

La firma Porada se fundó en 1960 por Luigi Allievi con la ayuda de sus cuatro hijos con el intento de continuar la producción de sillas, iniciada en 1948, extendiéndola hacia otros sectores. La colección actual se ha madurado por parte de dos generaciones que han unido capacidad empresarial con los valores de un antiguo artesanado local. El primer paso hacia la producción de complementos coincide con la colaboración con los arquitectos Alberio y Cerbaro, con M. Perego del que nace la "Linea 91" y la "Hoppo". El complemento Porada se ha basado siempre sobre el uso del macizo, que continúa hoy, combinado con otros materiales como el acero, cristal y materias plásticas. Esta nueva experimentación se inicia con la colaboración de T. Colzani, que entre las piezas más importantes desarrollará el sistema "Cuccagna", un sistema de columnas componibles para cada ambiente de casa o instalación. Para Porada la colaboración con diseñadores como Zappa & Marconato, Seveso & Trezzi, Gottein, se convierte en más importante y conduce a la realización de artículos de diseño y gran funcionalidad.

Wood, preferably heartwood; enormous attention to detail but clean-cut lines are an absolute must; finish hallmarked by artisan skills: in one word - Porada. What would appear to be the secret recipe for any article is actually the key factor which has allowed the well-known Italian manufacturer of furnishing accessories to go international and to be recognized by a huge public. Though the spoken languages differ greatly they all have a common denominator - a penchant for good Italian design which has perfected the art of combining grace and harmony into the shape and function of a single object. And for Porada, this is also intrinsically entwined with the use. Even the most authentic decorations must abide by these which become essential parts of the design. The essential parts of the design. The Porada range, which is wide and varied, is marked by simple elegance of the lines and the product mix; it is internationally oriented, a mixture of linear, squared elements and others which are softer and more decorative. In addition to design which can be read immediately by the consumers from different cultures, there is the added value provided by the Porada production - an important factor which has contributed to the great success the products have enjoyed both in Italy and abroad: the very careful treatment of the wood - a process which from various aspects is still tightly linked to the artisan tradition, started after the Second World War with Mr. Allievi Luigi the father of the actual four owners of the company. Those who choose Porada appreciate stability, meaning the very best in formal quality and materials. In other words, one could say that the articles produced by this company are destined to last through the years: inspired by the shape and decorations of a distant past, they are flavoured with just the right dose of restyling which transform them into "timeless modern classics". And this is the secret ingredient of its success recipe: the fact that they are both classical and contemporary. Classical for the seriousness with which the post-production phase is tackled; seriousness which is extremely important in the relationship with the foreign clients, which materialized into punctual deliveries and the strong support of the sales network.

Our catalogue let the products speak for themselves; they can tell their story well, they tell of the company's philosophy and the style, they are the only ones qualified to speak the language which is understood throughout the world - the language of furniture.