

HEBE



A Dining and Bedroom
Collection.

Hebe Collection





HEBE

For the Hebe Collection, we combined two distinct materials and aesthetics. We began with earthy brown wood featuring a Matte Saddle Birch Inlay, which showcases elegant inlays on the front panels and tabletops. Complementing this is a Matte Mild Umber lacquer finish on the sides, adding depth and creating a striking contrast. Our seamless integration of these finishes enhances the wood's natural beauty with a modern touch, making each piece a testament to fine craftsmanship and timeless elegance.

The Hebe Collection is showcased in a 19th-century palazzo in Turin, a city known for its rich history and architectural grandeur. Turin, once the capital of the Kingdom of Sardinia and the first capital of Italy, blends Baroque and Neo-Classical styles. This historic setting reflects our commitment to craftsmanship and heritage, providing an evocative backdrop for the Hebe Collection. By presenting our furniture in this context, we honor the timeless elegance of Italian design and its blend with modern sophistication.

HEBE



STYLISH
TASTEFUL
INNOVATIVE

DINING ROOM



Hebe dining room set, Turin interior



The Hebe table presents a Matte Saddle Birch Inlay finish with round geometric inlays on the top and a gracefully curved base, fusing artistic elegance with luxurious refinement for a striking addition to any interior.



Hebe chair, Turin interior

La mesa Hebe presenta un acabado Taraceado Saddle Birch Mate con incrustaciones geométricas redondas en el sobre y una base grácilmente curvada, uniendo elegancia artística y lujoso refinamiento en un añadido llamativo perfecto para cualquier interior.

La table Hebe affiche une finition mate Saddle Birch à effet marqueterie, avec des incrustations géométriques arrondies sur le plateau et un piètement gracieusement incurvé, alliant élégance artistique et raffinement luxueux pour un effet spectaculaire dans n'importe quel intérieur.

Стол Hebe выполнен в матовой отделке цвета Saddle Birch, с круглыми геометрическими вставками на столешнице и изящно изогнутым основанием. Благодаря сочетанию артистичной элегантности и роскошной изысканности он послужит замечательным дополнением к любому интерьеру.







Hebe buffet, Turin interior

Combining creativity and luxury, the buffet boasts a sleek Matte Saddle Birch finish, round geometric inlays, and curved lines, enhanced by elongated handles that complement the inlays.

Combinando creatividad y lujo, el aparador alto posee un elegante acabado Saddle Birch Mate, taraceas geométricas redondas y líneas curvas, acentuadas por tiradores alargados que complementan las incrustaciones.

Conjugant créativité et luxe, le bahut affiche une finition mate Saddle Birch tout à fait racée, des incrustations géométriques arrondies et des lignes incurvées, mises en valeur par des poignées allongées qui viennent compléter la marqueterie.

Сочетая креативность и великолепие, буфет этой серии выполнен в элегантной матовой отделке цвета Saddle Birch, с круглыми геометрическими вставками и изогнутыми линиями, подчеркнутыми удлиненными ручками, которые гармонично сочетаются со вставками.





Featuring a matte finish in warm brown tones and two distinct materials, the glass curio cabinet harmonizes contemporary design with refined luxury and elegant curves, effortlessly enhancing any space.

Con un acabado mate en cálidos tonos marrones y dos materiales distintos, la vitrina Curio armoniza el diseño contemporáneo con un lujoso refinamiento y elegantes curvas, embelleciendo sin esfuerzo cualquier espacio.

Affichant une finition mate dans de chaleureuses teintes marron et deux matériaux distincts, la vitrine Curio conjugue harmonieusement un design contemporain et des courbes raffinées luxueuses et élégantes, qui mettront en valeur n'importe quel espace sans aucun effort.

Стеклянный витринный шкаф, отличающийся матовой отделкой в теплых коричневых тонах и использованием двух разных материалов, гармонично сочетает современный дизайн с изысканной роскошью и элегантными изогнутыми линиями. Он вполне может послужить украшением любого интерьера.



LIVING ROOM



Hebe living room set, Turin interior

The Hebe TV base, finished in Matte Mild Umber lacquer, includes two open units and two doors, providing ample storage space. This piece enriches the ambiance of any living room with its sophisticated charm.



Hebe TV base, Turin interior

La base para TV Hebe, con acabado lacado Mild Umber Mate, incluye dos compartimentos abiertos y dos puertas, ofreciendo un amplio espacio de almacenamiento. Este mueble acentúa la ambientación de cualquier salón con su sofisticado encanto.

Le meuble TV Hebe, avec sa finition laquée mate Mild Umber, inclut deux niches ouvertes et deux portes, offrant ainsi un grand espace de rangement. Ce modèle enrichira l'ambiance de n'importe quel salon avec son charme sophistiqué.

Тумба под телевизор Hebe, выполненная в матовой лаковой отделке Mild Umber, включает в себя два открытых и два закрытых модуля с дверцами и достаточно вместительна для хранения в ней различных вещей. Этот предмет мебели придаст изысканный шарм интерьеру любой гостиной.



The Hebe coffee table features a matte light brown finish adorned with geometric inlays on the top. It rests on elegantly curved legs and a robust base, combining artistic elements with refined design. This table adds sophistication to any living room.



Hebe coffee table, Turin interior

La mesita Hebe presenta un acabado marrón claro mate adornado con taraceas geométricas en el sobre. Descansa sobre elegantes patas curvas y una robusta base, combinando elementos artísticos con un diseño refinado. Esta mesa confiere un aire sofisticado a cualquier salón.

La table basse Hebe présente une finition mate marron clair agrémentée d'incrustations géométriques sur le plateau. Elle repose sur des pieds élégamment incurvés et un piètement robuste, alliant éléments artistiques et design raffiné. Cette table ajoutera une note sophistiquée à n'importe quel salon.

Журнальный столик Hebe отличается матовой светло-коричневой отделкой, украшенной геометрическими вставками столешницы. Он опирается на элегантно изогнутые ножки и прочное основание, сочетая артистичные элементы и изысканный дизайн. Этот столик придаст изысканный шарм любой гостиной.



BEDROOM



Hebe bedroom set, Turin interior



The Hebe bed features warm, light brown hues with boucle textile details on its padded headboard, blending modern softness with sophisticated design. The rounded edges add a touch of contemporary elegance, creating a refined combination of architectural finesse and luxurious comfort.

La cama Hebe se caracteriza por cálidos tonos marrón claro con detalles de tejido bouclé en su cabecero tapizado, fusionando suavidad moderna con diseño sofisticado. Los cantos redondeados añaden un toque de elegancia contemporánea, creando una combinación refinada de delicadeza arquitectónica y lujoso confort.

Le lit Hebe est proposé dans des teintes marron clair chaleureuses avec des détails en textile bouclé sur sa tête de lit rembourrée, associant douceur moderne et design sophistiqué. Les bords arrondis ajoutent une touche d'élégance contemporaine, créant un mariage raffiné de finesse architecturale et de confort luxueux.

Кровать Hebe выполнена в теплых светло-коричневых тонах с текстильными деталями букле на мягком изголовье, сочетая современную мягкость и изысканный дизайн. Закругленные края придают нотки современной элегантности, создавая изысканное сочетание архитектурной утонченности и роскошного комфорта.



The headboard lights switch on with a practical, subtle touch switch



Hebe dresser, Turin interior

The dresser, in warm, light brown hues, combines modern sophistication with refined craftsmanship. Elegant inlays and rounded edges add a polished, sophisticated touch.

La cómoda, en cálidos tonos marrón claro, combina sofisticación moderna con exquisita artesanía. Las elegantes taraceas y los cantos redondeados aportan un toque distinguido y sofisticado.

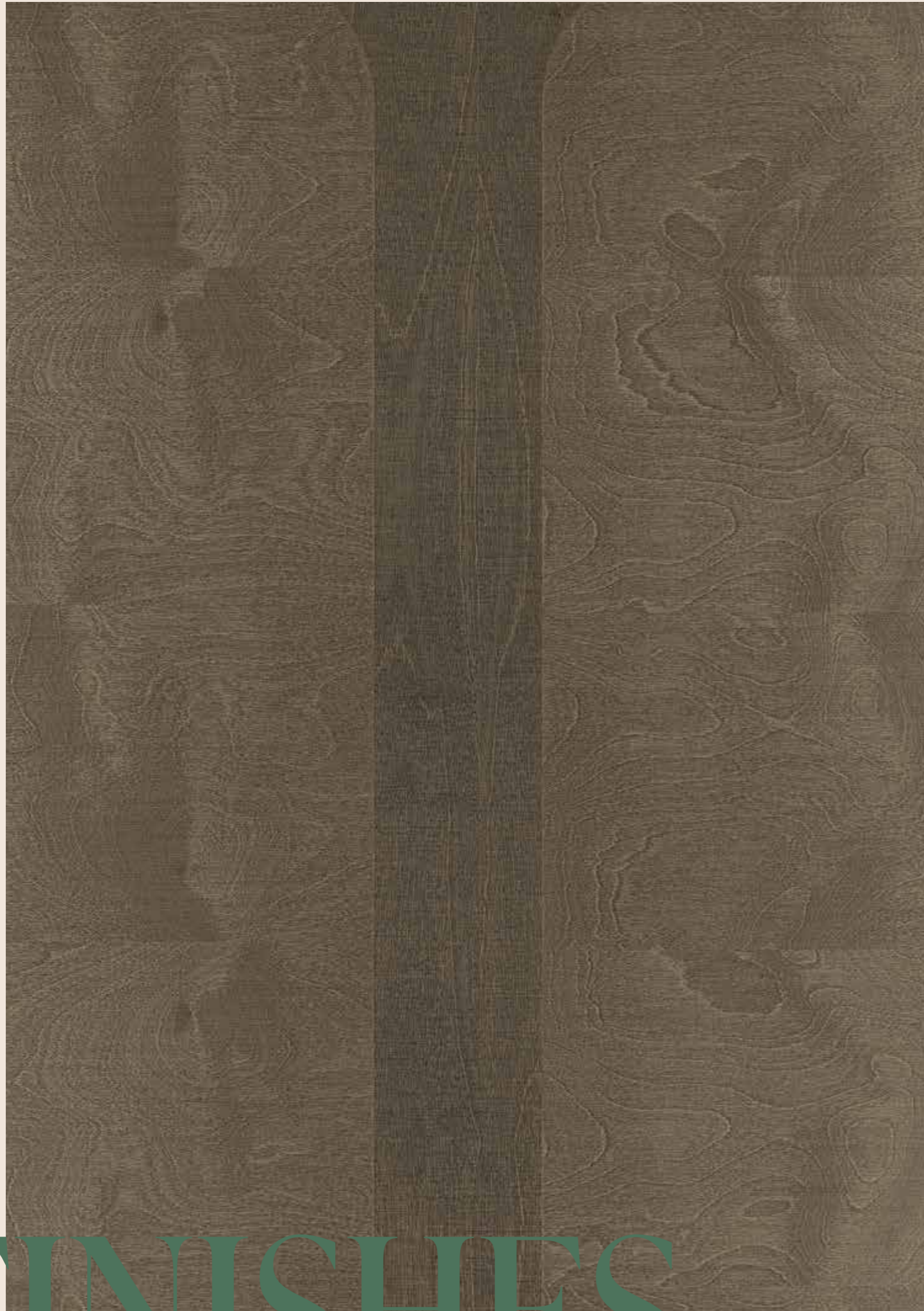
La commode aux chaleureuses teintes marron clair conjugue sophistication moderne et savoir-faire artisanal raffiné. Les élégantes incrustations et les bords arrondis ajoutent une touche distinguée et sophistiquée.

Тумба с выдвижными ящиками выполнена в теплых светло-коричневых тонах, сочетая современную изысканность стиля с совершенным мастерством исполнения. Элегантные вставки и закругленные края придают этому изделию законченный и изысканный вид.

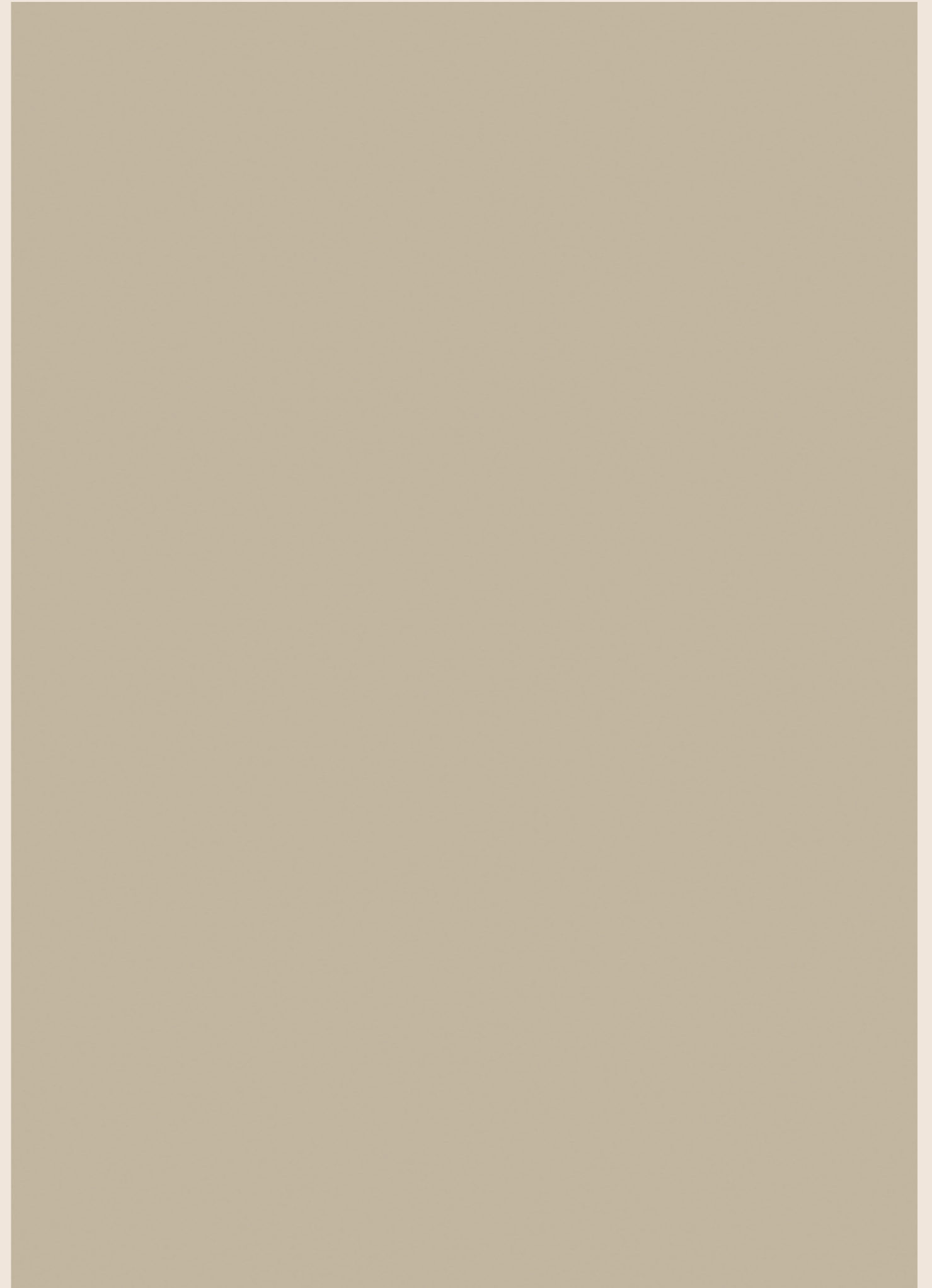




MATTE SADDLE BIRCH INLAY



MATTE MILD UMBER



FINISHES

HEBE DINING ROOM IN MATTE SADDLE BIRCH INLAY / MATTE MILD UMBER



4/D BUFFET KJHB610
With 4 doors

inch	W 83"	D 20"	H 32"
cm	L 209,5	P 50,7	H 81
Crts	1	kg 127	m ³ 1,01

3/D BUFFET KJHB611
With 3 doors

inch	W 64"	D 20"	H 32"
cm	L 162,3	P 50,7	H 81
Crts	1	kg 96	m ³ 0,79



EXTEN. TABLE W250 PJHB0615
With 1 leaf w 21 1/4" cm 54

inch	W 98"	D 43"	H 30"
cm	L 250	P 108	H 76
Crts	2	kg 186	m ³ 0,83

EXTEN. TABLE W210 PJHB0616
With 1 leaf w 19 3/4" cm 50

inch	W 83"	D 37"	H 30"
cm	L 210	P 95	H 76
Crts	2	kg 147	m ³ 0,68



2/D CURIO CABINET
US LIGHT KIT PJHB0681
UK LIGHT KIT PJHB0682
EU LIGHT KIT PJHB0680
With 2 glass doors

inch	W 45"	D 17"	H 75"
cm	L 114,4	P 43	H 190,8
Crts	3	kg 149	m ³ 1,32



MIRROR KJHB140

inch	W 39"	D 1"	H 42"
cm	L 100	P 2,2	H 106,7
Crts	1	kg 26	m ³ 0,08

HEBE BEDROOM IN MATTE SADDLE BIRCH INLAY / MATTE MILD UMBER



DRESSER KJHB125
With 6 drawers

inch	W 70"	D 19"	H 32"
cm	L 177,6	P 48	H 81
Crts	1	kg 109	m ³ 0,86



NIGHT STAND KJHB130
With 2 drawers

inch	W 31"	D 17"	H 22"
cm	L 79	P 43	H 56,5
Crts	1	kg 40	m ³ 0,26



5/DRW. CHEST KJHB117
With 5 drawers

inch	W 39"	D 20"	H 51"
cm	L 98,7	P 50,7	H 130,3
Crts	1	kg 103	m ³ 0,77



MIRROR KJHB140

inch	W 39"	D 1"	H 42"
cm	L 100	P 2,2	H 106,7
Crts	1	kg 26	m ³ 0,08



2 CHAIRS KJHB620

2 CHAIRS (UK FIRE RETARDANT) KJHB6201

With matte saddle birch structure, seat and back in fabric

inch	W 19"	D 21"	H 38"
cm	L 49	P 53	H 96
Crts	1	kg 15	m ³ 0,44



Q.S./UK 5" BED PJHB0150
(UK FIRE RETARDANT) PJEHB150I
Inner size inch 61" x 80 3/4" - cm 155 x 205
inch W 64" D 84" H 55"
cm L 163 P 212 H 140,2
Crts 2 kg 101 m³ 0,37

K.S./UK 6.6" BED PJHB0175
(UK FIRE RETARDANT) PJHB0175I
Inner size inch 76 3/4" x 80 3/4" - cm 195 x 205
inch W 80" D 84" H 55"
cm L 203 P 212 H 140,2
Crts 2 kg 117 m³ 0,42

180 BED PJHB0202
Inner size inch 71" x 79" - cm 180,5 x 200,5
inch W 74" D 82" H 55"
cm L 188,5 P 207,5 H 140,2
Crts 2 kg 110 m³ 0,4

US BED LIGHT KIT KJKT046
Crts 1 kg 2 m³ 0,1

UK BED LIGHT KIT KJKT047
Crts 1 kg 2 m³ 0,1

EU BED LIGHT KIT KJKT045
Crts 1 kg 2 m³ 0,1



TV BASE KJHB630

inch	W 84"	D 17"	H 24"
cm	L 212	P 43	H 61
Crts	1	kg 93	m ³ 0,71



RECTANGULAR TABLE KJHB627

inch	W 50"	D 30"	H 17"
cm	L 127	P 76	H 42,5
Crts	1	kg 58	m ³ 0,54

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

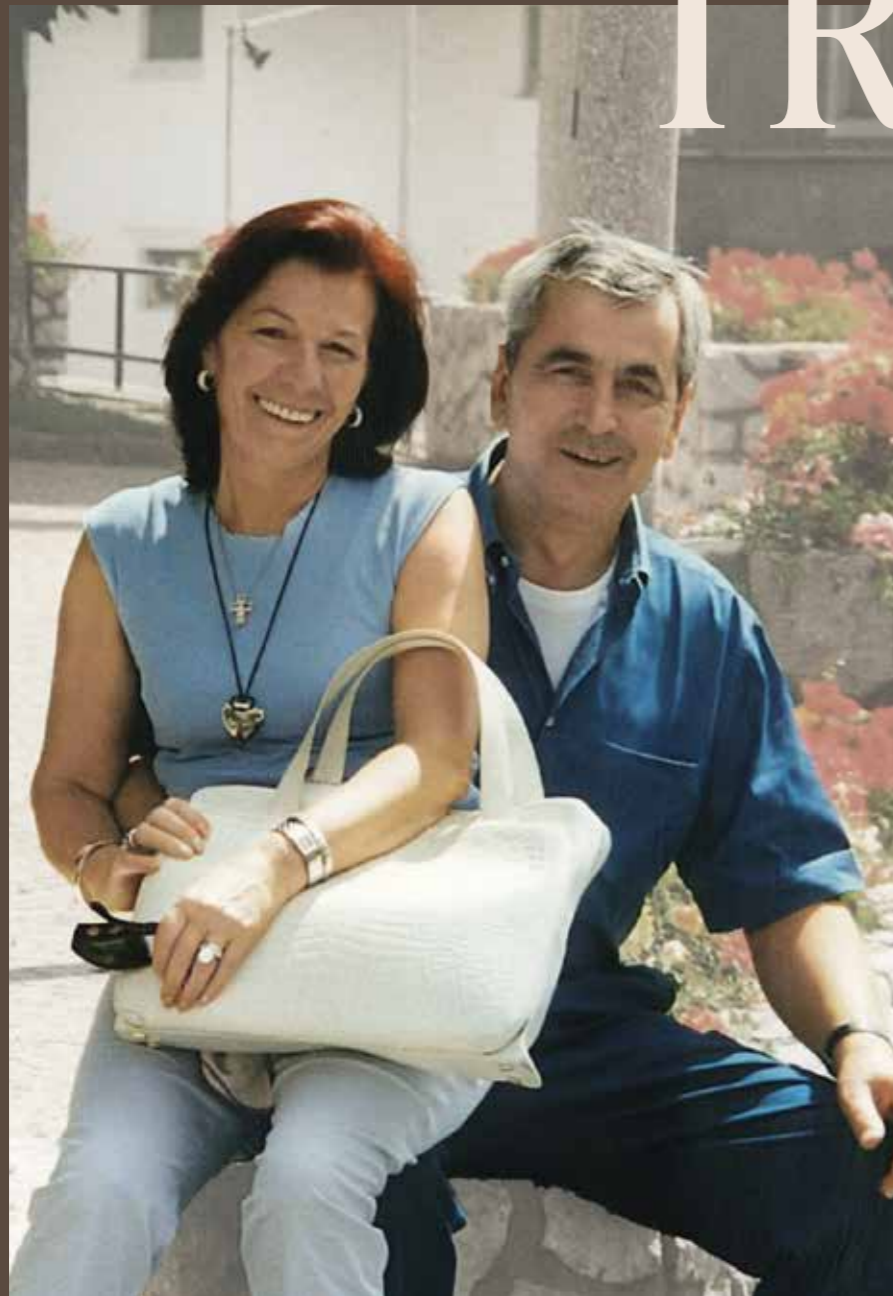
Within each Alf Italia product, you'll discover distinct personalities shaping its essence: the warmth of Oliviero, the unwavering determination of Cristina, and the bold courage of Piero. These individuals embody our commitment to consistency, reliability, and the bonds of friendship.

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.

FAMILY
INNOVATION
COMMUNITY

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.



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.

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.

INNOVATION and TECHNOLOGY

We have moved ahead of the curve with aesthetic trends, introducing furnishing items that can interpret the shapes of the future.



HEBE

COLLECTION

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.