
A WIDE RANGE OF HIGHLY CUSTOMIZABLE FURNITURE
FOR THE LUXURY RESIDENTIAL & HOSPITALITY WORLD

About fabrics e Bedroom stories, two new challenges for Interna

A double first during Milan design week (14th – 19th April 2010) for the Italian company, world leader in the hotel contract and luxury boutique sectors: their very own collection of contract furnishing fabrics will debut at the Salone Internazionale del Mobile (International Furniture Expo), while the Park Hyatt Milan Hotel will be the setting for Bedroom Stories, 5 rooms designed and created by 5 of the most prestigious International design studios.

Tavagnacco (Udine) April 2010 - Interna has an international double date pencilled in their diaries for Milan design and furniture week from the 14th to the 19th of April 2010. The Italian company is a leading player in the hotel contract and luxury boutique sectors, and will be presenting two firsts to the international public gathering at the 49th edition of the Salone Internazionale del Mobile (International Furniture Expo) in Milan; one on their corporate stand at the Furniture Expo held in the Rho Fiera Expo Centre and the other in the heart of Milan at the Park Hyatt Milan Hotel.

The first Interna presentation is the veneer of a wide range of fabrics for dressing their very own furnishing range aimed at the luxury contract market. The fabrics selection, supervised by the textile designer Giulio Ridolfo together with Interna's R&D Department, will be on show at Rho Fiera. There will be two different settings, one depicting the lounge area in an exclusive hotel and the other a refined sitting room in a prestigious mansion house. Floors and walls with exclusive finishes, along with lamps, carpets and furnishing accessories will be the perfect framework for the original furnishings from the Interna collection, all with the hallmark signature of renowned names from the world of international design, all made to the highest quality standards and all being extremely versatile in their selection of materials, finishes and dimensions to cater for all tastes. The target for Interna's range is the luxury, global level which requires durable yet refined and elegant furnishings which conjure up the past, while not disdaining the most avant-garde technology for a blend which is anything but obvious, for an original, refined contemporary life-style.

The second presentation will be held contemporarily with the Salone del Mobile, with an exclusive preview of the Bedroom Stories collection at the Park Hyatt Milan Hotel in the ancient centre of the Lombardy city. Five rooms characterised by a particularly high level of creativity will be presented, with each one designed especially for Interna by prestigious international design studios, and aimed at the luxury contract and hospitality sectors. Decoration Jacques Garcia of Paris, Tonychi and Associates of New York, FG stijl of Amsterdam, Hirsch&Bedner Associates of Los Angeles and Bilkey Lilinas Design of Hong Kong: these are the star names behind the 5 hotel room concepts, each one with a mandate to satisfy and surprise the most demanding contemporary "global traveller". Each single room is the brainchild of a unique design project and tells a fascinating, seductive and intriguing story, while also being part of a concrete project aimed at the leading figures of the hospitality world, a project which is extremely functional and totally versatile in its selection of materials, finishes and dimensions to suit all tastes. The project also includes the possibility of the furnishing solutions for each single room interacting harmoniously with the concept of the other rooms, thus creating a highly individual personal ambience while completely satisfying each and everybody's cultural genius loci. And as a finishing touch, each room is completed with refined bedding created ad hoc for Interna by the stylist Giulio Ridolfo: luxury sheet sets in linen or satin, rugs made from soft wool, alpaca and cashmere, fine-quality materials which bring to life enticing colour combinations to seduce and for dreaming.

Press notes:

Interna Group based in Tavagnacco, Udine is a growing Italian industrial Group, operating worldwide in the creation of luxury furniture and furnishings for the high end hospitality and contract industries, through three specialized companies: Interna Contract, Interna Collection, and Logica.

Interna Contract was founded in 1989 and specializes in contracting furnishing projects for the niche luxury market, producing exclusive furniture, furnishings and ornamentation on a turnkey basis. Its work ranges from arranging financing to the final design, from production to logistics, and from installation to testing and after-sales assistance. All this with the guarantee of strict adherence to agreed quality standards and to price and delivery terms.

Among their prestigious clients: BMW, Daimler, Volkswagen, Siemens, Samsung, Emaar Properties, Armani, Cartier, Louis Vuitton, Chanel, Prada, Fincantieri, Intercontinental Hotels Group, Hyatt International, Ritz Carlton, Four Seasons, Rezidor, Sheraton, Marriott, Hilton, Le Meridien, Mandarin Oriental, Recent projects: Burj Khalifa, Dubai; Armani Hotel, Dubai; BMW World, Muenchen; Ritz Carlton, Autostadt Wolfsburg; Café de la Paix/ Grand Hotel, Paris, La Mamounia, Marrakech; Grand Hyatt Tokio; Crowne Plaza Casino, Melbourne; Bab Africa Hotel, Tripoli; Hotel Des Indes, Den Haag; Hotel Danieli, Venezia

Interna Collection, established in 2005, draws on the wealth of experience acquired by its sister company Interna Contract, and offers an innovative furnishing concept involving more than 200 designs, which together form three different lines, each the expression of different stylistic trends: *Traditional*, inspired by the 19th and early 20th Centuries; *Transitional*, the classical seen through modern eyes; and *Contemporary*, which harnesses the creative talents of five top contemporary designers - Uwe Fischer, Alfredo Häberli, Isao Hosoe, Franco Poli e Hannes Wettstein. In order to guarantee clients the greatest possible flexibility of choice, each of these design concepts can be customised and rendered unique by accessing a wide range of different sizes, materials and finishes.

Collections within a collection are some monograph lines which accompany the three main lines: the first, launched in 2006, is Les Grands Classiques de Jacques Garcia. The second, of 2008, is the monograph of the AngloDutch studio FG stijl. The third, presented at the Salone 2010 is Bedroom Stories, created by 5 world renowned hospitality designers: Decoration Jacques Garcia, Paris, tonychi and associates, New York, FG stijl, Amsterdam, Hirsch Bedner Associates, Los Angeles and Bilkey Llinas Design, Hong Kong.

With Interna Collection the Group has started a new, significant stage in the development of its sales network at an international level: the collection is commercialized through a specially selected and constantly updated group of sole agents worldwide. At the same time, the company believes in the value of e-commerce as an innovative sale channel, and has a dedicated section on its website, which allows specialists working in this sector to access the collection online.

Logica is a well-known brand for the production and sale of office furniture. It was acquired by the Interna Group in June 2006 and very much completes the group's portfolio for the contract sector. It offers standard collections of office furnishings, various lines of chairs and partition wall systems. Furthermore, it can supply turnkey furnishings for work places all over the world, for the hospitality sector but also for convention centres, banks, insurance agencies, public offices and much more.

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