

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

## Unusual nuances for a brand devoted to the high end contract

### CONTEMPORARY AND CHAMELEONIC THE NEW PROPOSAL OF INTERNA

**The collections designed by the maestros Uwe Fischer, Alfredo Haerberli, Franco Poli, Isao Hosoe, Hannes Wettstein, Jacques Garcia, Tony Chi, Colin Finnegan, Gerard Glintmeijer, Michael Bedner, Bob Bilkey, Oscar Llinas**

*April, 8<sup>th</sup> Milan.* Interna, world leader in the luxury furniture and furnishings sector for the high end hospitality and contract industries, has the pleasure to present, during the design week in Milan 2011, a double exhibition of its new collections developed with some of the most prestigious names of international design.

**At the Rho fair- HALL 5, STAND M02** Interna proposes four elegant and contemporary ambiances to recreate four living areas, being lounges of refined hotels or living areas of prestigious homes. Sofas, armchairs, lounge chairs, chaise lounges, consoles, tables, coffee tables, rugs and lamps create the dining and relax zones. The choice of fabrics, sophisticated and consistent, of woods and finishes for the furniture, refined and particular, and of the styling, basic but yet refined, has been coordinated by Giulio Ridolfo. The furnishings on show, all belonging to the *Contemporary Collection* designed by Uwe Fisher, Alfredo Haerberli, Franco Poli, Isao Hosoe and Hannes Wettstein, are aimed at the global citizen of the third millennium, educated, nomadic, a design and technology lover that pays attention to the quality of materials and manufacturing. The fabric selection belongs to *About Fabrics* the new fabric collection of Interna; the materials and finishes of the furniture are coded proposals.

**THE FUORISALONE** of Interna is located at the Borgonuovo Eventi in the core of the fashion area of Milan and shows furnishing of different styles aimed at the hotel contract and refined hospitality sectors. Here find place items of the *Traditional, Transitional, Contemporary collection* and items of the monographs *Les Grands Classiques de Jacques Garcia and Anglodutch by FG stijl*. The high eclecticism and the mix of styles on show follow the logic of the contract sector, where the matches are bold. Many of the items here on show have a very high technical specificity rather rare in the mass production: service stations, display tables, meeting and pre-function tables, banqueting chairs. To complete the exhibition Interna presents two of the rooms belonging to *Bedroom Stories*, the latest collection launched the past April, and designed by the five design studios leaders in the hospitality sector: Decoration Jacques Garcia, Paris, tonychi and associates, New York, FG stijl, Amsterdam; Hirsch Bedner Associates, Los Angeles and Bilkey Lilinas Design, Hong Kong. *Bedroom Stories* is a concrete project aimed at the players of the hospitality world; they are extremely functional and, as all the collections of Interna, are totally customizable in terms of materials, finishes and dimensions. The project foresees the opportunity, for the furnishings of each

room, to interact harmoniously with the concept of all the other rooms so as to create a personal ambience and totally satisfy each specific cultural genius loci. Each room is completed by refined bed linen created ad hoc for Interna by Giulio Ridolfo that can be bought from catalogue: precious silk or satin sheets, soft plaids made of wool, alpaca or cashmere; high manufacture materials to create suggestive chromatisms that seduce and make you dream.

The furnishings of the six contract collections of Interna from which the items here shown were selected have been designed to meet the planning and industrial requirements of hotels, bars, restaurants, shops, spas, wellness centres, cruise ships and yachts. The design concepts are more than 200, extremely customizable in terms of materials, finishes and dimensions. All the collections respect high quality standards and comply with safety and prevention rules. They are solid and resilient to support any kind of stress. With an high aesthetic impact, these items are functional and fit for industrial use and, finally do have prices in line with the budgets of the sector and very short delivery times.

**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, prices 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 on-line.

**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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