

RETAIL OFFI
CERESTAUR
ANTHOSPITA
LITYLIVING
SPACESBAR

poradacontract

HOSPITALITY

RETAIL

RESIDENTIAL

BAR

RESTAURANT

OFFICE

LIVINGSACES

poradacontract



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 object, together with an elegant and evolved taste, that is at the same time sober and essential for items made to last in time.



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.

CRAFTSMANSHIP

HOSPITALITY RETAIL RESIDENTIAL BAR RESTAURANT OFFICE LIVING SPACES

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.



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.







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

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16



Maskara coiffeuse
Maskara stool



17

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



Daphne easy chair
Mix tray



WITH THE NEW
DAY COMES
NEW STRENGTH
AND NEW
THOUGHTS.



Infinity table
Andy chair

morning
time



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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



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ALL HAPPINESS
DEPENDS ON
COURAGE AND WORK.





meeting
time



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Ara easy chair







Kelly swivelling chair
Domino TV composition



working time

working
time

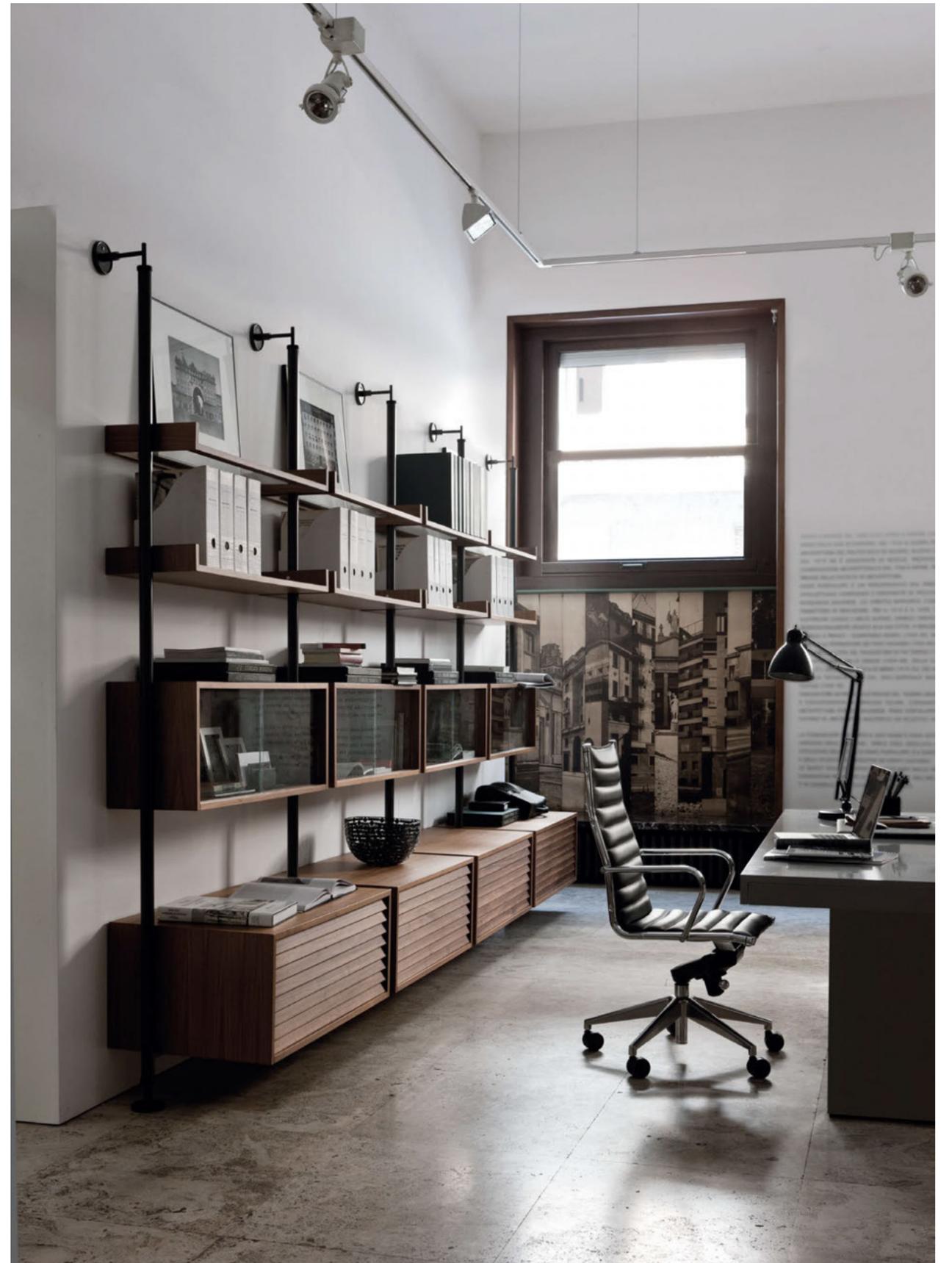




60

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Ubiqua bookcase



61

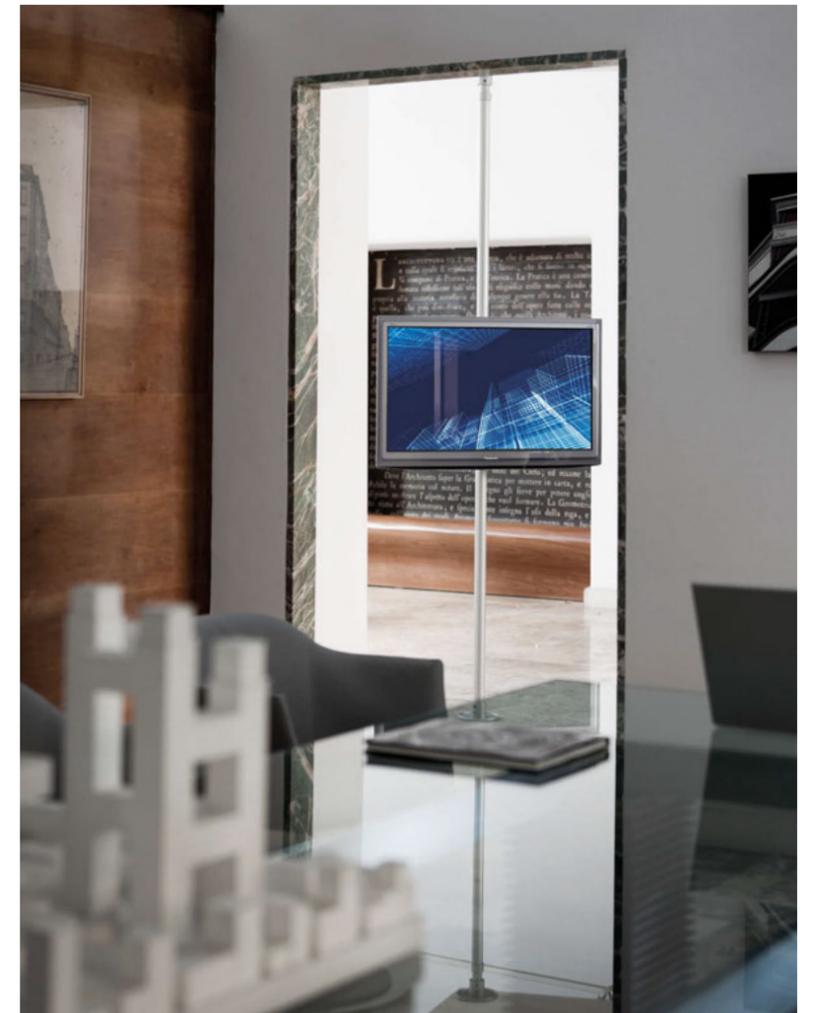
THE JOB IS NOT
THE WORK.



Ubiqua bookcase
Lenie easy chair



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working
time



break time

SOMETIMES YOU NEED
A BREAK TO ENJOY THE
LITTLE THINGS.





Webby 2 stool
AlcideØ50 pouf
Camille easy chair



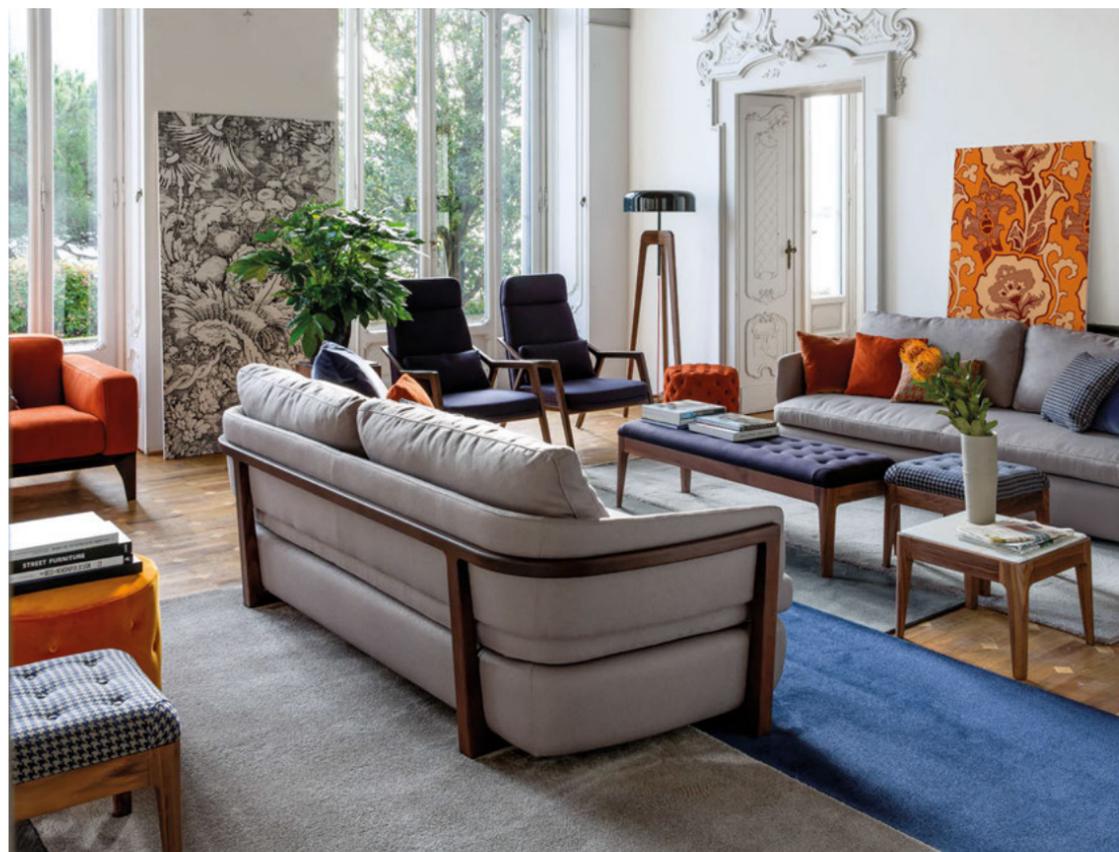


break
time



Gerarde sofa
Londra3 sidetable

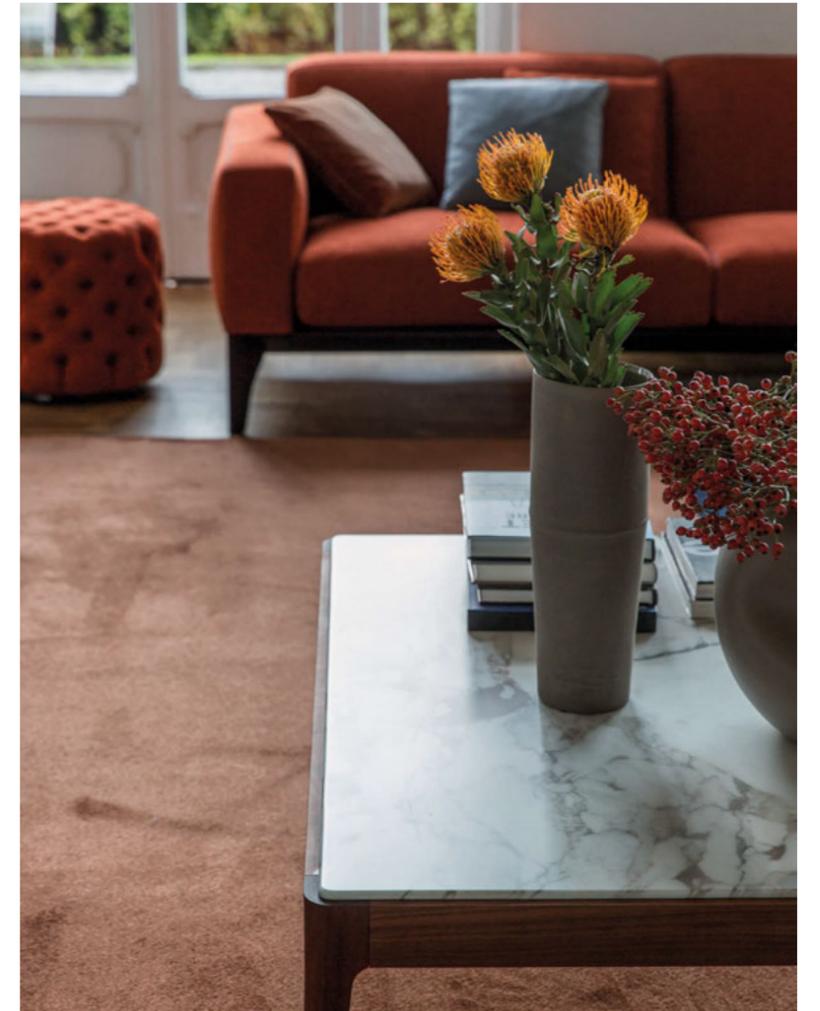
break
time



Arena sofa
Loretta easy chair
Webby1 bench



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break
time



break
time

Fellow 220 sofa
Rogers side table
Daisy Girevole swiveling armchair



lunch time





lunch
time



Connie chair with arms
Spin table





GREEN BRUNCH





lunch
time

Andy chair with arms
Infinity table



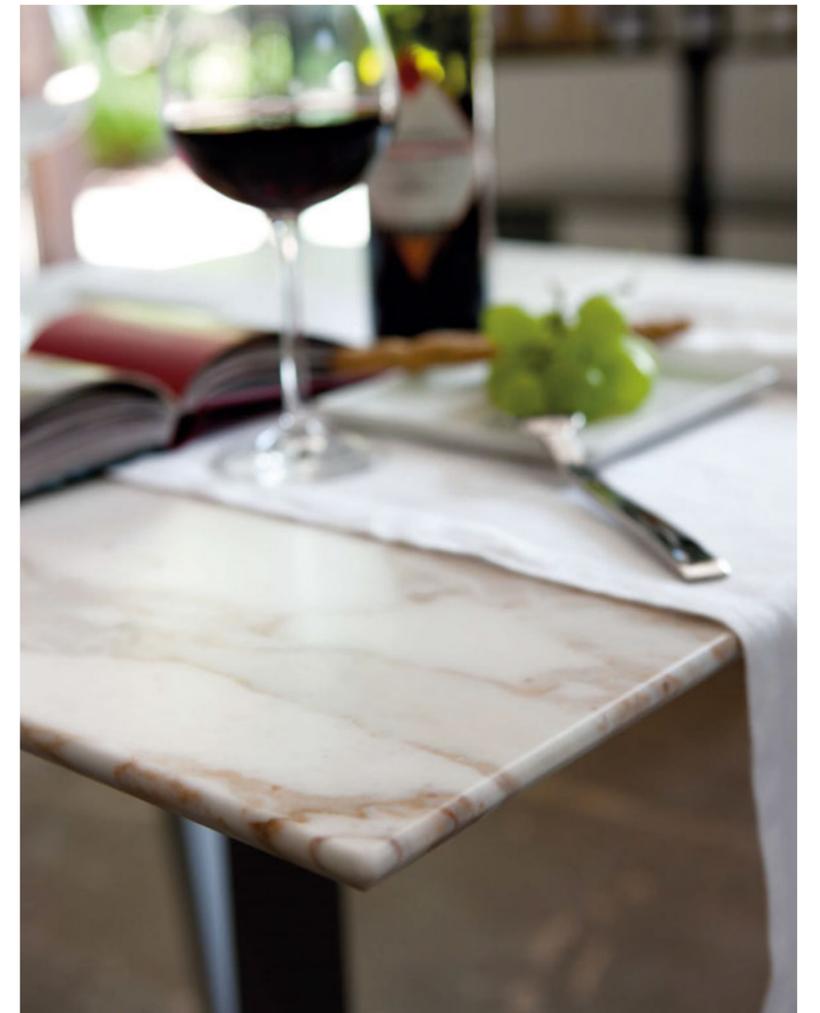
EAT, DRINK,
ENJOY...

Tama chair
Park table
Domino glass composition
Oscar trolley





lunch
time



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shopping time



First bookcase
Scarlett 72 bench
Riga chest of drawers



shopping
time

poradacontract



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



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Bea easy chair
Place side table



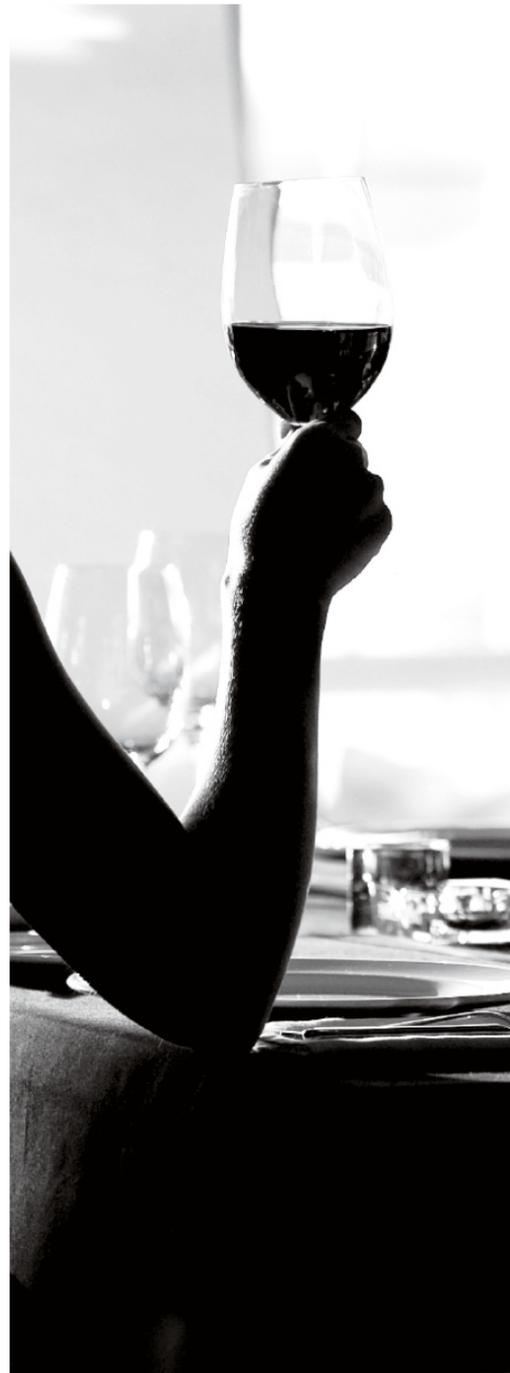
120



121

Sirio stool





dinner time





128



129

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Park table



130

131

Park table
Gerarde bench

Park table
Gerarde bench



132



133



night time

THE DAWN OF BEAUTY
ALWAYS COMES AFTER
NIGHT





Afrodite writing desk

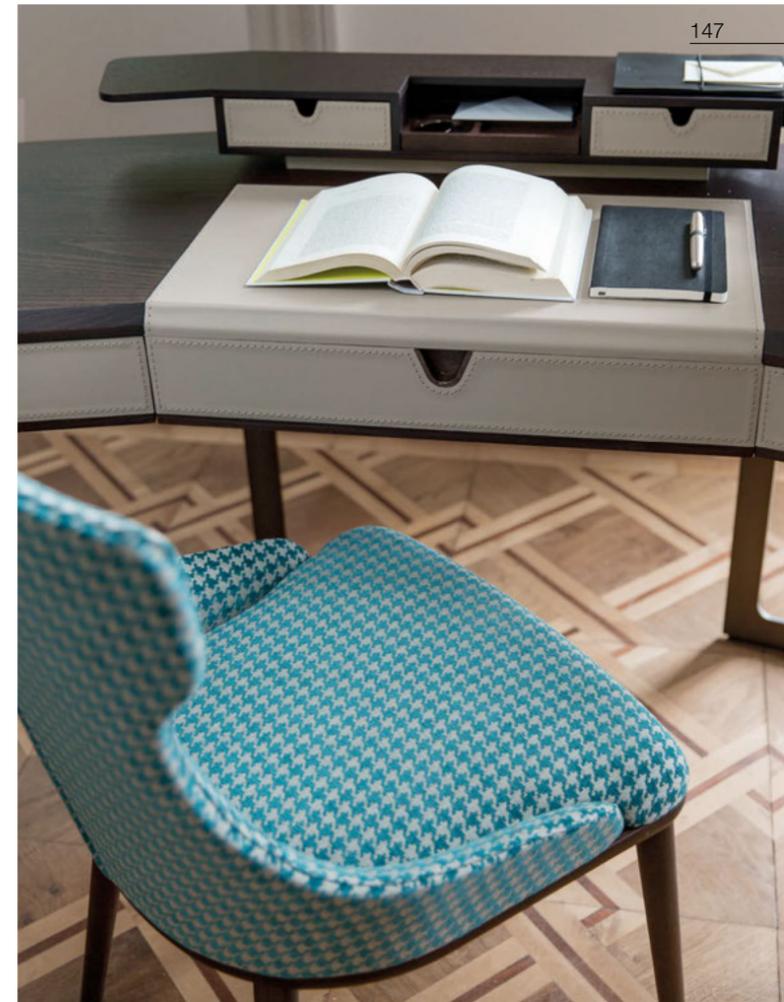


Apollo32 bed base
Boheme bed head
Glitter night table
Scarlet45 bench



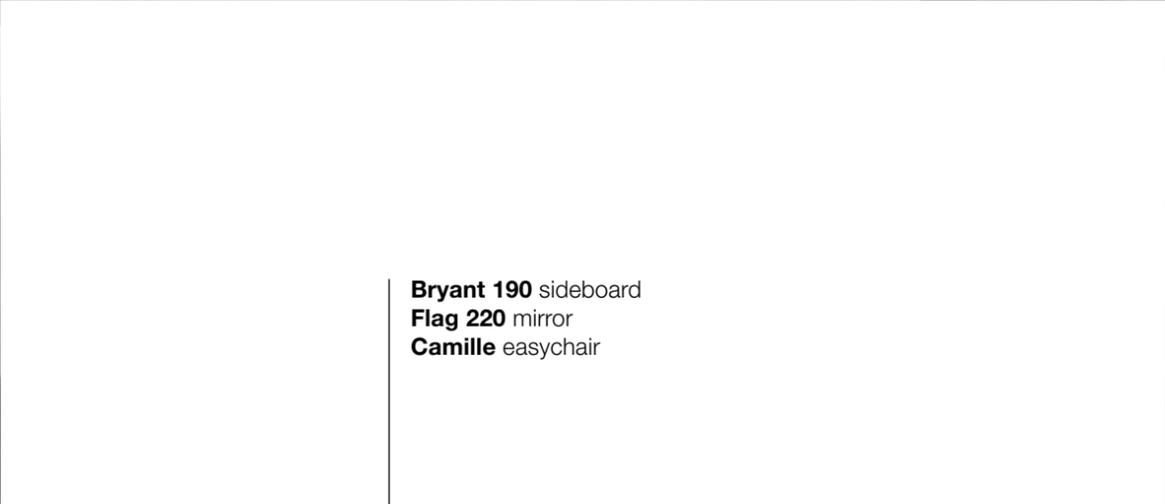


Joy testata quadri bedhead
Apollo 42 bed base
Baby night table
Camille easy chair
Bigné 45 side table



Tom writing desk
Andy chair





Bryant 190 sideboard
Flag 220 mirror
Camille easychair

night
time









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



LIFE BEGINS
AT NIGHT.

160

161

Pentagramma bed head
Glitter night table
Apollo32 bed base



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



164

Scarlett dormeuse
Baby side table
Babele alta floor lamp



165

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Babele table lamp
Ara easy chair



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Mediacentre TV stand
Babele Alta floor lamp



168

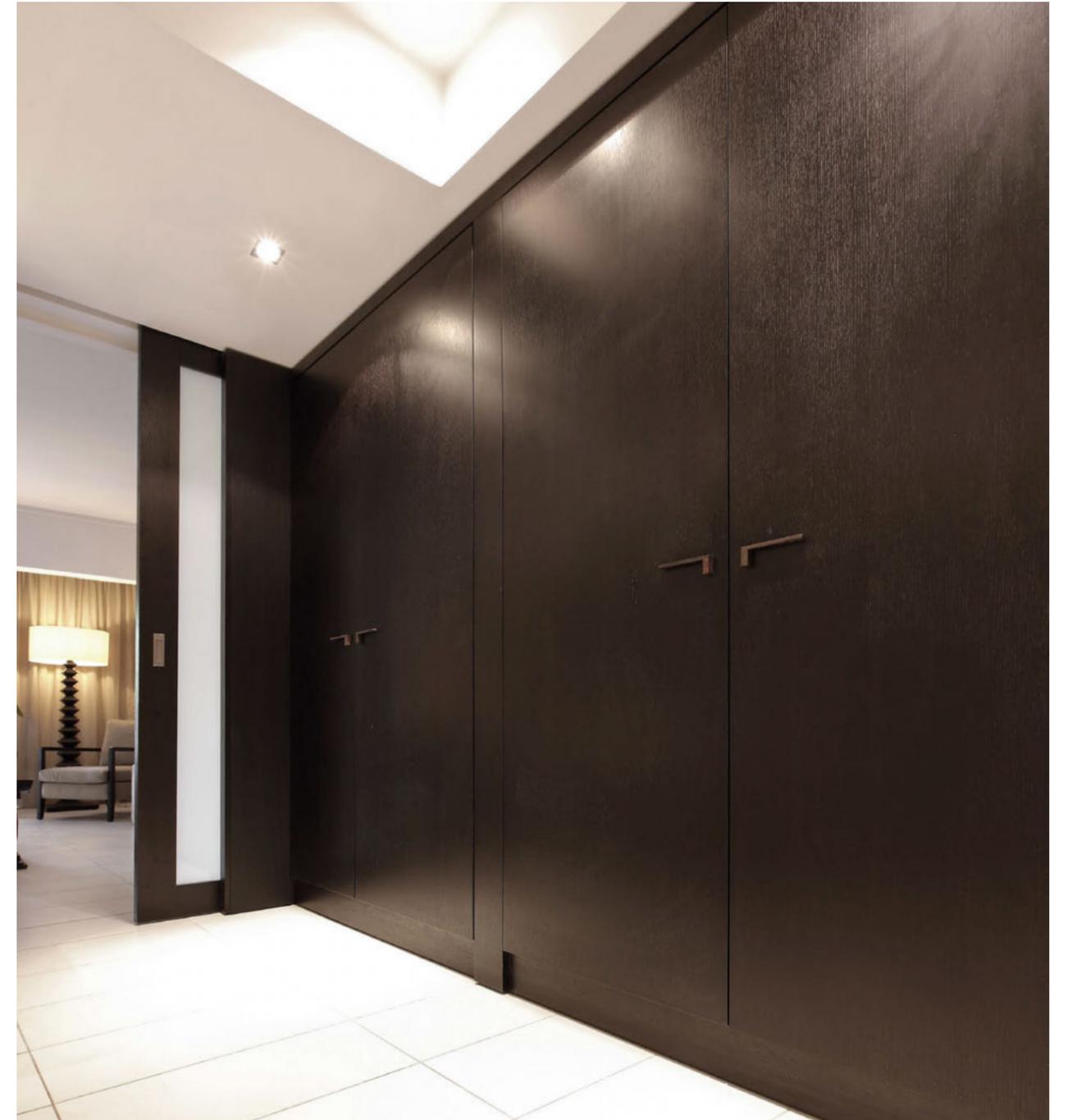


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Stylo writing desk
Chloè chair
Ara easy chair
Babele Bassa table lamp
Oktagono mirror
Listone bench



Alba easy chair
Babele Alta floor lamp



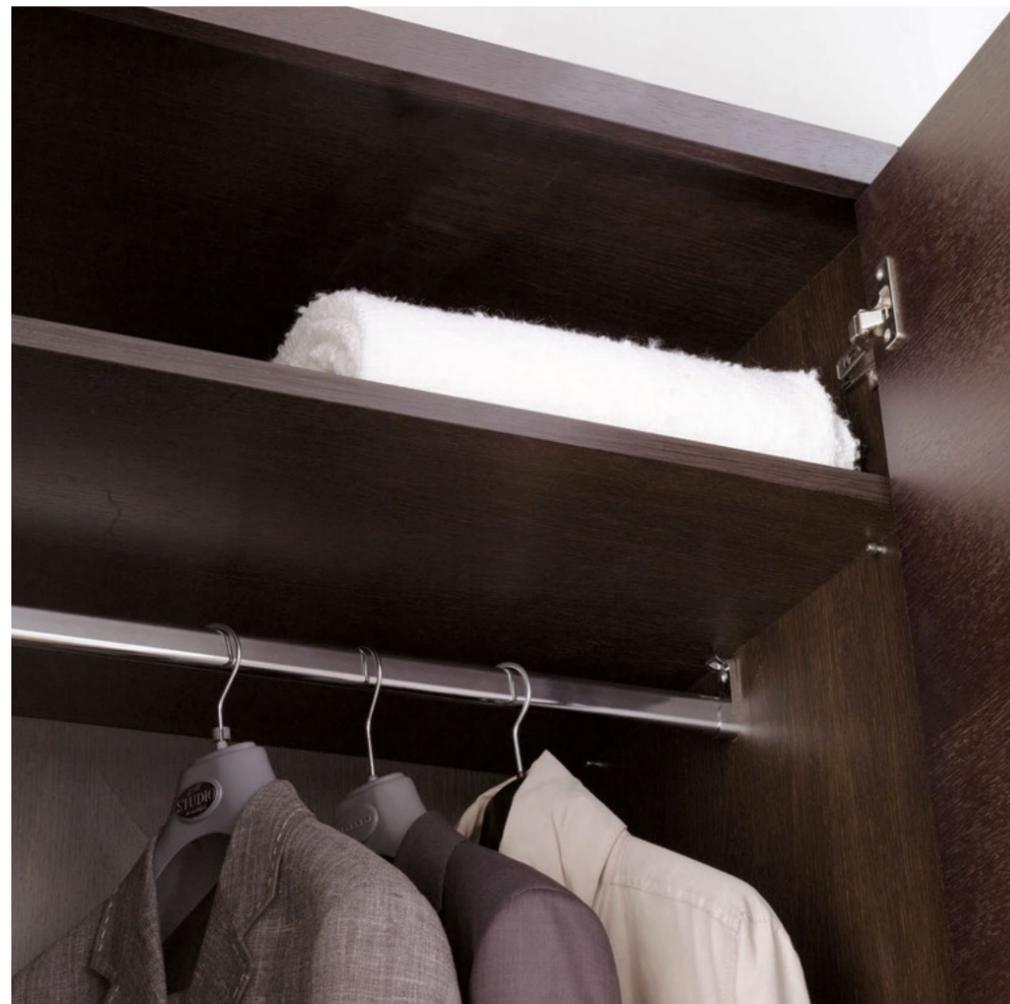


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Hotel bed head
Alba easy chair
Hotel Desk







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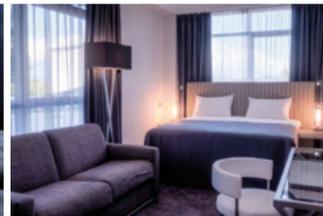
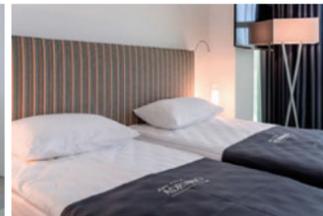
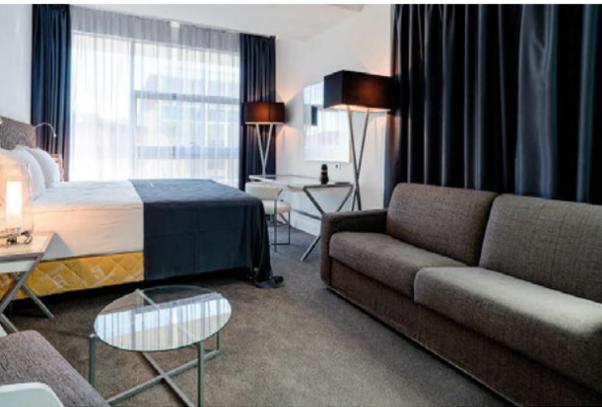
- Hotel** bed head
- Hotel** desk
- Portavaligie** luggage rack
- Bryant** mirror
- Alba** easy chair



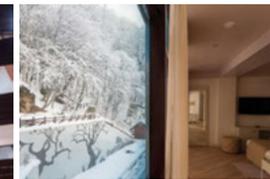
poradacontract



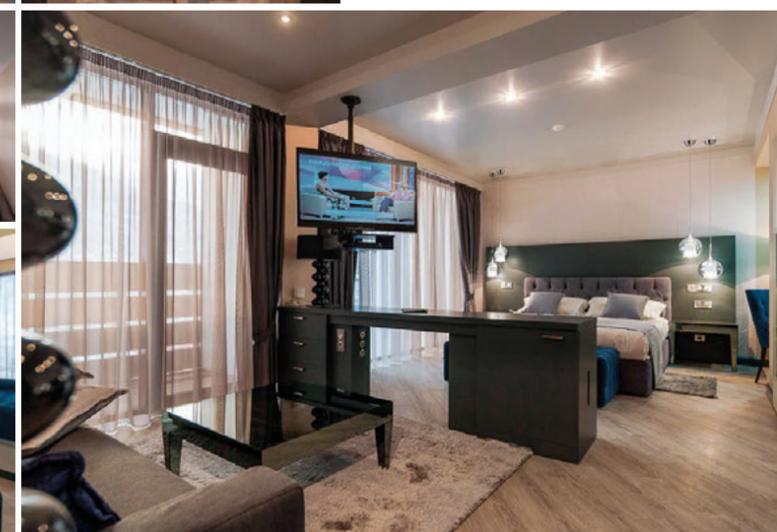
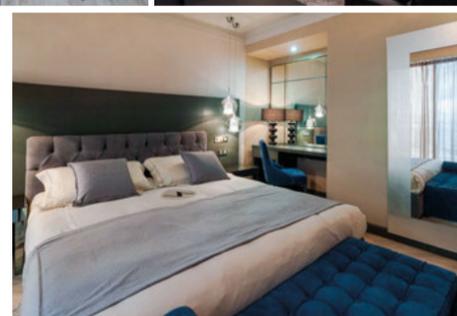
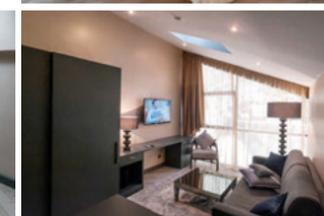
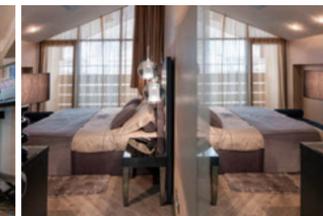
PORTFOLIO



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



FRANCE
Casinò de Amnéville
2009

PARIS
Les Jardins D'Eiffel
2011



IRELAND
Ballygarry House Hotel Tralee
2010

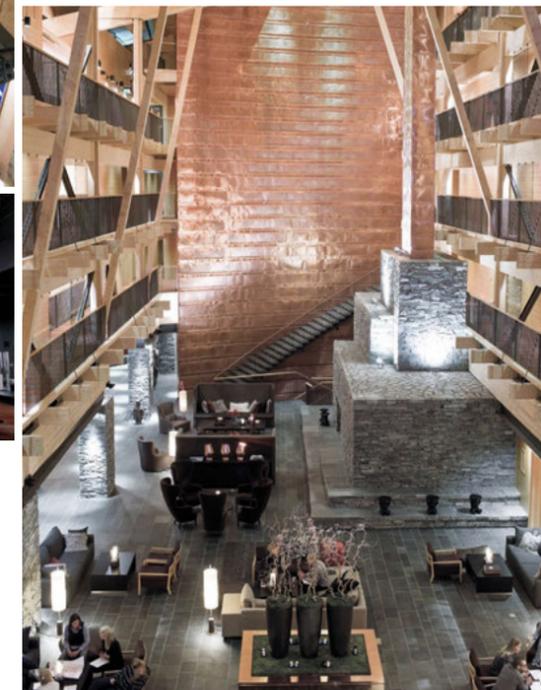




CAPE TOWN
Abalengani Group
2011



SWEDEN
Copperhill Mountain Lodge Äre
2008

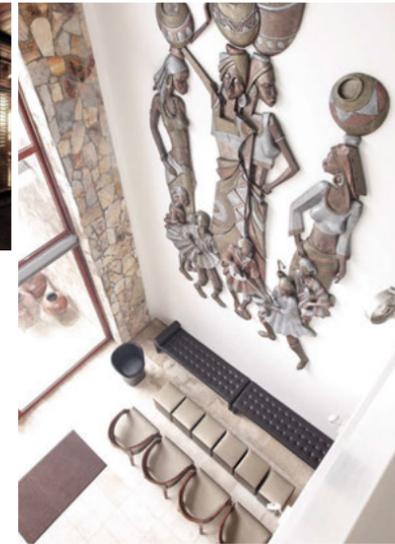


LONDON
Four Season Canary Wharf Hotel
2000



GHANA

Villa Monticello Hotel Accra
2009



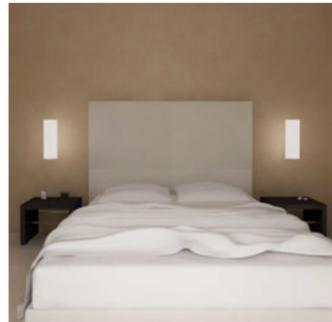
188

GHANA

Queen's Garden Hotel Accra
2011

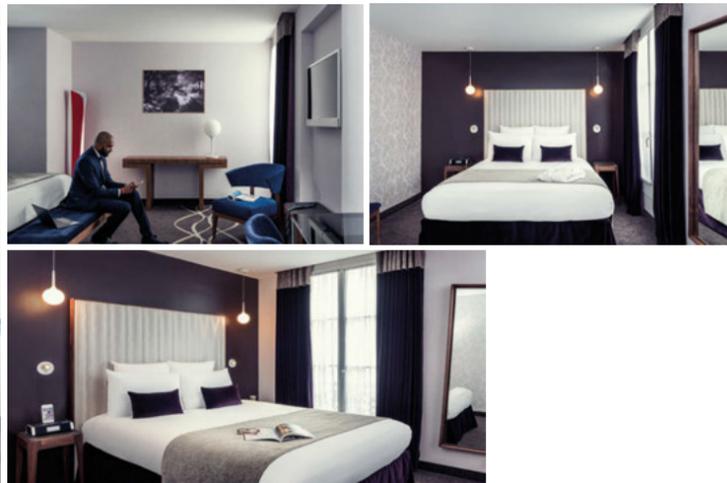


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GHANA
Labadi Beach Hotel Accra
2009





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PARIS

Mercure Paris Opera Garnier Hotel
2015



MOSCOW

Crown Plaza Hotel
2008



GERMANY

Schloss Elmau
2015



ZAGREB

DoubleTree by Hilton Hotel
2012

Graphic Design
Opera Comunicazione

Photo
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Paola Citterio

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