLE** tavolino/small table/table/Couchtisch

Design: Arch. Maurizio Manzoni



**FEENIX 1 TABLE** tavolino/small table/table/Couchtisch 154x76  
• 1FE1TAVR • Top marmo/marble/marbre/Marmor Cream calacatta, Cat. X4 • struttura/structure/Struktur French Bronze



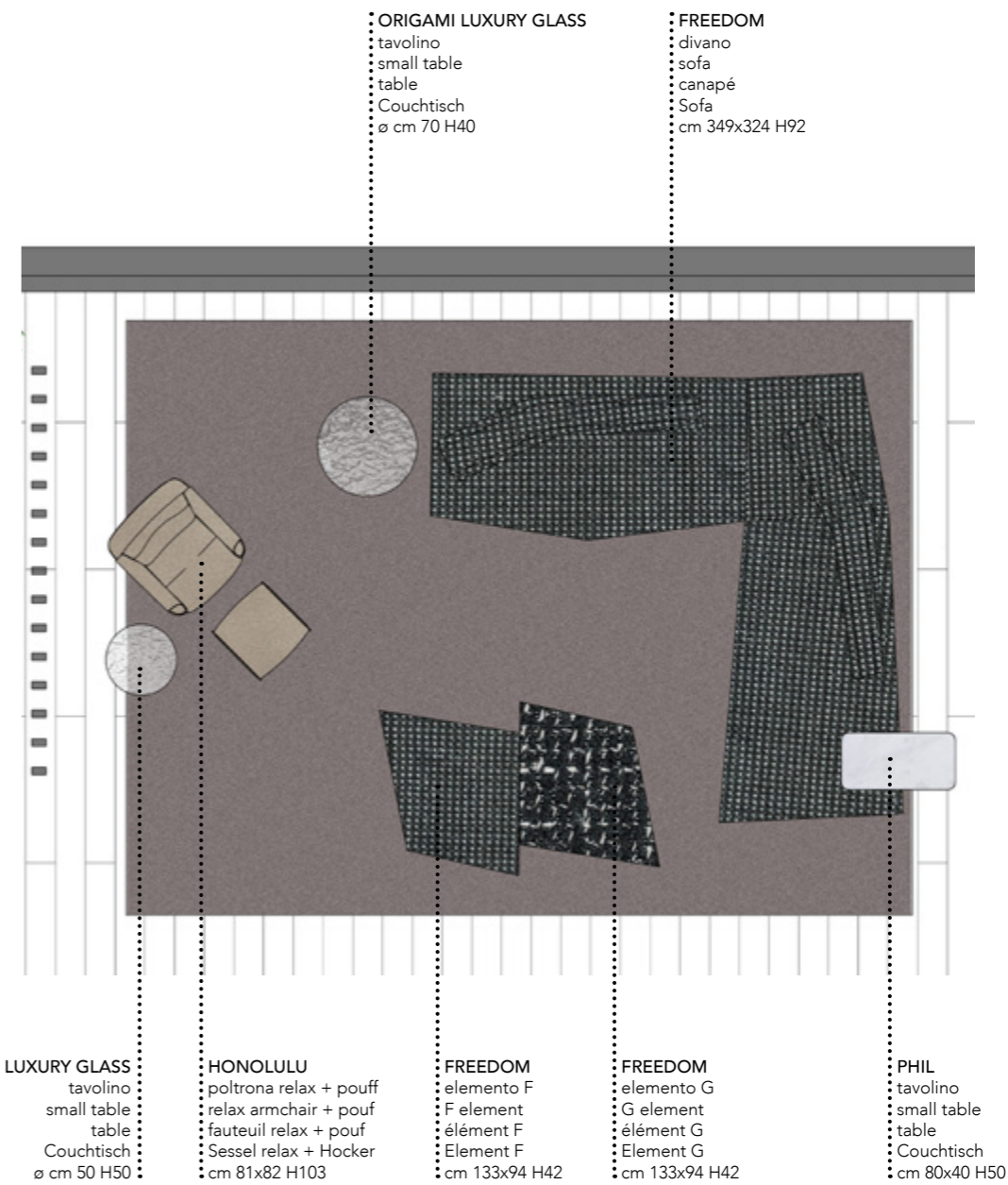
Room C

**FREEDOM**

**HONOLULU**

**ORIGAMI LUXURY GLASS**

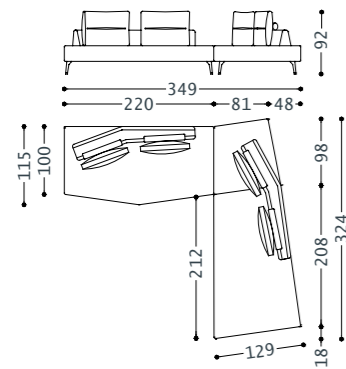
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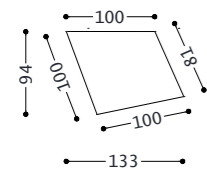


# FREEDOM divano/sofa/canapé/Sofa

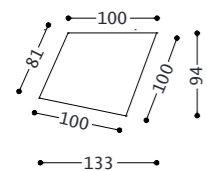
Design: Alberta Style Department



**FREEDOM** divano/sofa/canapé/Sofa  
• 01FREC3 (1FREEA220 + 1FREED + 1FREEB + 1FRESCH4 (nr.2) + 1FRECGC (nr.4)) • 6B58  
Loom 30 ardesia, Cat. 6 • piede/foot/pied/Fuß French Bronze

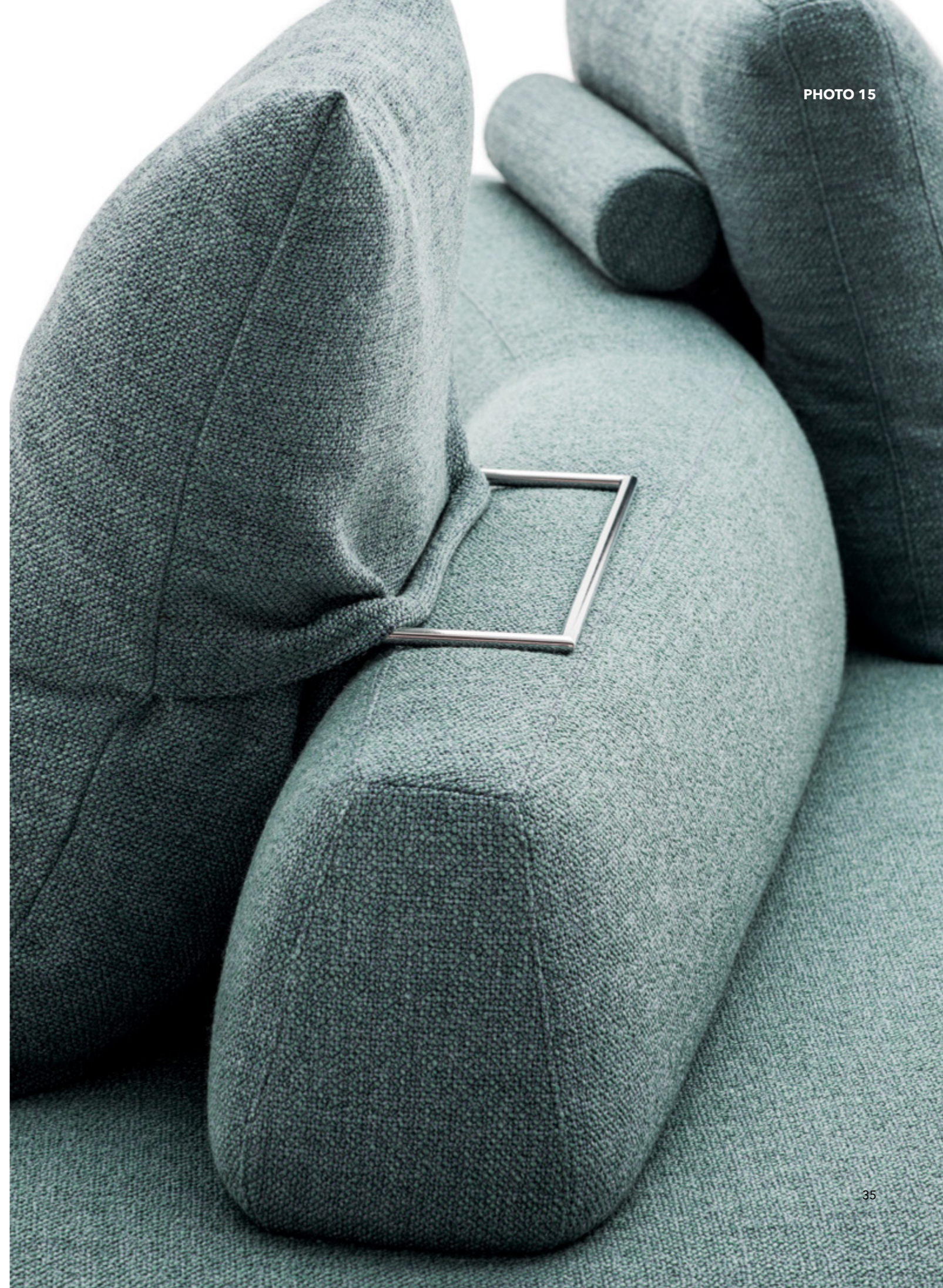


**FREEDOM** divano/sofa/canapé/Sofa  
• 1FREEF • 6B58 Loom 30 ardesia, Cat. 6 • piede/foot/pied/Fuß French Bronze



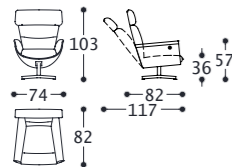
**FREEDOM** divano/sofa/canapé/Sofa  
• 1FREEG • 7474 Kos 05 ardesia, Cat. 7 • piede/foot/pied/Fuß French Bronze

PHOTO 15

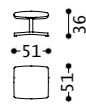


## HONOLULU poltrona relax/relax armchair/fauteuil relax/Sessel relax

Design: Alberta Style Department



HONOLULU poltrona relax/relax armchair/fauteuil relax/Sessel relax  
• 2HONPAGNONV • 9N5 Ascott fango, Cat. G • struttura esterna Noce/surface Walnut/structure extérieur Noyer/Aussere Struktur Nußbaum • basamento nero verniciato/base varnished black / piètement noire verni/Basis Schwarz lackiert



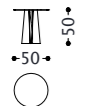
HONOLULU pouff/pouf/Hocker  
• 2HONPOUFFNONV • 9N5 Ascott fango, Cat. G • struttura esterna Noce/surface Walnut/structure extérieur Noyer/Aussere Struktur Nußbaum • basamento nero verniciato/base varnished black / piètement noire verni/Basis Schwarz lackiert

## ORIGAMI LUXURY GLASS tavolino/small table/table/Couchtisch

Design: Arch. Maurizio Manzoni



ORIGAMI LUXURY GLASS tavolino/small table/table/Couchtisch ø70  
• 1OL5TAV70 • Top vetro goffrato/embossed glass/verre gaufré/Pressglas • struttura/structure/Struktur French Bronze



ORIGAMI LUXURY GLASS tavolino/small table/table/Couchtisch ø50  
• 1OL5TAV50 • Top vetro goffrato/embossed glass/verre gaufré/Pressglas • struttura/structure/Struktur French Bronze



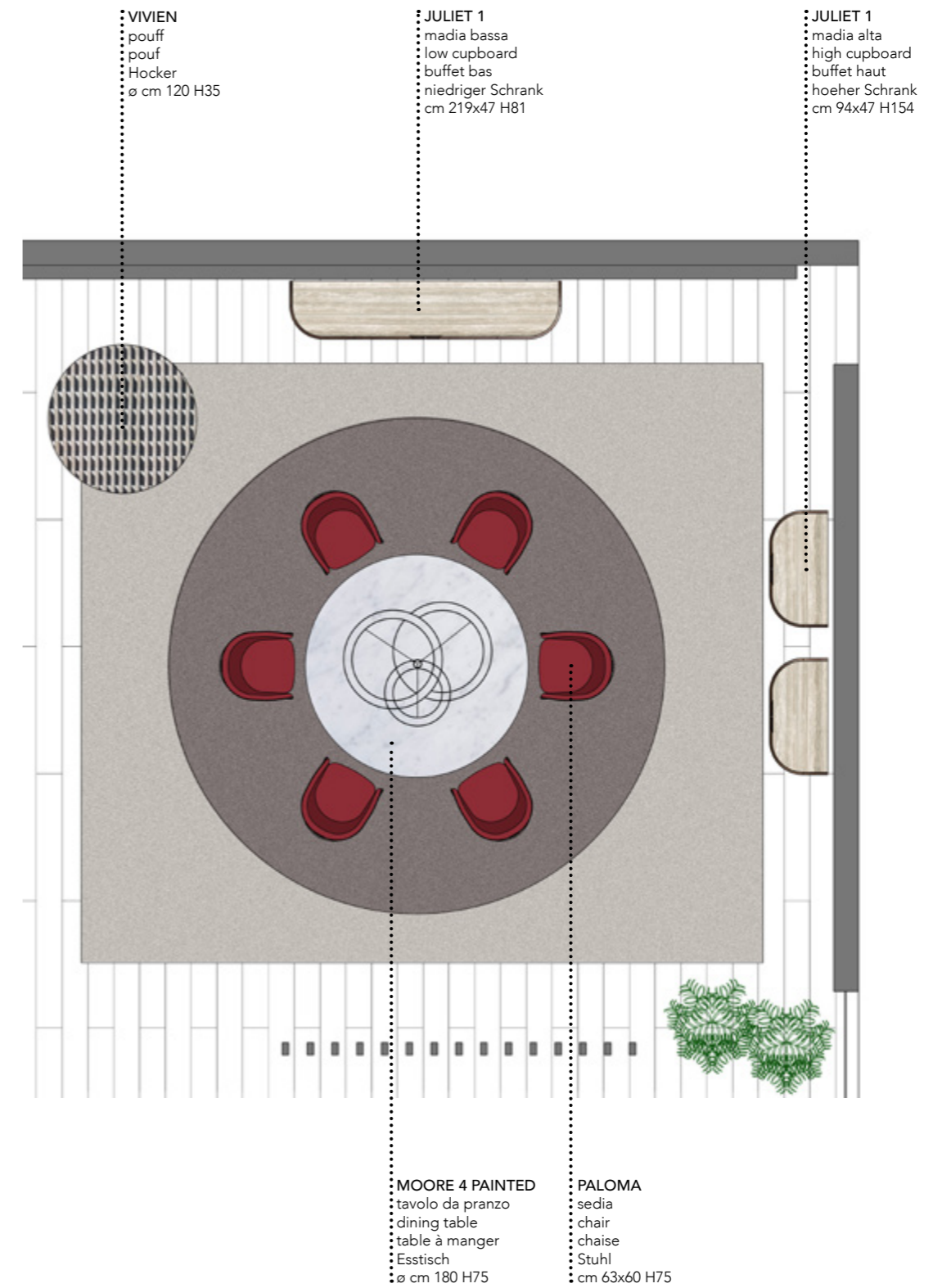
# Room D

MOORE 4 PAINTED

PALOMA

JULIET 1

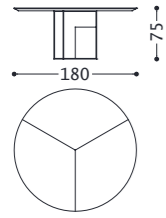
VIVIEN





## MOORE 4 PAINTED tavolo da pranzo/dining table/table à manger/Esstisch

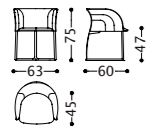
Design: *Castello Lagravinese Studio*



MOORE 4 PAINTED tavolo da pranzo/dining table/table à manger/Esstisch ø180  
• 1MP4TPR11 • Top-base ceramica/ceramic/céramique/Top-Basis Keramik • struttura finitura bronzo e nero opaco/structure bronze and matt black finishing/structure finition bronze et noir mat/Struktur Finish Bronze und matt Schwarz.

## PALOMA sedia/chair/chaise/Stuhl

Design: *Arch. Maurizio Manzoni*



PALOMA sedia/chair/chaise/Stuhl  
• 1PLMSE • Cuoio colore prugna/saddle leather prune colour/cuir régénéré couleur prune/Kernleder Farben pflaume • struttura bronzo/structure bronze/Struktur Bronze.

PHOTO 18



PHOTO 19



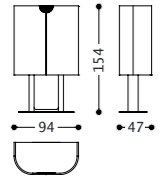
PHOTO 20



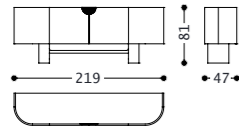


## JULIET 1 mobili/furniture/meubles/Möbel

Design: Arch. Maurizio Manzoni



JULIET 1 madia alta/high cupboard/buffet haut/hoher Schrank  
• 1JU1MAA • Top Natural travertino, Cat. X3 • finitura struttura/structure finishing/finition structure/  
Stuktur bearbeitung Venetian Gold • base bronzo/base bronze /Basis Bronze.



JULIET 1 madia bassa/low cupboard/buffet bas/niedriger Schrank  
• 1JU1MBA • Top Natural travertino, Cat. X3 • finitura struttura/structure finishing/finition structure/  
Stuktur bearbeitung Venetian Gold • base bronzo/base bronze /Basis Bronze.

PHOTO 21



# Room E

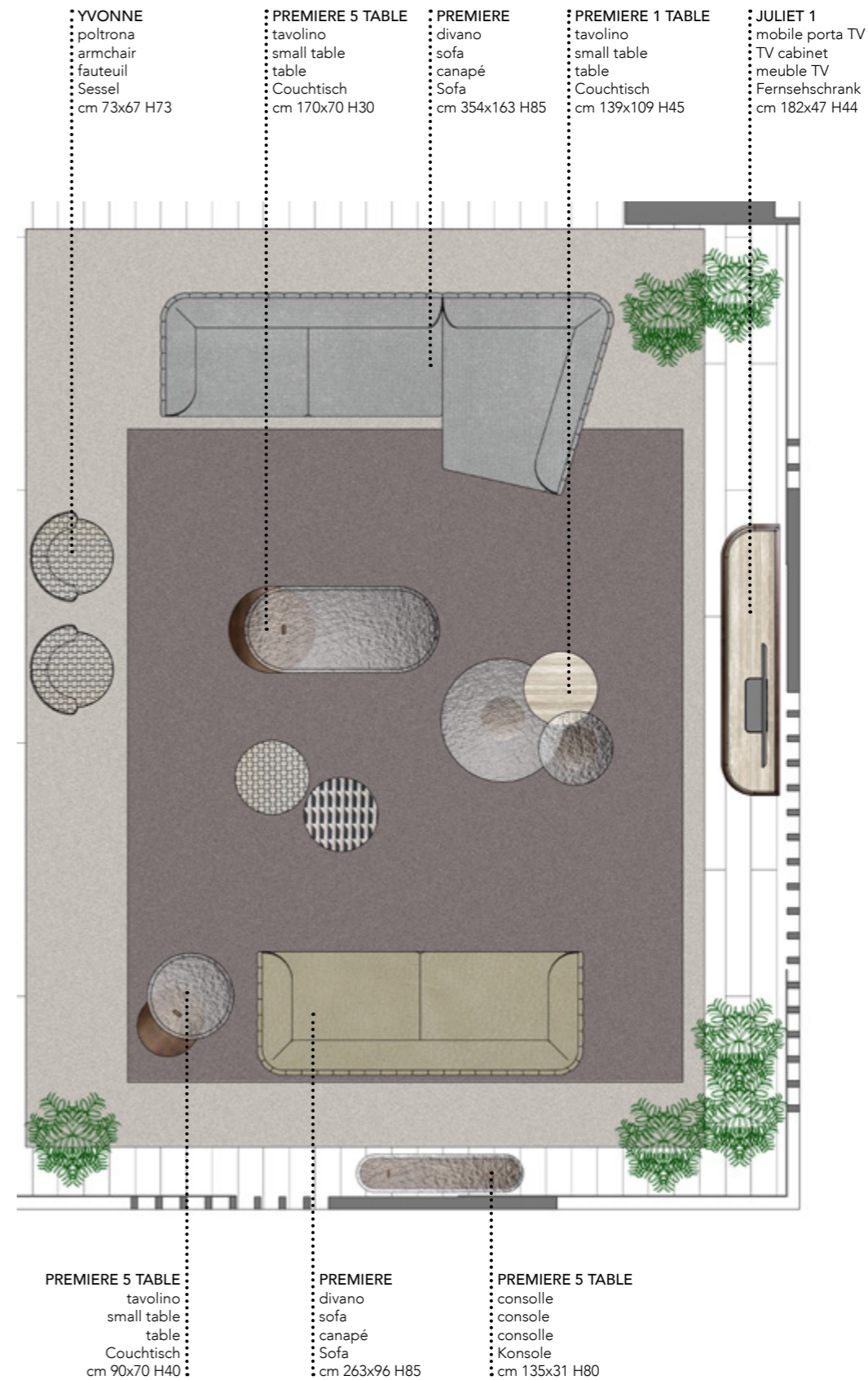
PREMIERE

YVONNE

PREMIERE 1 TABLE

PREMIERE 5 TABLE

JULIET 1

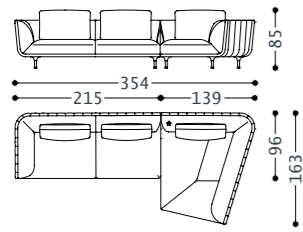




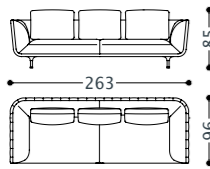


## PREMIERE divano/sofa/canapé/Sofa

Design: Arch. Maurizio Manzoni



PREMIERE divano/sofa/canapé/Sofa  
• 01PREC5 (1PRED2MSX + 1PREDORMDX) • 8364 Gala col.0351, Cat. 8 • piede bronzo/foot bronze/pied bronze/Fuß Bronze



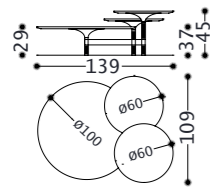
PREMIERE divano/sofa/canapé/Sofa  
• 2PRED3 • 9G5 Nabuk conchiglia, Cat. I • piede bronzo/foot bronze/pied bronze/Fuß Bronze



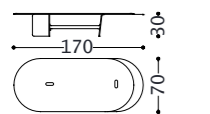
PREMIERE

## PREMIERE 1 TABLE • PREMIERE 5 TABLE tavolino/small table/table/Couchtisch

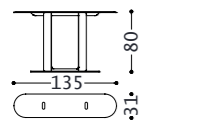
Design: Arch. Maurizio Manzoni



PREMIERE 1 TABLE planet table 139x109  
• 1PR1PLTB • Top ø60 marmo/marble/marbre/Marmor Natural travertino, Cat. X3 • Top Ø60 e Ø100 vetro goffrato/embossed glass/verre gaufré/Pressglas • struttura bronzo/structure bronze/Struktur Bronze.



PREMIERE 5 TABLE tavolino/small table/table/Couchtisch 170x70  
• 1PR5TAVOV • Top vetro goffrato/embossed glass/verre gaufré/Pressglas • struttura bronzo/structure bronze/Struktur Bronze.



PREMIERE 5 TABLE consolle/console/console/Konsole 135x31  
• 1PR5CON • Top vetro goffrato/embossed glass/verre gaufré/Pressglas • struttura bronzo/structure bronze/Struktur Bronze.

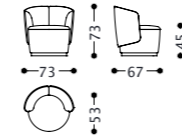


PREMIERE 2



## YVONNE poltrona/armchair/fauteuil/Sessel

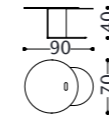
Design: Arch. Maurizio Manzoni



YVONNE poltrona girevole/swivel armchair/fauteuil tournant/Drehsessel  
• 1YVNPGR • 9125 Atena 01 oliva, Cat. 9 • zoccolo in lamina di metallo su supporto in MDF, finitura "Grey Tea"/MDF base metal laminated, "Grey Tea" finishing/piétement en feuille de métal sur un support en MDF, finition "Grey Tea"/Sockel mit Metallblat auf MDF, Bearbeitung "Grey Tea".

## PREMIERE 5 TABLE tavolino/small table/table/Couchtisch

Design: Arch. Maurizio Manzoni

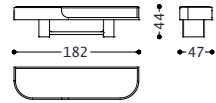


PREMIERE 5 TABLE tavolino/small table/table/Couchtisch 90x70  
• 1PR5TAVROT • Top vetro gofrato/embossed glass/verre gaufré/Pressglas • struttura bronzo/structure bronze/Struktur Bronze.

**JULIET 1** mobili/furniture/meubles/Möbel

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Design: Arch. Maurizio Manzoni



JULIET 1 mobile porta TV/TV cabinet/meuble TV/Fernsehschrank  
• 1JU1MOTV • Top Natural travertino, Cat. X3 • finitura struttura/structure finishing/finition structure/  
Stuktur bearbeitung Venetian Gold • base bronzo/base bronze /Basis Bronze.

PHOTO 25



## **RIEPILOGO • SUMMARY**



## Room A

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### PHOTO 1

- 1 VALERY divano/sofa/canapé/Sofa
- 2 SWEET JANE poltrona/armchair/fauteuil/Sessel
- 3 VALERY 1 TABLE tavolino/small table/table/Couchtisch
- 4 VALERY 3 TABLE tavolino/small table/table/Couchtisch
- 5 VALERY 1 TABLE consolle/console/console/Konsole
- 6 VERONIQUE 1 madia alta/high cupboard/buffet haut/hoehher Schrank

## Room A

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### PHOTO 3

- 1 VALERY divano/sofa/canapé/Sofa
- 2 VALERY 3 TABLE tavolino/small table/table/Couchtisch

## Room A

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### PHOTO 7

- 1 SWEET JANE poltrona/armchair/fauteuil/Sessel
- 2 VALERY 3 TABLE tavolino/small table/table/Couchtisch

## Room B

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### PHOTO 10

- 1 FEENIX divano/sofa/canapé/Sofa
- 2 VALERY divano/sofa/canapé/Sofa
- 3 GOSSIP poltrona/armchair/fauteuil/Sessel
- 4 FEENIX 1 TABLE tavolino/small table/table/Couchtisch
- 5 ORIGAMI LUXURY GLASS tavolino/small table/table/Couchtisch

## Room B

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**PHOTO 11**

- 1 FEENIX divano/sofa/canapé/Sofa

## Room C

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**PHOTO 14**

- 1 FREEDOM divano/sofa/canapé/Sofa  
2 HONOLULU poltrona relax+pouff/relax armchair+pouf/fauteuil relax+pouf/Sessel relax+Hocker  
3 ORIGAMI LUXURY GLASS tavolino/small table/table/Couchtisch  
4 PHIL tavolino/small table/table/Couchtisch

## ROOM D



### PHOTO17

- 1 MOORE 4 PAINTED tavolo da pranzo/dining table/table à manger/Esstisch
- 2 PALOMA sedia/chair/chaise/Stuhl
- 3 JULIET 1 madia bassa/low cupboard/buffet bas/niedriger Schrank
- 4 JULIET 1 madia alta/high cupboard/buffet haut/Hoeher Schrank

## ROOM E



### PHOTO 22

- 1 PREMIERE divano/sofa/canapé/Sofa
- 2 YVONNE poltrona/armchair/fauteuil/Sessel
- 3 PREMIERE 1 TABLE tavolino/small table/table/Couchtisch
- 4 PREMIERE 5 TABLE tavolino/small table/table/Couchtisch



**PHOTO 23**

- 1 PREMIERE divano/sofa/canapé/Sofa
- 2 PREMIERE 5 TABLE consolle/console/console/Konsole
- 3 PREMIERE 5 TABLE tavolino/small table/table/Couchtisch



**PHOTO 24**

- 1 YVONNE poltrona/armchair/fauteuil/Sessel
- 2 PREMIERE 5 TABLE tavolino/small table/table/Couchtisch

Product Development  
Arch. Maurizio Manzoni  
Castello Lagravinese Studio for:  
Gossip armchair  
Moore 4 dining table  
Phil small table  
Vivien pouff  
Alberta Style Department for:  
Freedom sofa  
Honolulu relax armchair

Styling  
Sissi Valassina  
Graphic Assistant  
Bplus marketing  
Color Separation  
GM Studio 1

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