



alcaarel  
COMPANY PROFILE

alcarol is a young Italian company, conceived by Andrea Forti & Eleonora Dal Farra, an experimental design duo; some of its most famous products were launched in 2013 during the London Design Festival, Salone del Mobile and with various exhibitions in the most influential galleries worldwide.

After a successful start and much interest from both buyers and press, alcarol has continued to expand its designs and ranges and currently has an extensive array of high-end design products and more than 20 exclusive retailers around the world. Moreover, its architectural background has created a seamless relationship with Interior Designers and Architects.

alcarol enjoy creating for spaces, working closely and regularly on a broad range of schemes and can easily adapt designs or create bespoke pieces and installations to suit each project.

After ten years of experimentation, alcarol is now able to produce any type of composite volume of the highest quality and durability.



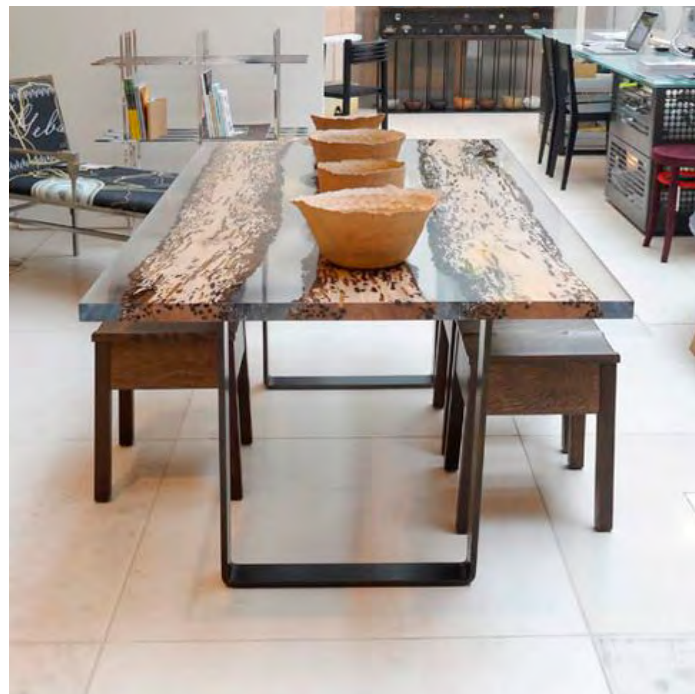
alcarol researches and focuses on the story and intrinsic features of the environment and physical substances, combining avant-garde and innovative techniques with the handed-down experience of raw materials processing. All environmental traces on the materials are thoroughly studied to discover a specific Genius Loci.

In classical mythology, the Latin term Genius Loci refers to a protective spirit attached to a place, a guardian who watches over its part of the world and imbues it with a special character. In a modern context, alcarol seeks to identify the spirit and the essence of a place to obtain an extraordinary understanding.

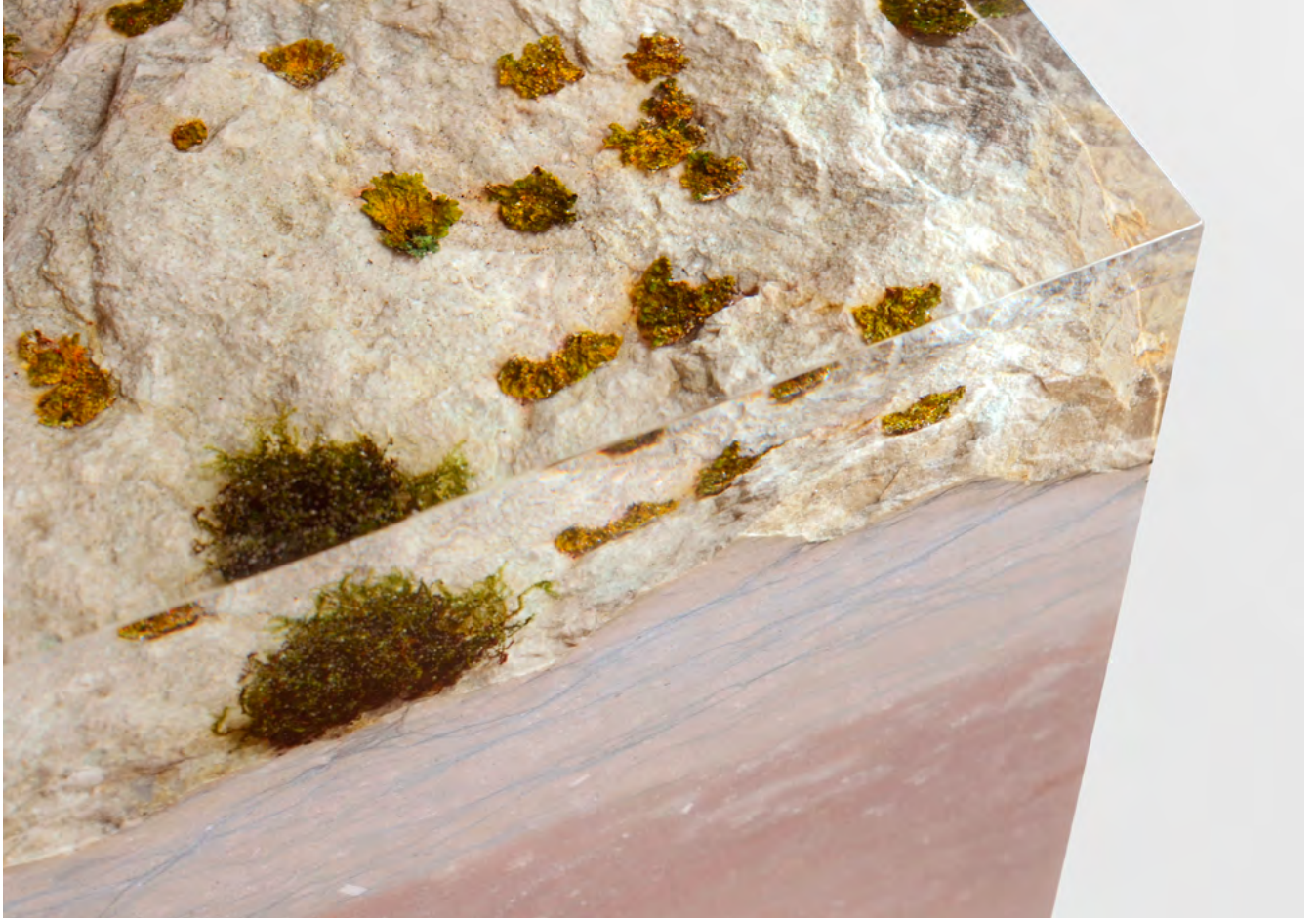
alcarol is based halfway between the Venice Lagoon and the nearby Dolomite Unesco World Heritage mountains, and its pieces aim to capture some unique atmospheres of these remarkable lands, often by freezing time at the end of the material's life cycle, thereby giving it a new life.

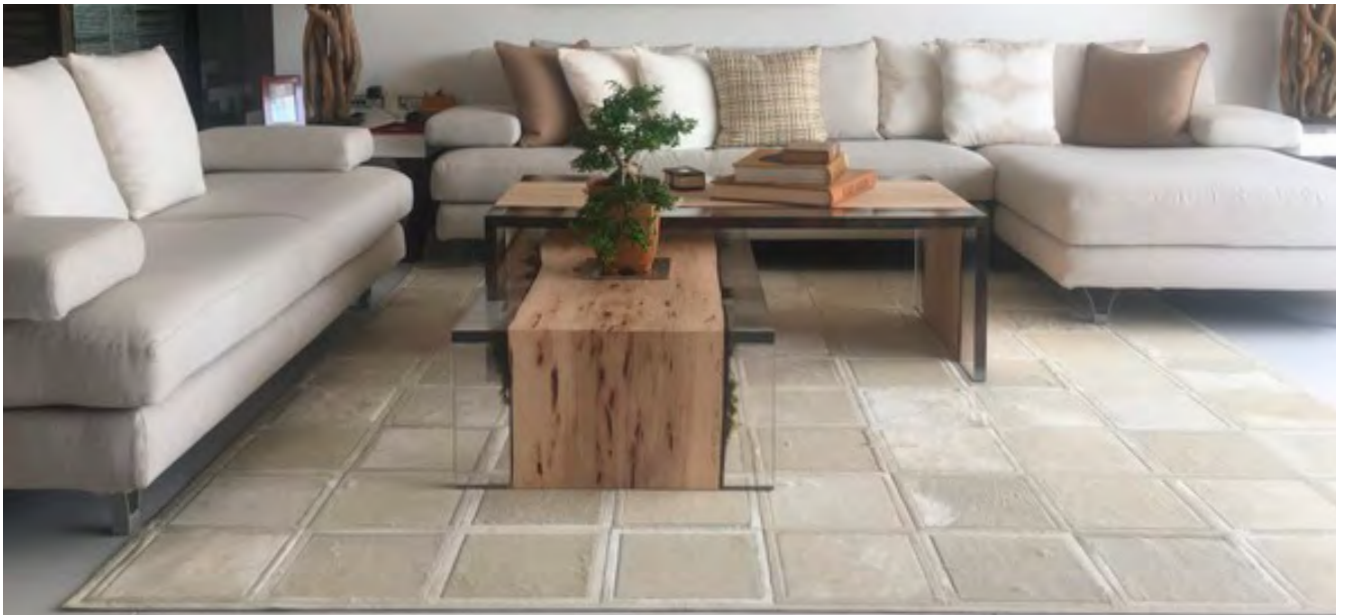
Acarol employs an experimental process using invisible or transparent substances to preserve natural materials exactly as they appear in their original habitat, and making them functional as unique design pieces.

The subsequent sectioning of the physical substances allows for an appreciation of their intimate and profound natures; introducing the fundamental idea of environmental cross-section. The section planes – through touch, sight and olfaction of different materials – allow us to transcend the ordinary perception of a place.



















# OUR CLIENTS / COLLABORATIONS

**FENDI**  
ROMA

*illy*

≡ **GANTER**  
INTERIOR\_IDENTITY

  
STUDIO OF COMMERCIAL DESIGN

**VELA**  
ON THE PARK

 **NIT**

**Gensler**

**Vaselli**  
SPIRITO PIETRA

**GH**

**Dior**

 **FAULKNER  
DESIGN  
GROUP**  
INTERIOR ARCHITECTURE + DESIGN  
PROCUREMENT + INSTALLATION

**K11**  
**Design  
Store**

## OUR MAIN RETAILERS

**ddc**  
domus design collection

*LaneCrawford*

**firmacasa**  
25 ANOS

CIBONE

**HEBAN**  
EKSKLUZYWNE MEBLE

mint

CASPAIOU

**Ro**  
Rossana Orlandi

the frozen fountain

**alcarol**

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