

MAXALTO

[Maxalto is a brand of B&B Italia]

B&B Italia, founded in 1966 as the result of the entrepreneurial vision of Piero Ambrogio Busnelli, is a leading Italian design furnishings company with stores located around the world. Headquartered in Novedrate (COMO) - in a building designed by Renzo Piano and Richard Rogers in 1972 - the company has built its success on the ability to represent contemporary culture through insight and a trend-setting approach, and by responding to changing tastes and lifestyles.

The company is present on the home furniture market with the collections,
B&B Italia and Maxalto.

[The origins of Maxalto]

Maxalto was established in 1975. The name Maxalto is derived from the Veneto dialect “massa alto”, meaning “the highest” and clearly indicating the goal of the brand.

Beginning in the late 1970s, long time collaborators Afra and Tobia Scarpa coordinated the entire collection and produced a series of furniture in which wood played the leading role; using old, traditional rare cabinet-making and lute-making methods to produce some of the first Maxalto collections included Africa (1975), Bergère (1975), New Armony (1979), Artona (1995), Damasco (1989) and Domino (1991).

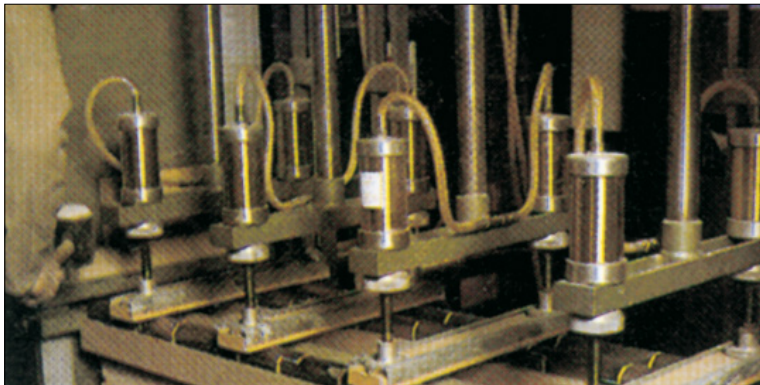
These collections helped define wood as the key element of Maxalto and emphasized its structural value.

[Maxalto 1975/1992]

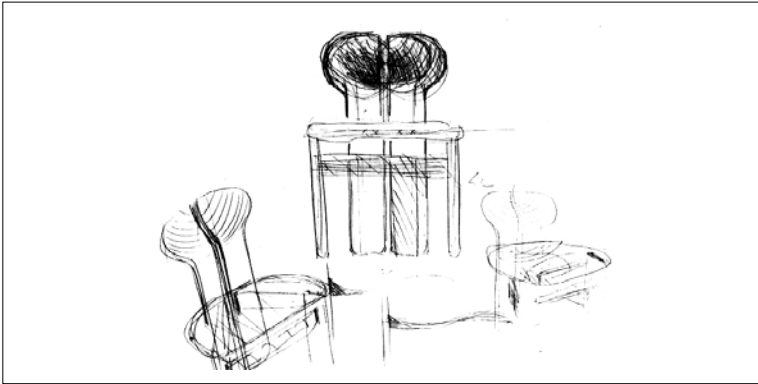


by Afra and Tobia Scarpa

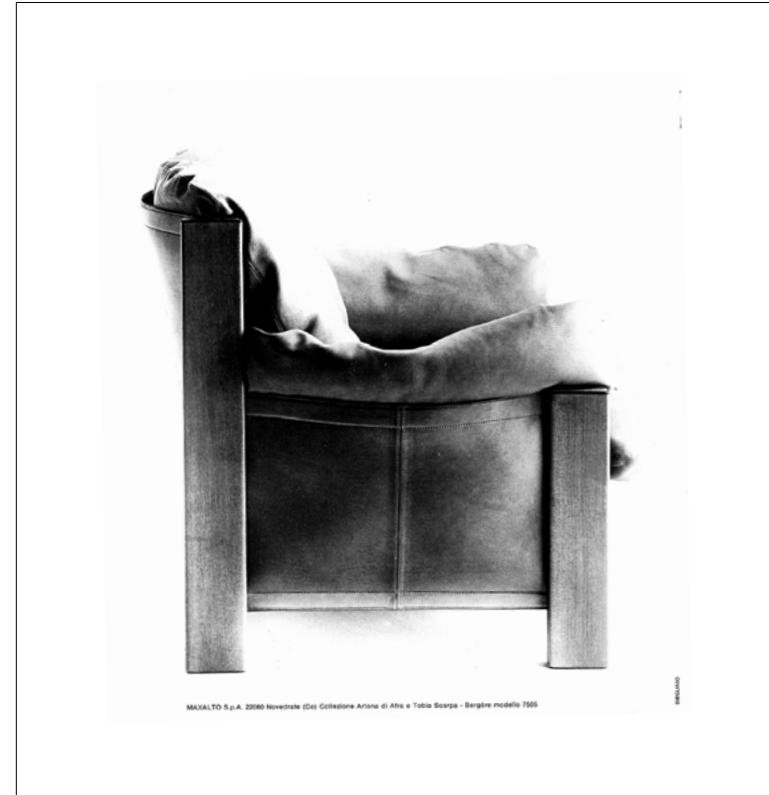
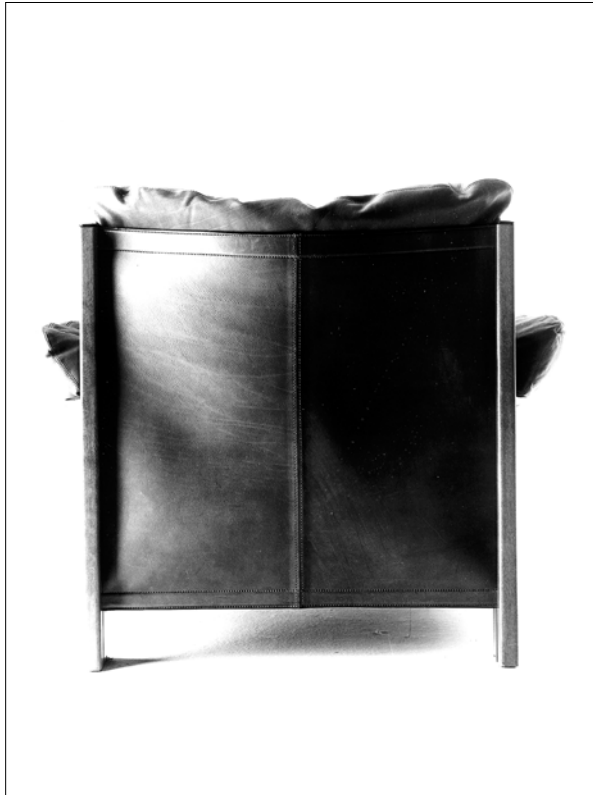
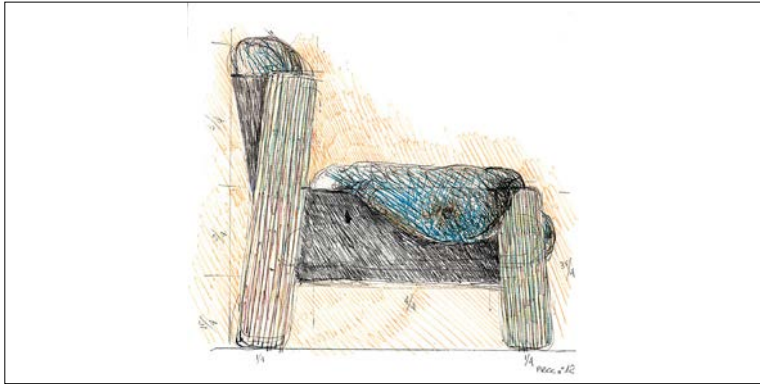
Craftmade wooden manufacturing. Traditional and rare cabinet-making and lute-making methods



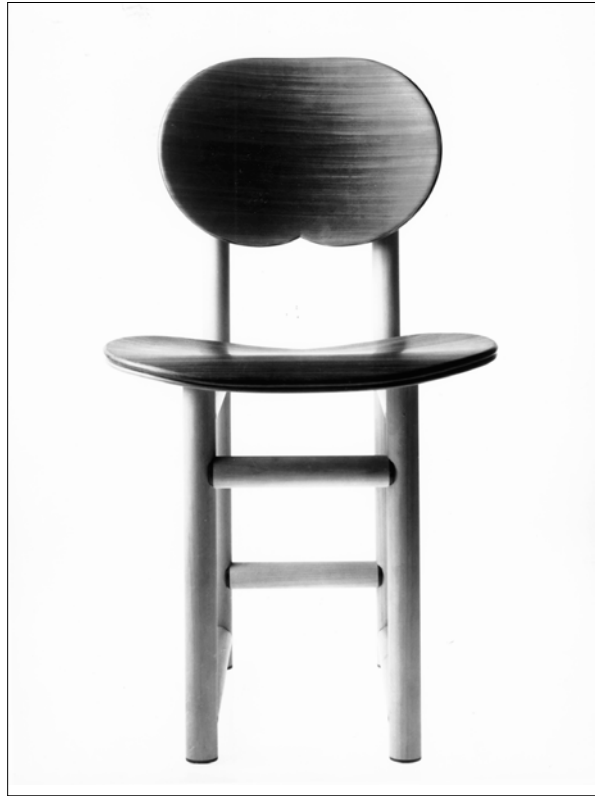
Africa chair - 1975



Bergère - 1975



Artona collection - 1985



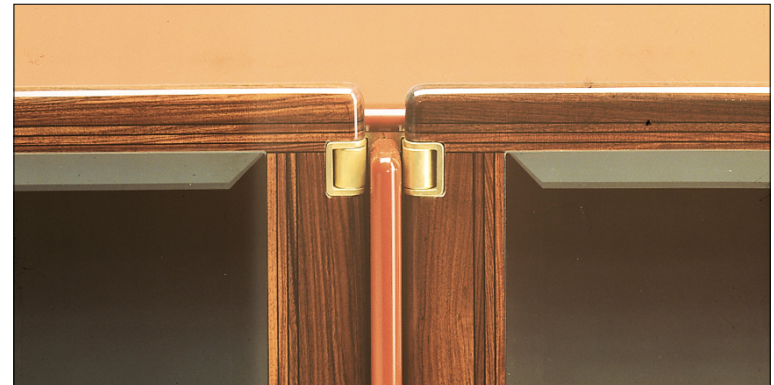
Bachea - 1977



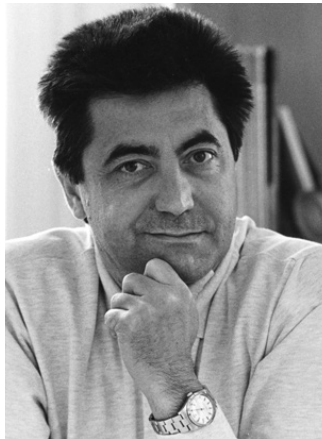
Revolving bookcase - 1977



New Harmony cabinet-bookshelves - 1979



[Maxalto 1993/today]



Collections designed and coordinated by Antonio Citterio

In 1993, Antonio Citterio began collaborating with Maxalto on his famed Modus series and fully captured the spirit of the company with the following collections Apta (1996), Simplicite (2000), AC (2002), more recently Acro (2010) and Lux (2012).

His style draws inspiration from the beginning of the 20th century, referencing the typologies and expression of French design from the period between the two world wars.

Classic themes with contemporary flair / “new classic” lifestyle.

Apta collection



Simplice collection



[Collections]

The sense of proportion, the tactile value of the wood and the quality of details are the themes with which he deals in his numerous products covering a great number of pieces for both living and night area, all coordinated in order to offer solutions capable of meeting various furnishing requirements. Today, Antonio Citterio is the sole designer for Maxalto.

Apta Collection, Simplic Collection,
AC Collection, Acro Collection, Lux Collection











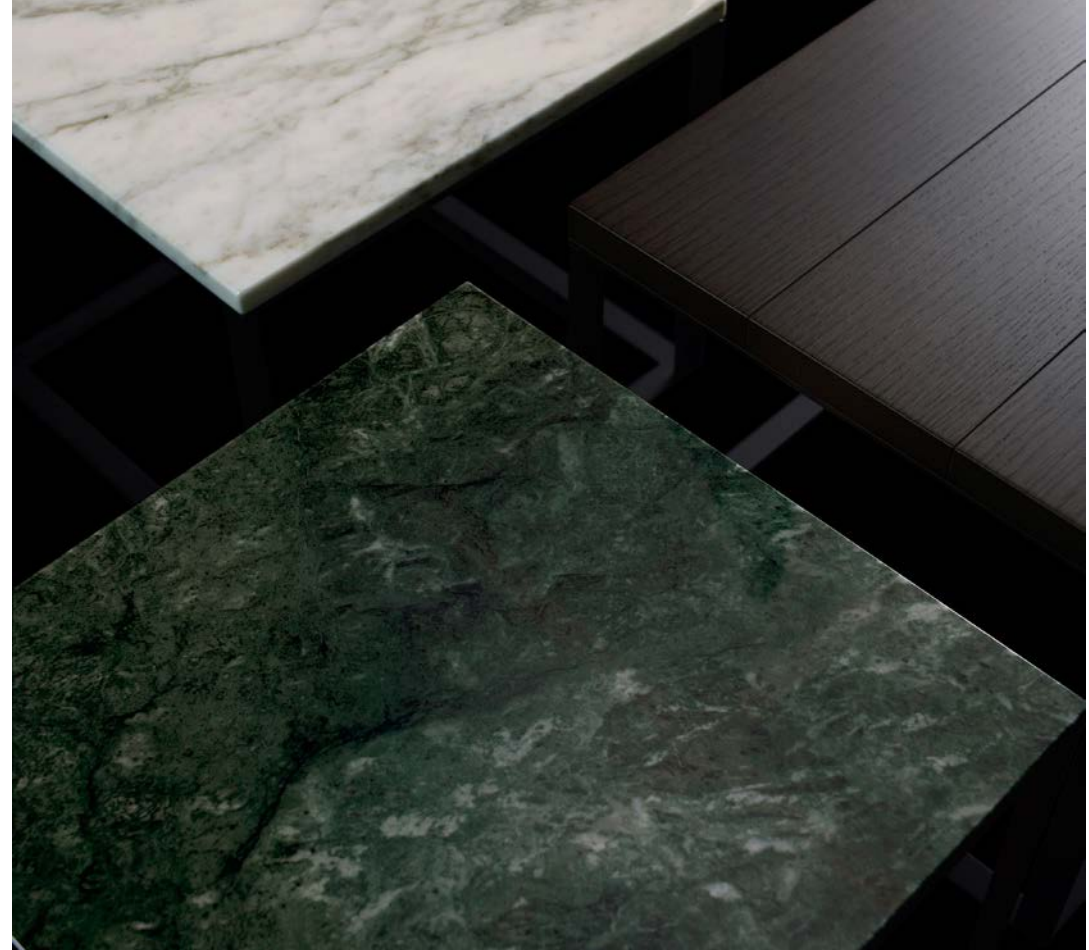
[Quality]

The collection's shapes and designs have become bolder, dimensions have reached a new proportions, and the addition of a new range of wood and finishes has elegantly interpreted modern aesthetic trends. Maxalto's unique lifestyle expresses timeless "modern classic" design where elegance, luxury and precision are the distinctive features of the brand whose refined products are designed to become legendary.













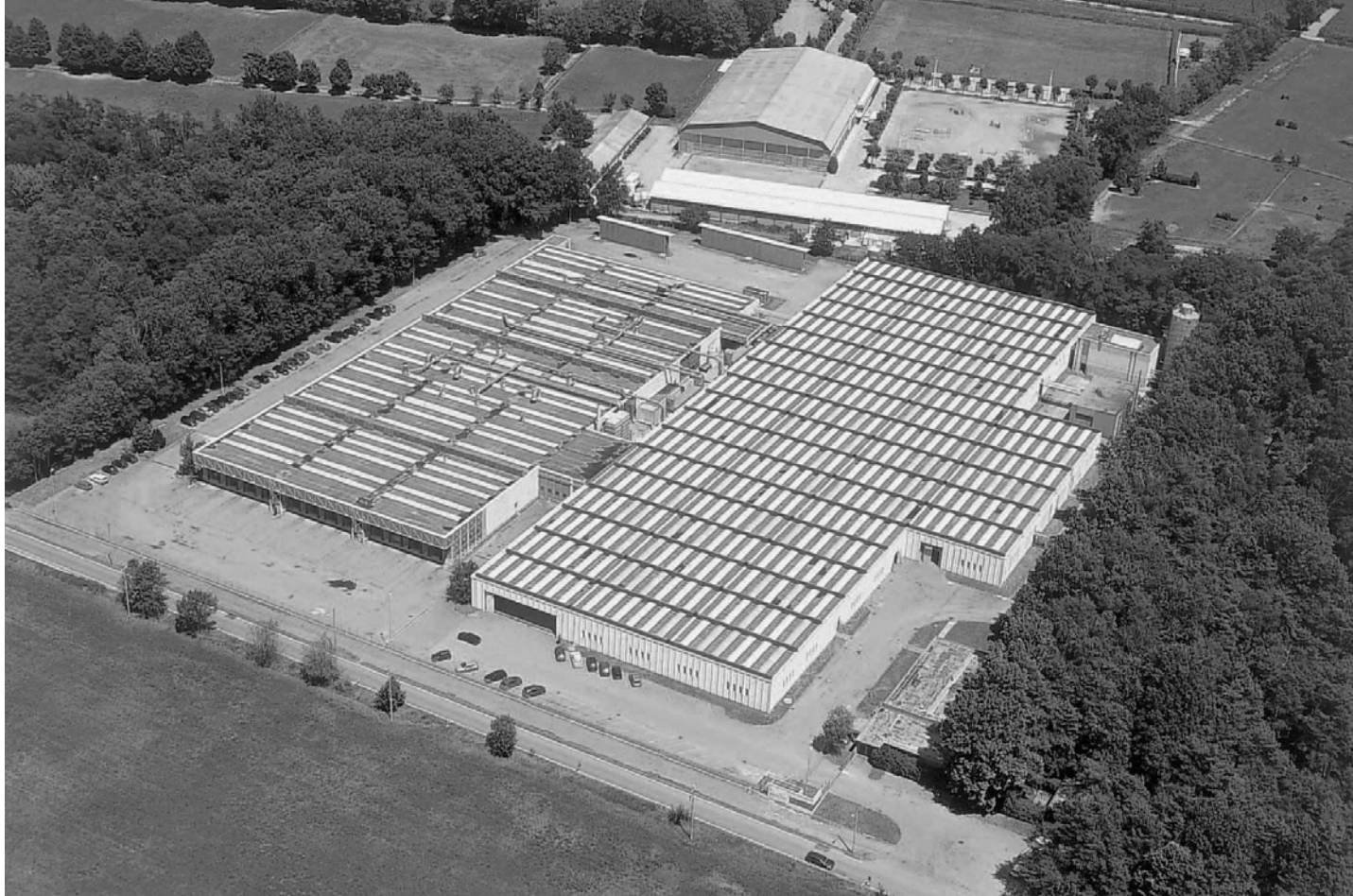
Maxalto has always been committed to making its products to order. Products can be designed in custom sizes and finishes thanks to the handmade craftsmanship techniques used by the Maxalto engineering team.

Skilled artisans attend to every detail to offer custom solutions which turn each product into a unique piece of furniture, designed and built by Maxalto to satisfy even the most refined customer.





[Factory]





The collection is highlighted by skilled craftsmanship in wood processing, combining sophisticated handcraft techniques with advanced industrial systems to guarantee consistent, high-quality production.

[Projects]

The Maxalto collections are part of several prestigious contract projects.





















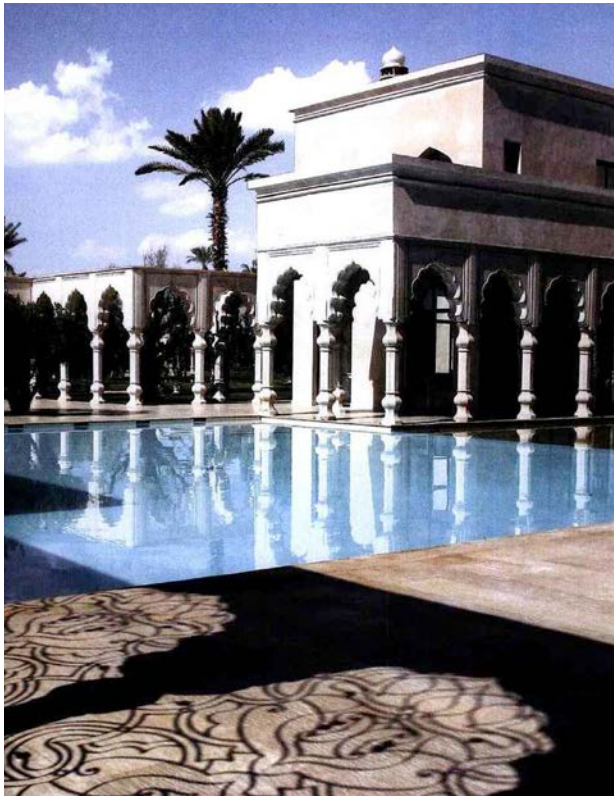






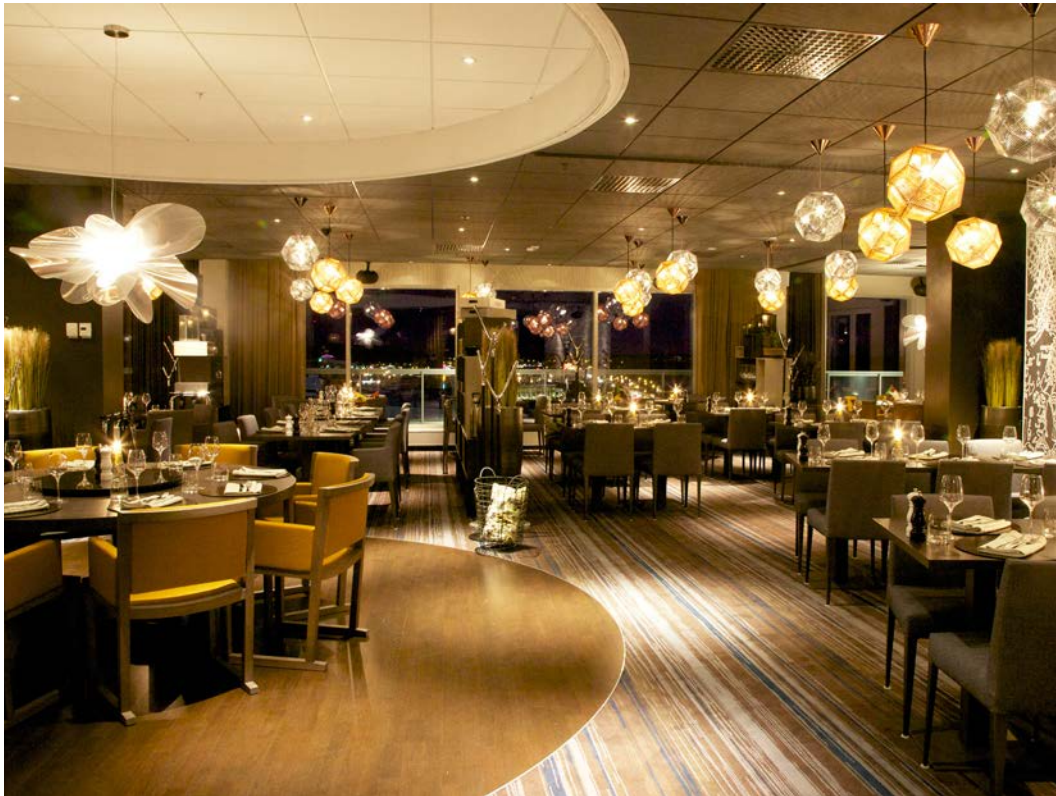
























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