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SPACESBAR

poradacontract

HOSPITALITY

RETAIL

RESIDENTIAL

BAR

RESTAURANT

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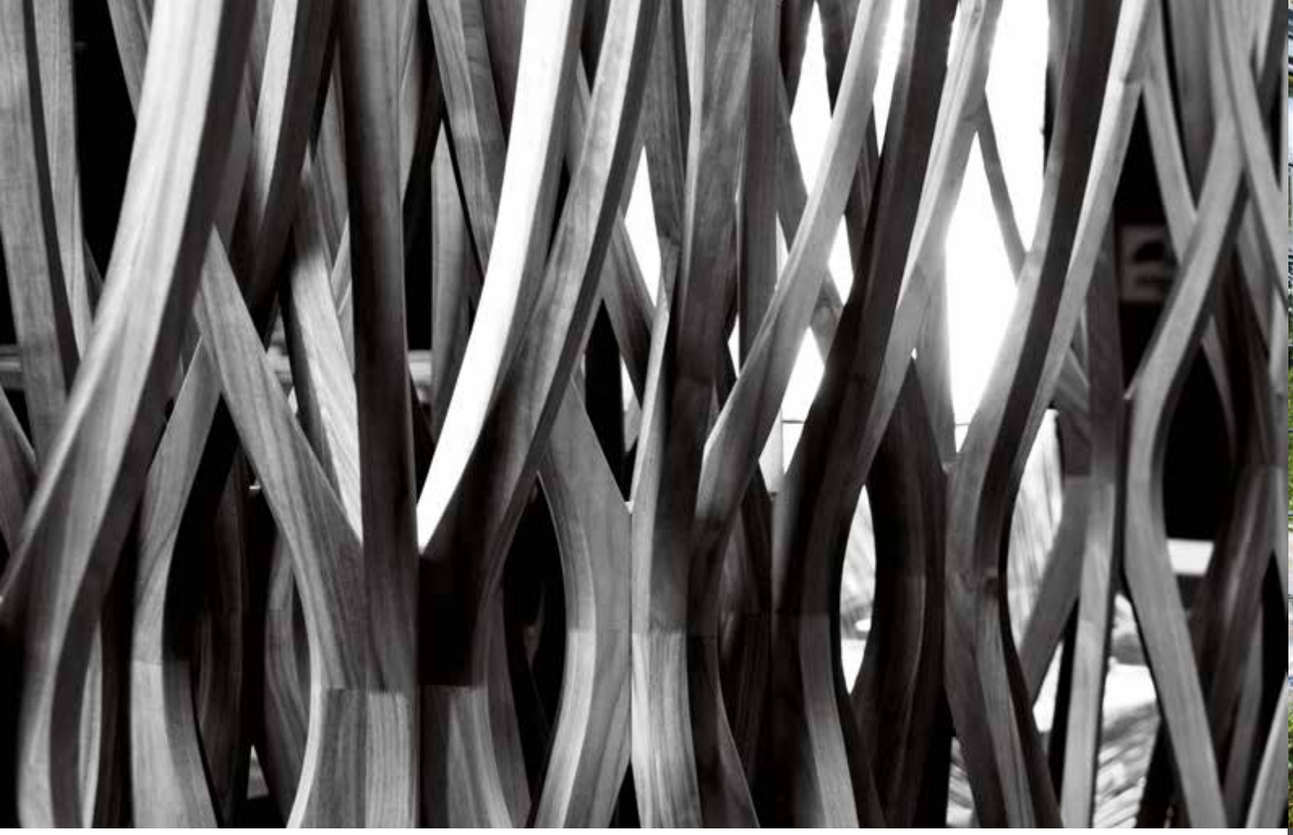
**porada**contract

# PORADA SINCE 1968

Tutto nasce dall'amore per il legno. Il legno massello, lavorato con l'abilità artigianale di chi sa trasformare un tronco in una piccola opera d'arte. Proprio da questa passione nasce Porada, fondata nel 1968 da Luigi Allievi con l'intento di proseguire la produzione di sedie che aveva intrapreso nel 1948. A sostenerlo i figli, promotori come lui di un'azienda che fa della qualità e della professionalità le proprie basi. L'eccellenza qualitativa e l'esperienza nella lavorazione del legno le conferiscono in breve un'identità solida e ben definita che trova oggi espressione in prodotti eleganti che contribuiscono a definire un paesaggio domestico. La chiave che ha permesso all'azienda di affermarsi con successo nei mercati internazionali è indubbiamente la grande capacità di trovare in ogni oggetto il giusto equilibrio tra forma e funzione, insieme a un gusto evoluto e moderno ma al tempo stesso sobrio ed essenziale per pezzi destinati a durare nel tempo.

*Everything's born from the love of the wood. The solid wood, worked with the craftsmanship of those who know how to turn a log into a piece of artwork. Porada has its origin from this passion. It was established in 1968 by Luigi Allievi with the aim of expanding the production of chairs, started in 1948. With the support of his sons, who became promoters, as well as him, of a Company that makes quality and professionalism its own bases. Excellent quality and considerable experience in the wood manufacturing shortly gave the Company a solid and well-defined identity, which nowadays express itself in refined products that contribute to design a domestic environment, where the everyday living needs are met. The key to achieve renown within an international audience consists of its ability to find the right balance between form and function in every objet, together with an elegant and evolved taste, that is at the same time sober and essential for items made to last in time.*



# CRAFTSMANSHIP

La collezione Porada è ampia e variegata, fatta di numerosissimi complementi d'arredo sviluppati in collaborazione con designer come Tarcisio Colzani, Marconato & Zappa, Opera Design, Emmanuel Gallina, David Dolcini e Stefano Bigi. La forza di questa azienda però risiede anche, anzi soprattutto, in qualcos'altro, qualcosa che non ha che fare con la qualità dei materiali o l'avanguardia dei macchinari. È il fattore umano. Sono coloro che da anni entrano a far parte di questa famiglia, trattano i prodotti come farebbero con qualcosa di proprio, mettono tutta la loro cura e passione nel loro lavoro quotidiano.

*Porada's collection is wide and varied, made up of a multitude of occasional furniture developed in cooperation with designers as Tarcisio Colzani, Marconato & Zappa, Opera Design, Emmanuel Gallina, David Dolcini, Stefano Bigi, among others. The main strength of Porada is also, and most important, something else. Something that has nothing to do with the quality of the materials or cutting-edge machinery. It's the human factor. They're people who for years have become part of this family, who treat products as they would do with something of their own, putting all their care and passion in their daily work. A work that in half a century has managed to turn the founder's dream into reality.*

# HOSPITALITY**RETAIL**RESIDENTIAL**BAR** **RESTAURANT**OFFICE**LIVINGSPACES**

Porada nasce e si sviluppa prevalentemente come un'azienda di complementi d'arredo che negli anni riesce però a lanciarsi su nuove e interessanti aree dell'abitare. I complementi diventano col tempo strumenti indispensabili per personalizzare gli ambienti non solo domestici ma anche in ambito contract, sia alberghiero che commerciale. Progetti "chiavi in mano" che impongono a Porada di applicare le proprie conoscenze progettuali e produttive per realizzare ambienti completi, sempre caratterizzati da uno stile inconfondibile e atemporale.
Grazie all'ampliamento della gamma anche con prodotti realizzati e studiati appositamente per il contract e spesso ideati secondo le esigenze del progetto stesso, Porada ha saputo vincere anche questa sfida.

*Porada started and developed mainly as an occasional furniture manufacturer that, over the years, managed to embark on new and interesting branches of the domestic environments. Occasional furnitures have become essential tools that allow the customization not only of the domestic environments, but also of the contract ones, both hotel and commercial. "Turnkey" projects that require Porada to apply its experience in realizing complete locations, always characterized by unique and timeless style. Thanks to the growth of the collection, including also items studied and created for the contract market and often designed according to the project requirements, Porada has been able to win this new challenge.*

**porada**contract

09 breakfast time

33 meeting time

57 working time

67 lunch time

83 break time

99 shopping time

111 happy hour time

125 dinner time

135 night time

179 contract portfolio

# morning time

# I LIKE MY COFFEE BLACK AND MY MORNINGS BRIGHT.

morning
time

**Ziggy** bed
**Ziggy Night 4** night table
**Webby 1** bench
**Lenie** easychair
**Pileo bassa** table lamp
**Rogers** side tables

**porada**contract

**Maskara** coiffeuse
**Maskara** stool

**Pileo Alta** floor lamp
**Fellow 220** sofa
**Daphne** easy chair
**Londra 6** coffee table

**Daphne** easy chair
**Mix** tray

**Infinity** table
**Andy** chair

morning
time

**porada**contract

morning
time





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**Snap** pouf
**Luxor** consolle
**Babele** floor lamp

**Riga** reception desk
**Alba** easy chair
**Pouf 45** pouf
**Scarlett** bench

# meeting time

**Infinity** table
**Elis** executive swiveling armchair
**Myria** bookcase

meeting
time

**Flavio** writing desk
**Elis** executive swiveling armchair
**Grace** armchair

porada contract

**Myria** bookcase

meeting
time

01
02
03
04
05
06
TRAVEL

**porada**contract

**Ara** easy chair

**Kelly** swivelling chair
**Domino** TV composition

# working time

**Ubiqua** bookcase

# THE JOB IS NOT THE WORK.





working
time

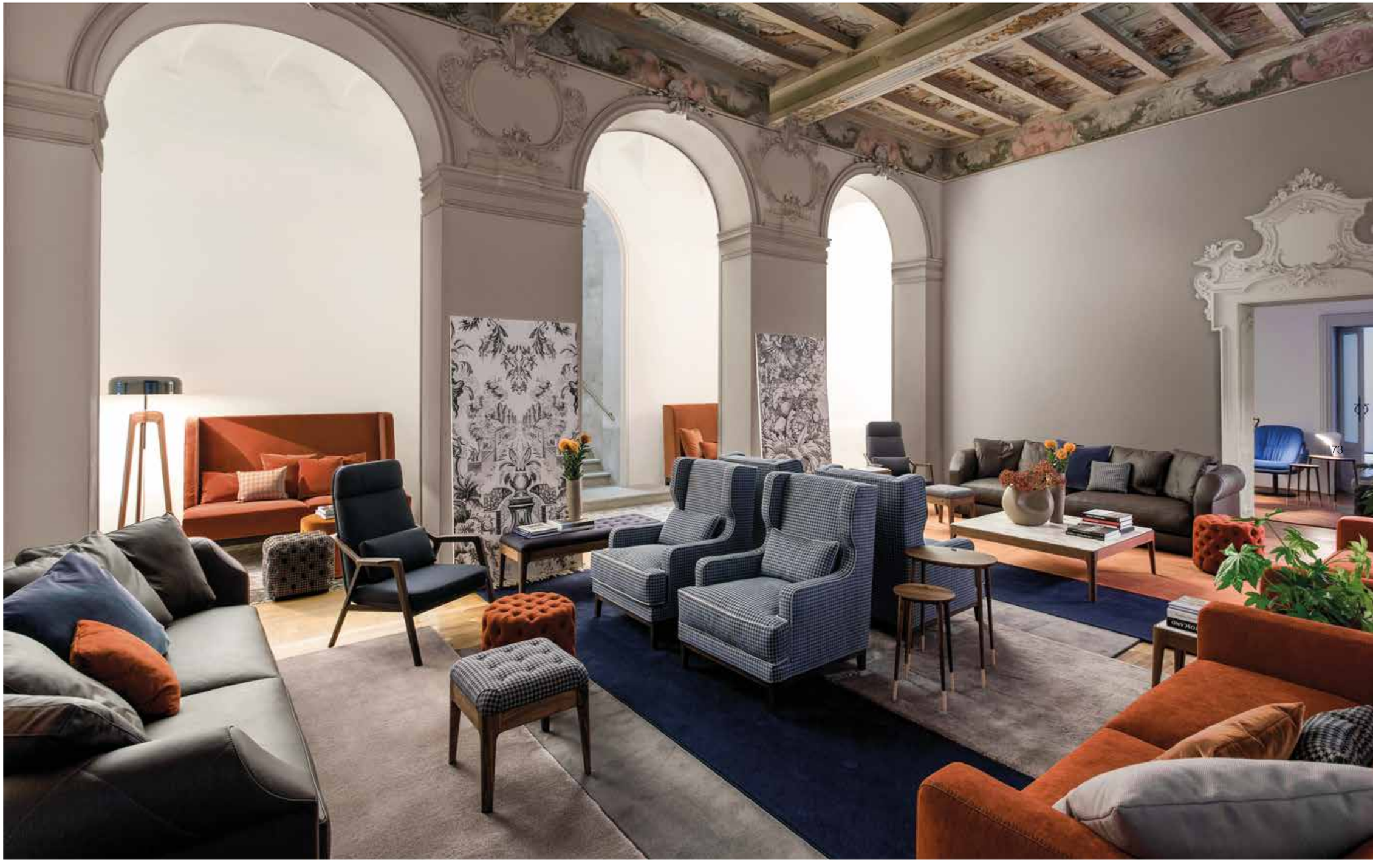
**Ubiqua** bookcase
**Lenie** easy chair

working
time

# break time

SOMETIMES YOU NEED
A BREAK TO ENJOY THE
LITTLE THINGS.

**Webby 2** stool
**AlcideØ50** pouf
**Camille** easy chair



break
time

**Gerarde** sofa
**Londra3** sidetable

# break time

**Arena** sofa
**Loretta** easy chair
**Webby1** bench

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break
time

**Fellow 220** sofa
**Rogers** side table
**Daisy Girevole** swiveling armchair

# lunch time

# lunch time

**Connie** chair with arms
**Spin** table

GREEN BRUNCH

**Andy** chair with arms
**Infinity** table

**Tama** chair
**Park** table
**Domino** glass composition
**Oscar** trolley

lunch
time

**porada**contract

# shopping time

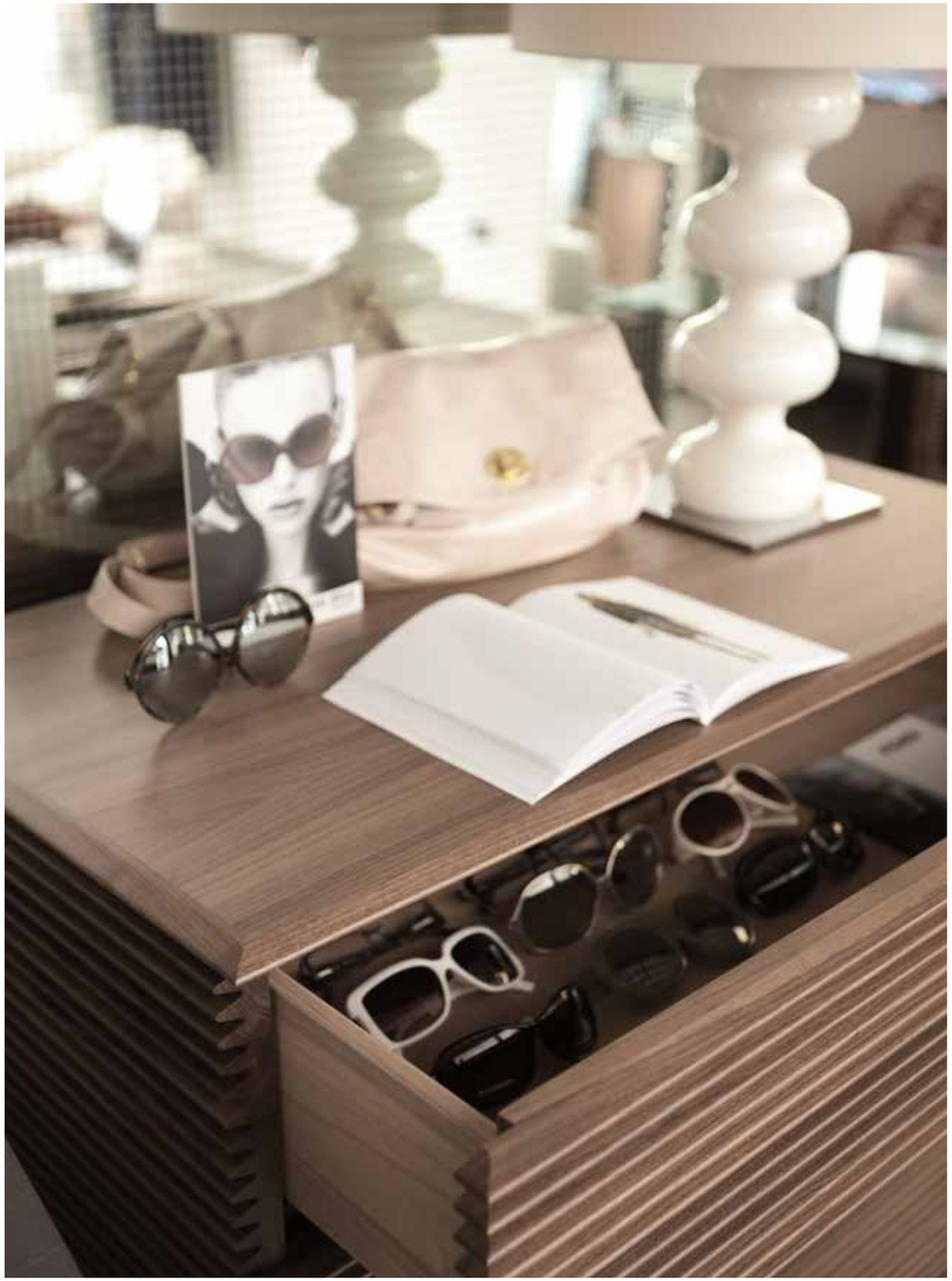
**First** bookcase
**Scarlett 72** bench
**Riga** chest of drawers

shopping
time

**porada**contract

**Fancy** bookcase
**Vivienne** easy chair

**First** bookcase
**Fancy** bookcase
**Vivienne** easy chair
**Alcide 43** pouf





**Riga** chest of drawers

shopping
time

**Kiko** stool
**Bryant 215** mirror

# happy hour time

**Sirio** stool
**Andy** chair with arms
**Connie** chair with arms

happy
hour
time

**Ester** stool

**Park** table
**Place** side table
**Bea** easy chair

## **porada**contract

**Bea** easy chair
**Place** side table

**Sirio** stool

**Bryant** stool

# dinner time

dinner
time

**porada**contract

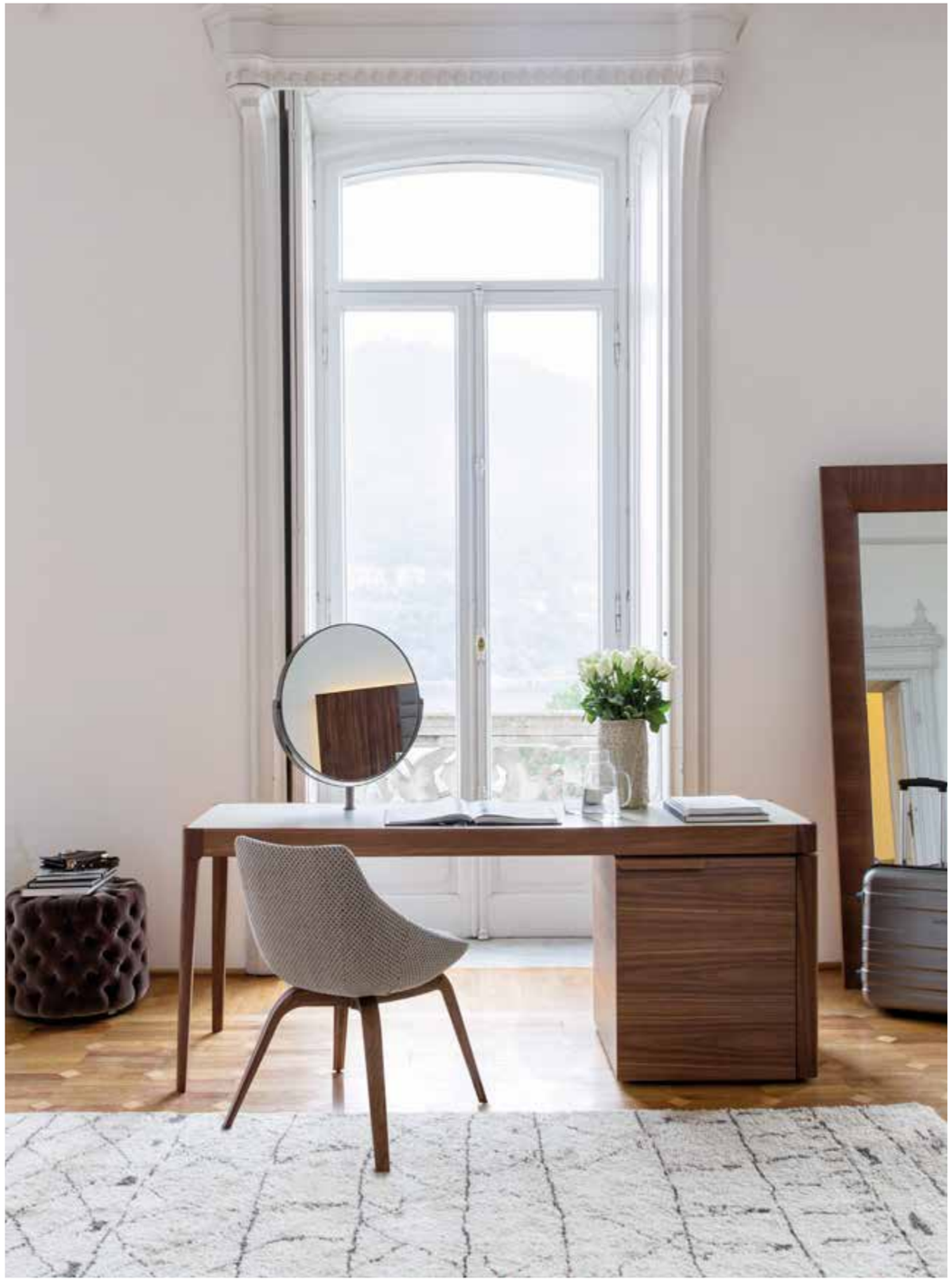
**Park** table

**Park** table
**Gerarde** bench

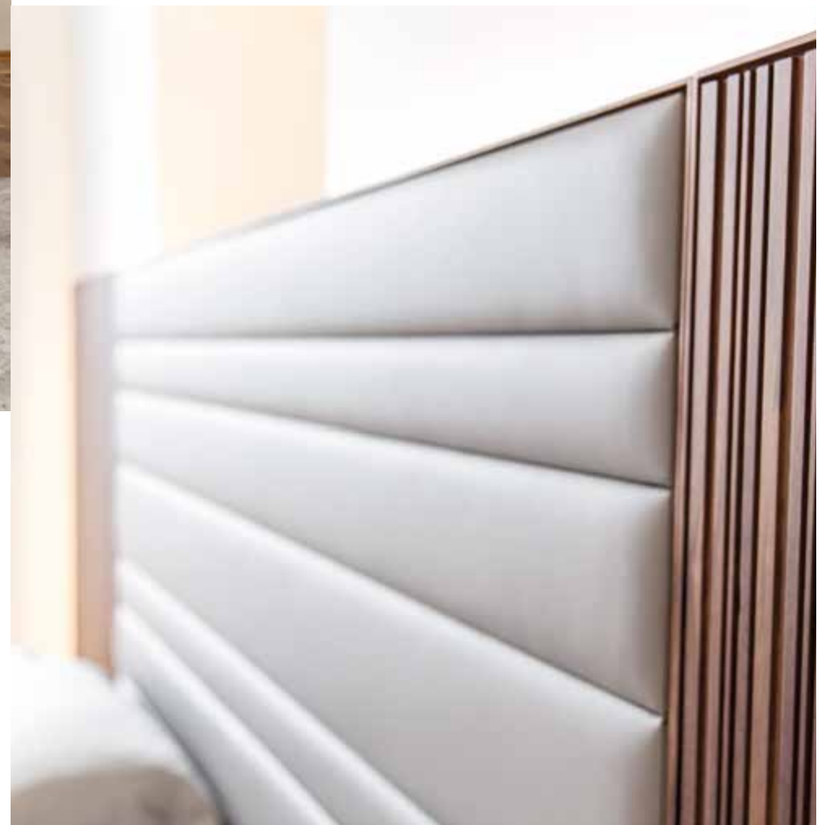
**Park** table
**Gerarde** bench

# night time

# THE DAWN OF BEAUTY ALWAYS COMES AFTER NIGHT



**Afrodite** writing desk



**Apollo32** bed base
**Boheme** bed head
**Glitter** night table
**Scarlet45** bench

**Joy testata quadri** bedhead
**Apollo 42** bed base
**Baby** night table
**Camille** easy chair
**Bignè 45** side table

**Tom** writing desk
**Andy** chair

**Bryant 190** sideboard
**Flag 220** mirror
**Camille** easychair

**Apollo32** bed base
**Glitter** night table
**Enya** bed head
**Hamilton** night table

# LIFE BEGINS AT NIGHT.

**Pentagramma** bed head
**Glitter** night table
**Apollo32** bed base

**Glitter** night table
**Baby** night table
**Queen 2** night table
**Babele bassa** table lamp

**Scarlett** dormeuse
**Baby** side table
**Babele alta** floor lamp



**porada**contract

**Babele** table lamp
**Ara** easy chair

**porada**contract

**Mediacentre** TV stand
**Babele Alta** floor lamp

**Stylo** writing desk
**Chloè** chair
**Ara** easy chair
**Babele Bassa** table lamp
**Oktagono** mirror
**Listone** bench

**Alba** easy chair
**Babele Alta** floor lamp

**Hotel** bed head
**Alba** easy chair
**Hotel** Desk

**Hotel** bed head
**Hotel** desk
**Portavaligie** luggage rack
**Bryant** mirror
**Alba** easy chair

porada contract

# SOCHI

**Adriano Boutique Hotel**
2014

# SOCHI

**Villa Adriano Hotel**
2013

# MOSCOW

**Mercure Hotel**
2014

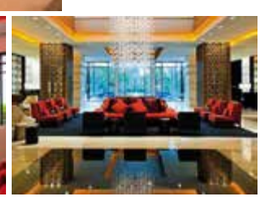


# JAPAN

**Miho School**
2011

# MOROCCO

**Hotel Sofitel Jardin Des Roses**
2011



# PARIS

**Le Burgundy Hotel**
2011

# PARIS

**Les Jardins D'Eiffel**
2011

# FRANCE

**Casinò de Amnéville**
2009

# IRELAND

**Ballygarry House Hotel Tralee**
2010

# CAPE TOWN

**Abalengani Group**
2011



# LONDON

**Four Season Canary Wharf Hotel**
2000

# SWEDEN

**Copperhill Mountain Lodge Äre**
2008

# GHANA

**Villa Monticello Hotel Accra**
2009

# GHANA

**Queen's Garden Hotel Accra**
2011

# GHANA

**Labadi Beach Hotel Accra**
2009

# PARIS

**Mercure Paris Opera Garnier Hotel**
2015

# MOSCOW

**Crown Plaza Hotel**
2008

# GERMANY

**Schloss Elmau**
2015

# ZAGREB

**DoubleTree by Hilton Hotel**
2012

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**Opera Comunicazione**

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