



THE ART OF METAL

— *Altreforme's Bold Approach to Design* —

Altreforme is a young, energetic brand which was founded by the Fontana Group, makers of aluminum bodies for some of the world's leading car brands. Working, as one might expect, in aluminum, the design firm creates wonderful, stylish pieces for those looking for something altogether different. Here we talk to Valentina Fontana, a Vice President at the company, about this fun, exciting firm and their collaboration with talented designers and forward-thinking brands.



"Raw and Rainbow" Collection

How would you best describe your work? My work starts with having ideas and collecting them. Altreforme is a brand which is a "spin-off" of a business focused on producing car bodies, called Fontana Group. The fact that we were born as a diversification from the company's core business means I have to reinvent it every time, working on the technology we master and applying it to creative design ideas. In this, Altreforme is much closer to fashion than it is to design: in the design world each brand is very recognizable, constant and consistent with time. We, at Altreforme, are much more free to do scouting of the most recent trends and apply them to our design pieces looking each time, for each collection, for the right person to interpret them.

The collection is playful, bright and colorful, tell us more. 2018 is our 10th anniversary, so I thought we might celebrate the double soul of the brand: on one side we are working on the aluminum as a material to highlight the finishing as the polishing, the chromium plating, the gilding or the scratching; on the other hand, I could not forget that the main feature of Altreforme is the reinterpretation of this material focusing on color and style to use a support which is mostly perceived as

technical. The name of this new collection "Raw and Rainbow" has been chosen to emphasize the dual nature of our brand and its 10 years of history working in this direction, blending technology and creativity.

What has inspired this fun and playful form of design? For me creating Altreforme meant playing with colors and shapes, and this is more than evident, I guess! A constant inspiration is Ettore Sottsass, his use of colors, patterns, geometries.

You have collaborated with names like Chupa Chups, can you tell us how this happens? The collaboration with Chupa Chups was very interesting and has been developed after three years of thorough planning. After our collaboration with the fashion brand Moschino, Chupa Chups approached us because they liked how we had reinterpreted the soul of the brand, developing products which were not exactly fashion, and quite far from their usual products. At that point we started talking, because I did not want this collaboration to be just merchandising. The right time arrived last year, when the management of Chupa Chups told us they were working with Philippe Colbert, an artist and fashion designer – who also



Coco Console

Fiocco Chair



Gertrude Alice Seat

collaborated with Madonna through the fashion brand The Rodnik Band – who was reinterpreting the pattern of the most famous lollipop for use on clothes. At that point, the time was right to work also on a design collection with the same patterns, realizing something more artistic than just co-branding.

What do your collections include?

For obvious reasons our collections focus always on aluminum. Therefore, each time we approach a new collection we start from what technology is available to us, something which at first sight might be limiting but in fact offers a lot of possibilities and creative opportunities. What we do is to tell different stories always using aluminum, focusing each time on a new interpretation, asking one or more designers to use their own creativity on the material, and over the years we have established a choir with so many voices. Hence there is no standard in our collections, each year we develop something new, always using aluminum, which for us is like a fabric: different designers work with the same fabric in totally different ways. In the last collection, we decided to work on the idea of the raw material and on its colorful interpretations, asking five designers to work on two projects each to celebrate the DNA of Altreforme. Each one has its own style: Alesandro Zambelli is more geometrical, Serena Confalonieri more colorful, Marcantonio more natural...the collection is then a real kaleidoscope.

Where can we find your work? Our products can be found in multi-brand stores in the largest cities in the world, to reach an international and cultured customer who travels and likes to be different from others. There is a multi-brand selling Altreforme in each major capital, and Altreforme is exhibited and sold together with the most interesting and well known Italian design brands. This is a great achievement for a company which is just celebrating its 10th anniversary.



LolliPop Vase

Salvador Chair

Candy Box



Simbolo Divider



Jean Vase



Tamara Trunk