



# *Alfred*





# Alfred

When we intent to get furniture we can chose between “**society assimilated**” designs, which can be closets, dressers, bedsides, cupboards bookshelves and so on. Nice, beautiful, ugly, whatever.

Then you shape your habits to suit them wishing, sometimes, something different that could suit you instead, maybe affixing adjunct that badly suits your last furniture purchase.

**Alfred** born to that purpose: to suit yourself, a new way to intend furniture, finally a “home device”. Something that you and your home needed since long time. We need to stop to dedicate our time to make surrounding furniture work well because of us and make them work for us.

Its multiple features can solve anybody space and belongings organizing problems, from nerds to scuba divers, from makeup artists to repair technicians, from climbers to motorbike riders.

**Alfred** will keep all your daily beloved utilities and objects, like the books you’re reading at the moment, your music sound system always with you around the house, your electronic devices always in charged, your sport gears such as boards, I mean any kind of board, ropes, harness, bikes, helmets, diving suit, clothes, coats, boots, keys . . . every and anything for your day, and night.





# Alfred can be



# Alfred's mission can be summarized in three main points:

1. Bring back that **Made in Italy** design for everyone.
2. Make road to a **new generation** of mobile furniture that includes **embedded technology** and standard home 3D printable components.
3. **Involve people** into the design process, focusing on what they really need.

**Alfred** will be the first item of a new generation of furniture, **100% Made in Italy**, that will bring the people closer to the **DIY** involving them into the design process communicating what their interests are and what they like to do. It also starts to intend a piece of furnishing as a piece of technology also, the first step is to place a **built in socket** as everybody is always needy of energy for their devices. Next step, not so far in time, is to include an **integrated UPS unit** and a high quality **Hi-Fi integrated system**.

Revolution will be your name.

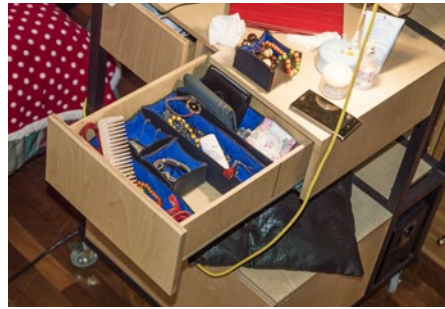




# Optionals & Accessories



Central module with double drawer



Drawer fitted handmade leather boxes



Hidden utility drawer



Integrated socket with  
4 mt cable



Addictional moveable mirror



Addictional moveable noteboard



Integrated lamp with  
4 mt cable



3D Printable dedicate items  
(Free download for Alfred owners)



Integrated Atlantis UPS Unit  
Smart 700VA/300W



Custom colour



Custom graphic printing



# Made of



## Baltic birch plywood

1.5 mm / 0.6 inch thickness

- Durability
- No chances of splinters or cracks
- Nice and warm looking



## Bticino Matix Plug Parts

- Idrobox enclosures
- Anti-tamper and antibacterial range
- Easy maintenance and replacing



## Powder coated square iron pipes frame

30x30 mm / 1.2x1.2 inch

1.5 mm / 0.6 inch thickness

- High strength
- Corrosion resistance
- Durability



## Industrial wheels

Ø 80 mm / 3.1 inch

h 105 mm / 4.1 inch

Silent running

- 70 kg / 154 lb x 4 capacity
- Rubber tyres
- 2 Braked wheels

# Process



## Wooden parts:

- CNC milling and drilling.
- Assembling.
- Traditional polyurethane and acrylic finishin.

## Metal frame:

- Hand cutting and weldin.
- Powder coating finishing.

## Plastic components:

- ABS 3D Printing.





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