

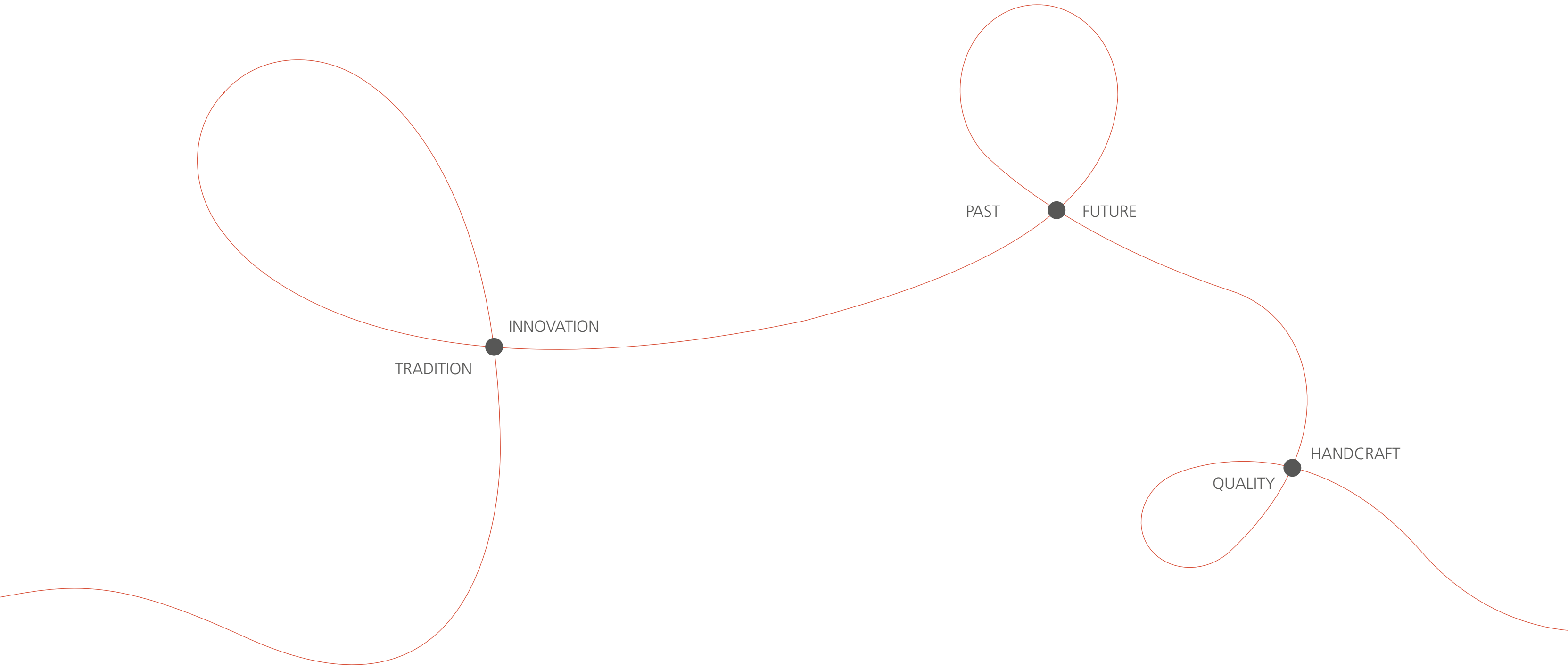


SALDA

1870

There's a fine line between past and future, tradition and innovation, versatility and elegance. It's the love for beauty which lives and renews itself in every Salda piece of furniture. It's the passion for handcraft that links different people and cultures. It's the pleasure for research that lives through time and creates something which is everlasting.





INNOVATION

TRADITION

PAST

FUTURE

HANDCRAFT

QUALITY



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NY



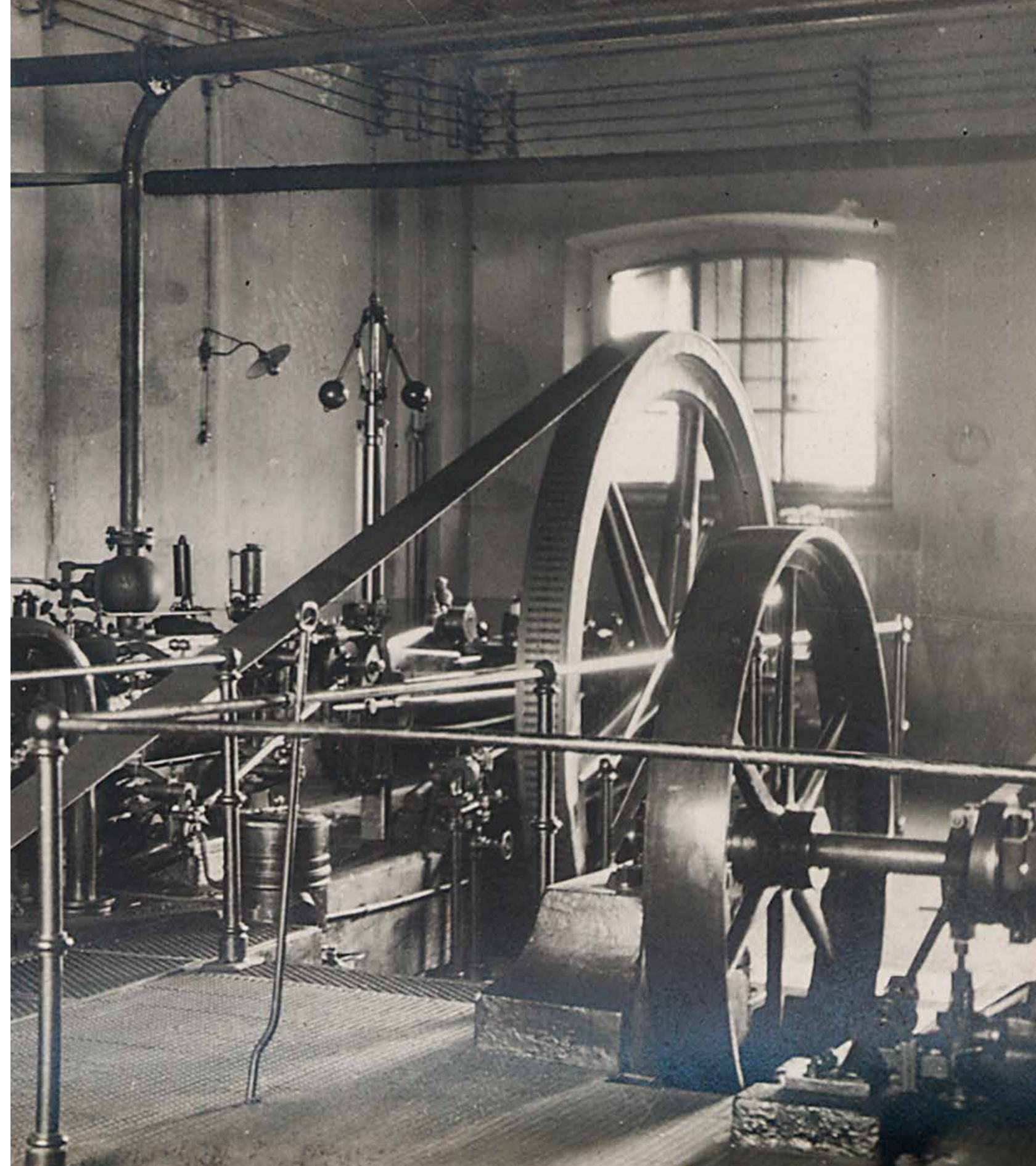
Salda, timeless style

In the heart of Brianza, in the Italian furniture district, lies Salda, a **maison** with over 140 years of experience in designing and manufacturing of classical style furniture.

A family-run company, owned by the Besana family for five generations which has been handing down the secret rules of the **"state-of-the-art"**, testing style combinations and following the latest trends.

A **creative boutique**, active almost throughout the world, with its pieces, one-of-a-kind and customized even in the smallest details.

An up-to-date Company whose richness lies in the ability to reinterpret and personalize tradition to create a unique atmosphere inside warm and elegant homes.





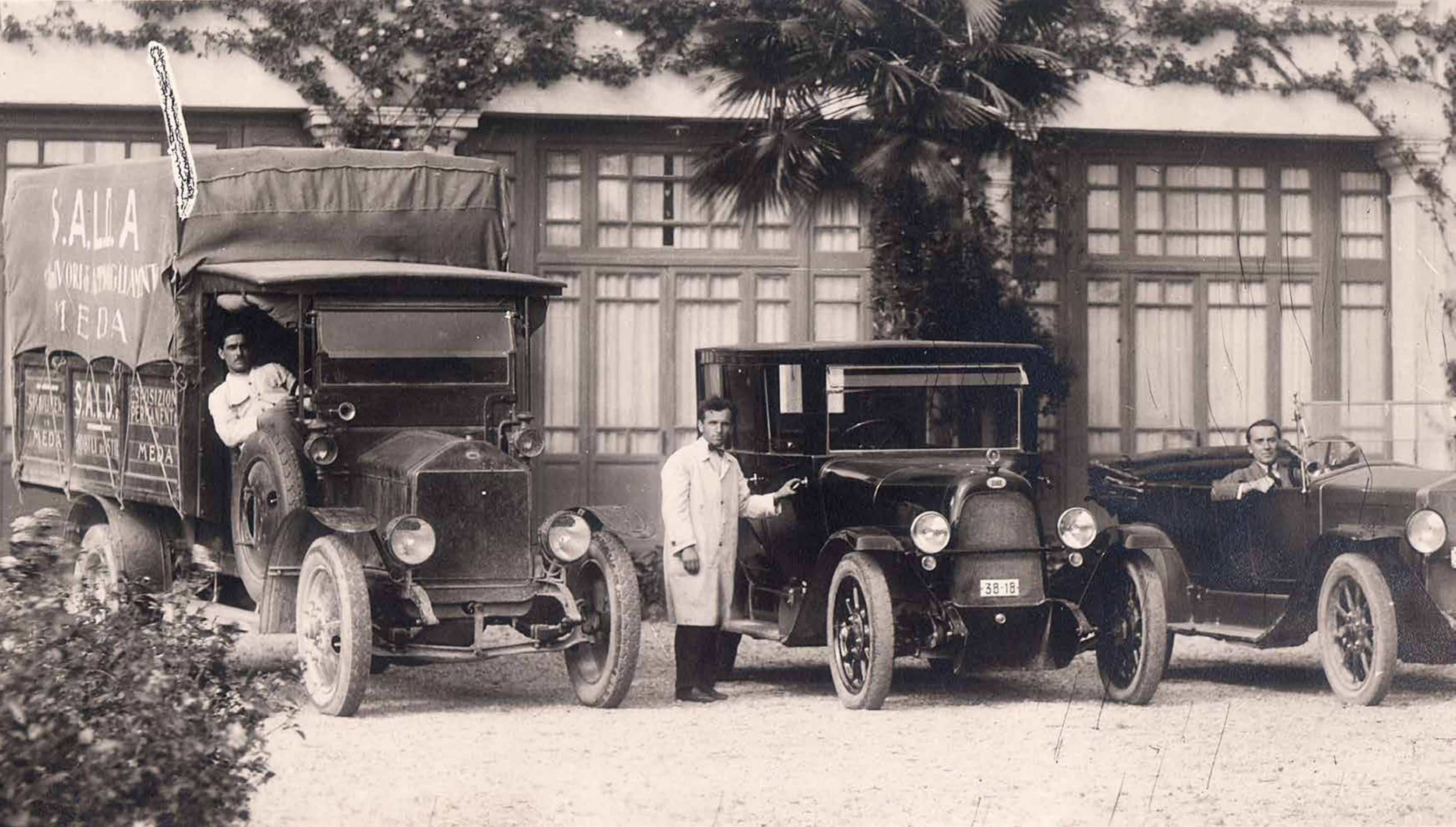
Over a century of history

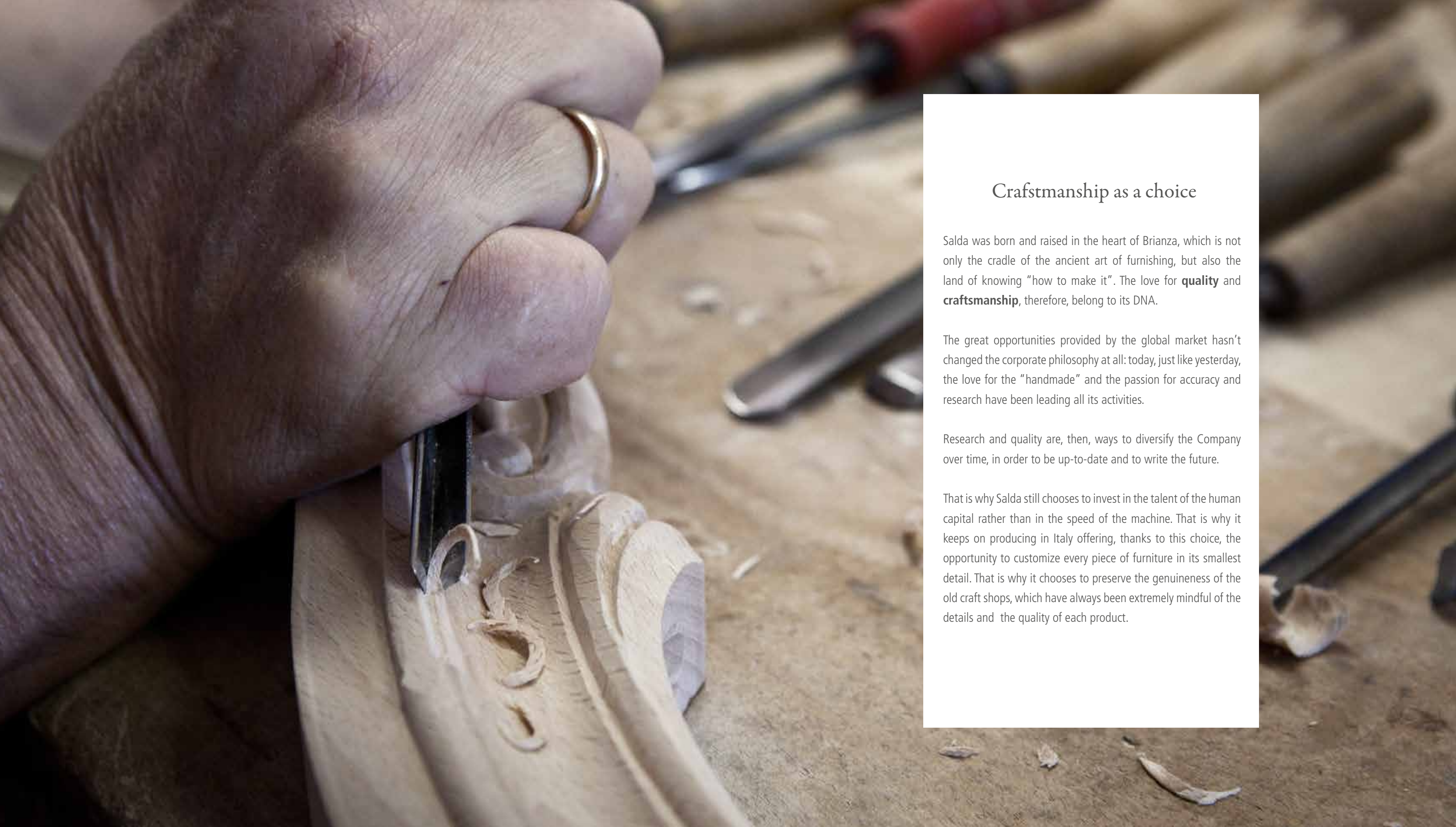
The history of Salda begins at the early decades of XIX century, when the members of the Besana family, decorators of the Royal House of Austria, started to devote themselves to handicraft, creating pieces of furniture and accessories for the Nobility.

In few years, Salda became one of the first furniture firms in Italian history and one of the biggest artisanal production factories.

At the outbreak of the world war I, factories in Brianza closed their manufacturing activities, but the Besana family managed to profit greatly from such an historical and political situation and, in 1915, they founded "SALDA" (Società Anonima Lavori Di Aviazione, limited liability company in aviation works), specializing themselves in producing wooden propellers and wings for the famous Caproni airplanes Company.

When the war was over, they came back to furniture production. The Company kept the name SALDA, but, since then, the acronym has stood for Società Anonima Lavori di Ammobiliamento (limited liability company in furniture works).





Craftsmanship as a choice

Salda was born and raised in the heart of Brianza, which is not only the cradle of the ancient art of furnishing, but also the land of knowing “how to make it”. The love for **quality** and **craftsmanship**, therefore, belong to its DNA.

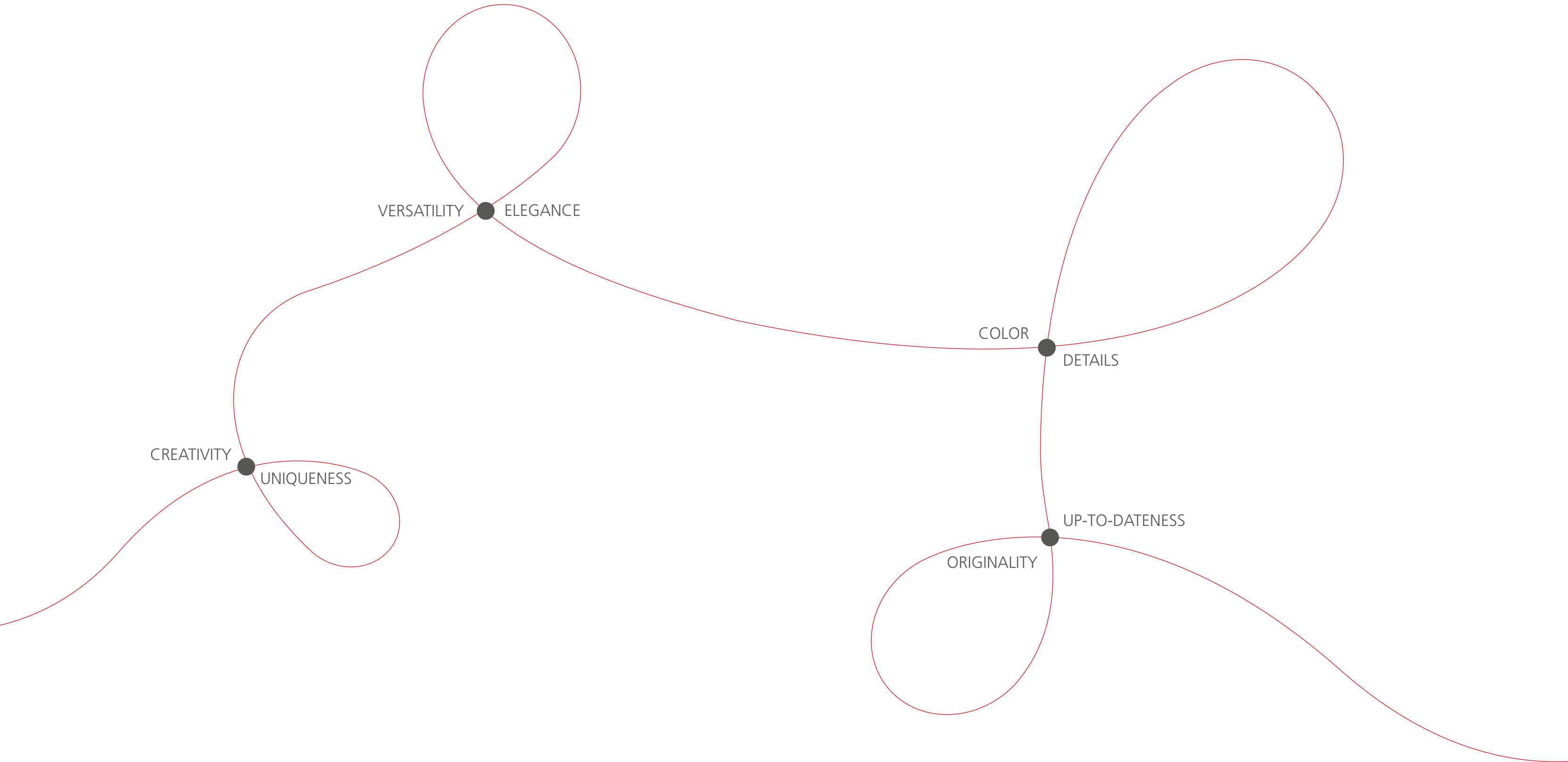
The great opportunities provided by the global market hasn’t changed the corporate philosophy at all: today, just like yesterday, the love for the “handmade” and the passion for accuracy and research have been leading all its activities.

Research and quality are, then, ways to diversify the Company over time, in order to be up-to-date and to write the future.

That is why Salda still chooses to invest in the talent of the human capital rather than in the speed of the machine. That is why it keeps on producing in Italy offering, thanks to this choice, the opportunity to customize every piece of furniture in its smallest detail. That is why it chooses to preserve the genuineness of the old craft shops, which have always been extremely mindful of the details and the quality of each product.



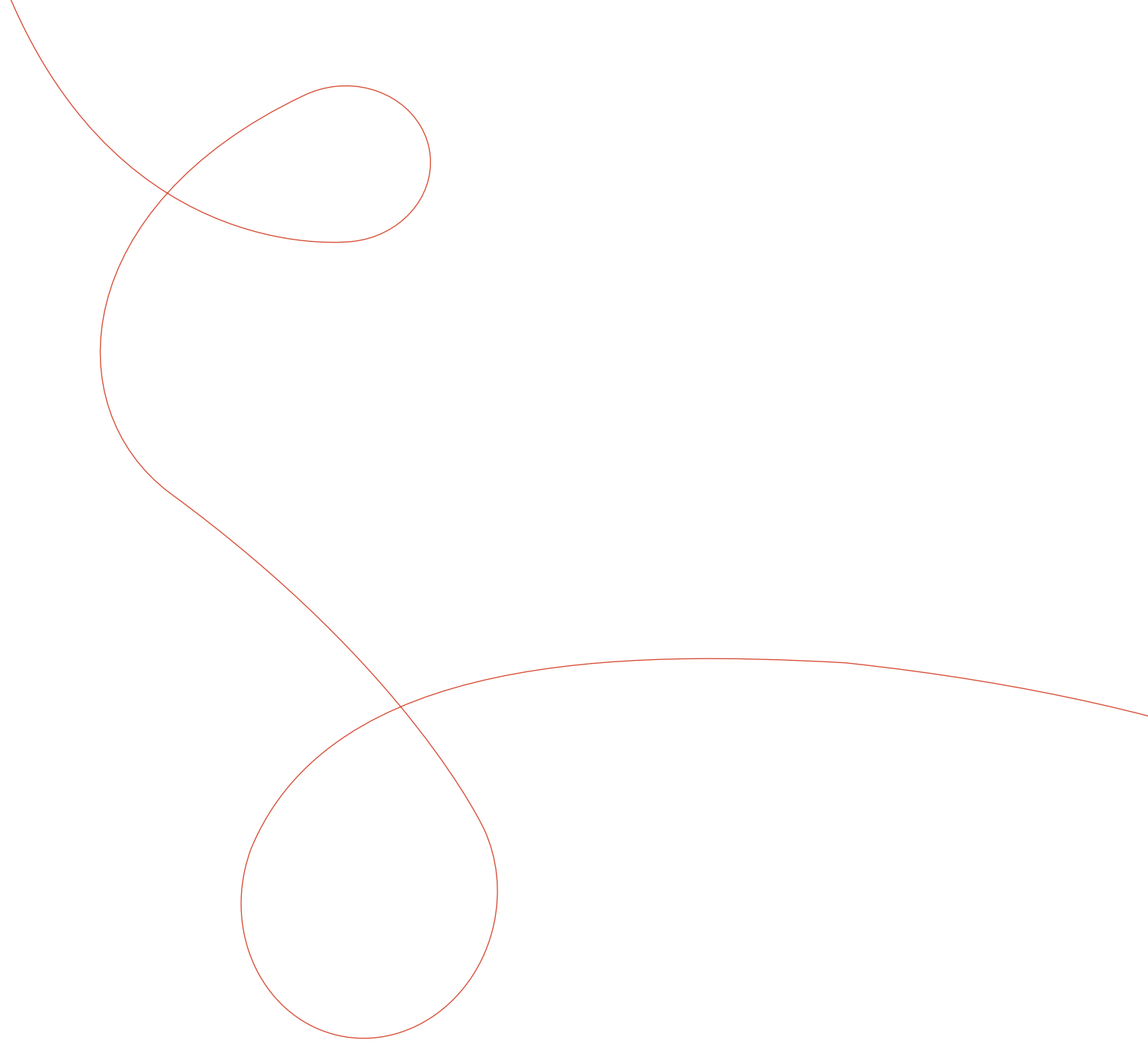






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Unique and inimitable collections

For five generations creativity, accuracy and craftsmanship have been blended in Salda in order to enhance manual labor and bring forth unique and inimitable products.

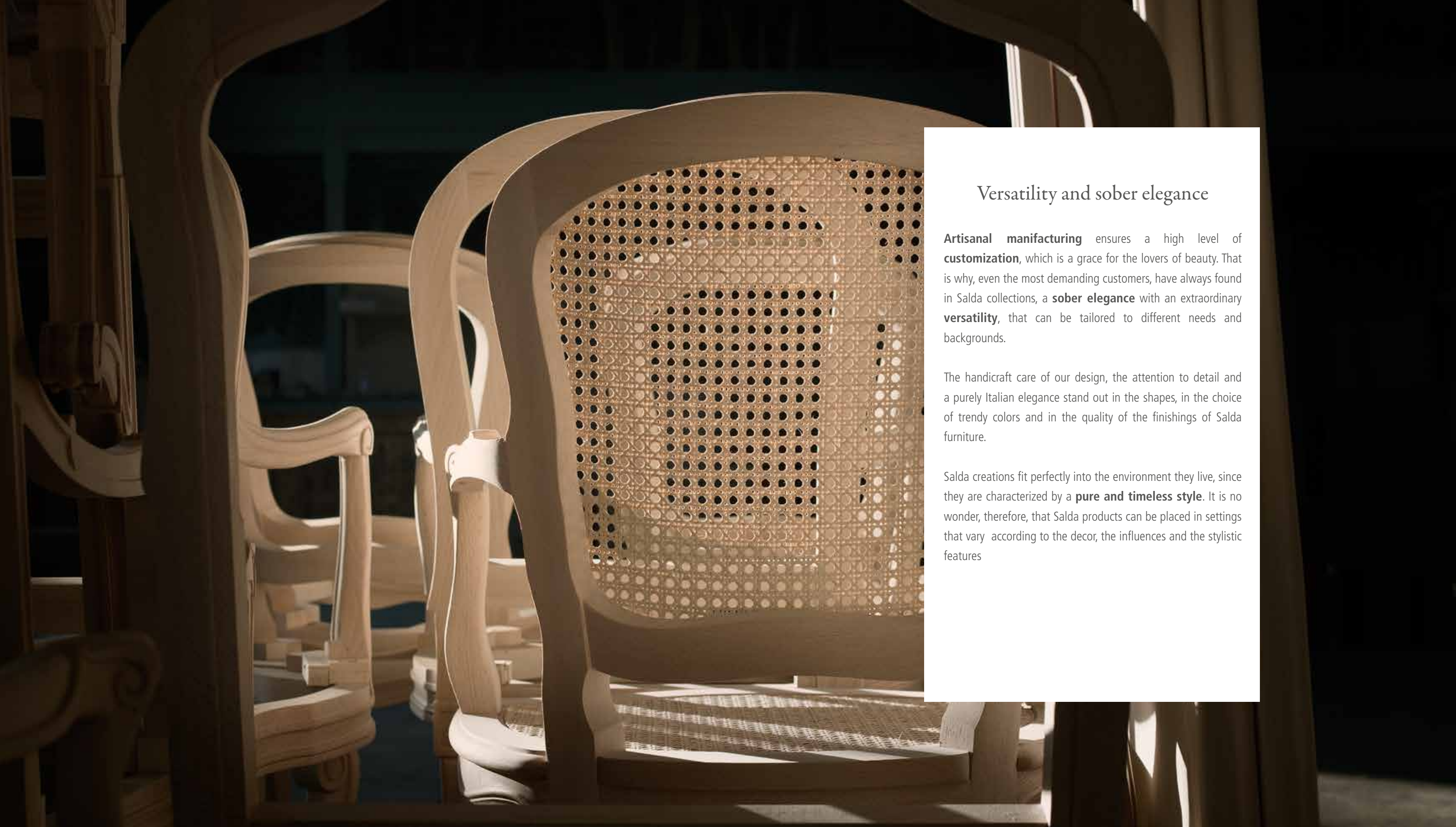
Manufacturing skills go together with the **creative research** of new shapes, new models, new materials and new fit-out techniques, in order to preserve the original and natural style of Salda furniture, and above all, to create new trends.

The creation of each piece of furniture starts with authentic drawings which have been kept for generations in the factory and have been reinterpreted over the years. The **pursuit of originality** leads all the implementation phases, from the choice of the materials to the bronze decorations and fit-out.

A precious historical archive, with many authentic drawings, which has been kept in Salda over the years, proves to be a source of inspiration for the customers who desire special items. A precious resource made of different styles we draw on, both for the reproduction of antique furniture and for the creation of special edition products.







Versatility and sober elegance

Artisanal manufacturing ensures a high level of **customization**, which is a grace for the lovers of beauty. That is why, even the most demanding customers, have always found in Salda collections, a **sober elegance** with an extraordinary **versatility**, that can be tailored to different needs and backgrounds.

The handicraft care of our design, the attention to detail and a purely Italian elegance stand out in the shapes, in the choice of trendy colors and in the quality of the finishings of Salda furniture.

Salda creations fit perfectly into the environment they live, since they are characterized by a **pure and timeless style**. It is no wonder, therefore, that Salda products can be placed in settings that vary according to the decor, the influences and the stylistic features







Wood: leading character in each creation

Wood, which is the leading character of every Salda piece of furniture, is appreciated and revered for its peculiarities and is manufactured with natural materials and low environmental impact techniques.

Salda furnishings arise only from the finest woods, carved, padded and decorated by the hands of the best Italian cabinetmakers, upholsterers and inlayers.

In every product line you can find the special touch of the furnishing masters of Brianza and of the best Italian designers and decorators. Therefore, creations may differ from one another in the color, which is synonymous with craftsmanship and uniqueness.

Quality and style are granted by the **Salda trademark**, which is branded on each piece as a further guarantee of the authenticity of each creation.







Love for color and research in the textile sector

In order to create unique pieces, Salda saves only the structural stamp of the original piece of furniture.

Fabric and colors used change each time, following the main trends and the **inspiration** coming from the Style Office, which is focused on a constant research activity that involves the world of nature, fashion and art.

From the **love for color**, in all its forms, and from the attraction that its energy generates, arises the collection of textiles selected by Salda, developed on the basis of color palettes and accompanied by a deep study on the textures.

A valuable guide for designers and decorators who look for inspiration to create **unique atmospheres**, a selection which is able to understand different tastes and different styles and to create elegant and original projects.





INTERNATIONAL
ORIENTATION



DYNAMISM

EXCELLENCE

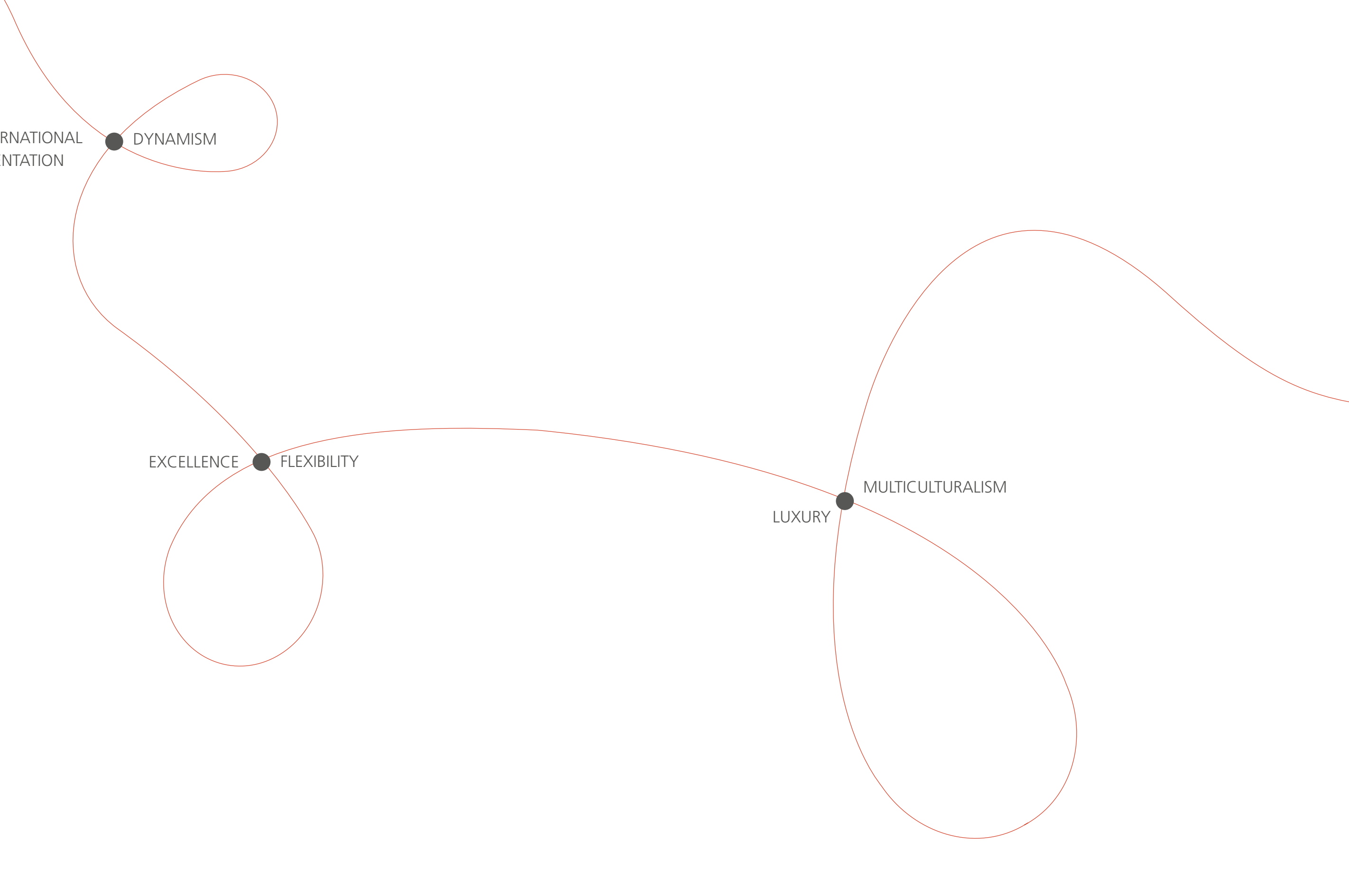


FLEXIBILITY

LUXURY

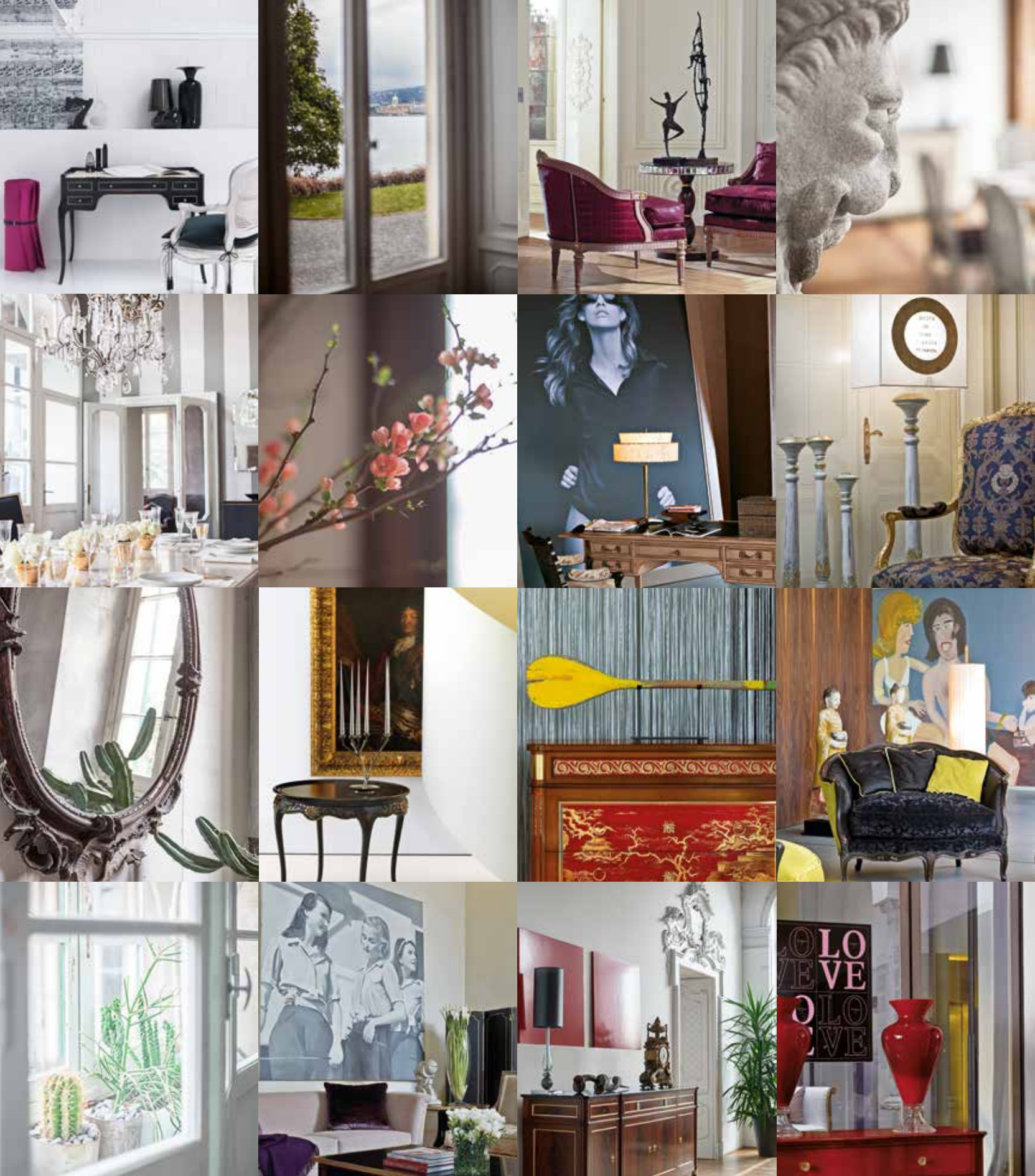


MULTICULTURALISM





SAL DA IN THE WOR LD



Pursuit of excellence and international vocation

From the very beginning Salda has paid great attention to the development of international relations showing an open-mindedness and a dynamism which are typical of great companies.

Even in the 1800s its founders crossed the national borders to take part in the first international exhibitions facing travels undoubtedly more difficult than the current ones.

The constant pursuit of **excellence** has always led the company to look beyond the national borders to face up to the most important competitors, to look for **the most creative materials**, to draw inspiration from what is **luxurious** and **elegant** even among different cultures and different areas all over the world.

Today, Salda furniture brightens up luxury homes around the world and the company is renowned and appreciated worldwide for the peculiarity of expressing the Made in Italy qualities and style.



An ever - expanding reality

The design and production centre of Salda has always been in Italy. This, however, hasn't prevented the company from opening up to the world market, to consolidate its presence in the traditional markets and to stand out in the emerging ones. Today you can see Salda in more than 27 Countries.

In the last few years Salda has considerably increased its presence and a further development is currently being planned so that Salda can be considered a pioneering and world level firm, well considered for its care for details, the elegance of the shapes and the history that lies behind its brand, which is a byword for tradition and up-to-dateness.





To be continued...

