



PRESS RELEASE

ALPI at 3daysofdesign with "Piazza Interiore", a metaphysical landscape curated by GamFratesi

3daysofdesign | 10-12 June 2026 | 10am – 6pm
Narrow Creative, Bredgade 67, st. tv., Copenhagen

Some places are not defined by their function, but by the atmosphere they generate. This consideration gave birth to "**Piazza Interiore**", an installation by **GamFratesi** for the **ALPI** presentation at 3daysofdesign 2026.

Hosted at Narrow Creative in Copenhagen, the setting is conceived as a piazza both intimate and traversable, inspired by the metaphysical aura of paintings by Giorgio de Chirico. Mysterious architectural elements, sharp shadows and silent perspectives build a sequence of three rooms with Mediterranean sensitivity. Wood is the material that dilates time and space throughout the exhibit.

"I do not see anything disturbing in the word 'metaphysical'. The formidable emptiness we discover is the very beauty of matter in all its senselessness and tranquillity. Even more metaphysical are certain objects whose clarity of colour and exactitude of measurement are the opposite of any type of confusion or nebulousity," wrote Giorgio de Chirico in *We Metaphysicians* (1919).

Says Vittorio Alpi: "His words strike a chord with us at ALPI for being profoundly analogous with the way we interpret design and the wood itself. The intriguing poetic dimension of this material is revealed by dint of research, development and experimental rigour."

According to the designers GamFratesi, "the display is constructed as a series of contemplative moods. The surfaces of ALPI wood are active fields that transform the architecture into an inner landscape. Different types of grain dilate, contract and orientate themselves in the space, generating a three-dimensional silence that continuously modifies our perception of the surroundings, which are not complete rooms but changeable conditions, passages between distance and vicinity, presence and dissolution, openness and inward focus. Each setting represents a change of state, a different rhythm to negotiate."

Rooted in the conviction that wood as a material can speak to us in important, fundamental ways, "Piazza Interiore" is the latest instalment of continuing research at ALPI into the sensorial, expressive and functional design possibilities of ALPIlignum veneer.

ALPI

ALPI is a pioneering manufacturer and leading producer of decorative surfaces made of reconstituted wood. The company was the first to industrialise this process. ALPIlignum veneer is made of real wood by taking apart and putting back together a tree-trunk. This creates a material that is not printed, and so designable as to offer limitless aesthetic effects.

ALPI represents an undisputed gold standard in wood technology. As such, it is a company of excellence, distinguished by the breadth of its product range and ability to meet the specific requests of a highly diversified client base. ALPI devises bespoke solutions, each of which can be reproduced identically years later, if desired.

The company's uniqueness is given by the perfect coexistence between avant-garde technology and meticulous craft-based procedures; the use of top-quality raw materials; and substantial investments in research and development. ALPI



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partners with big industries (from automotive to shipbuilding) and international companies specialised in furniture, product design, interior decoration and architectural contracting services.

ALPI stands out in the worldwide panorama for its direct control over the entire production process, from the forest to the finished veneer. Certification FSC® 100% (FSC-C004666) guarantees the wood's provenance from correctly, responsibly managed forests in accordance with rigorous environmental, social and economic standards. Regarding fire safety, the entire ALPIlignum Collection possesses a flame-resistance classified as Bs1d0, giving the veneers a high level of safety and conformity with design requirements. All ALPI veneers are available with IMO-MED certification, the European Union directive for the safety of maritime products. ALPI is therefore the guarantor of a certified, ecologically sound product.

Profound synergy between ALPI and the design world has given rise to long-standing collaborations with exceptional design talents. This lively, continually evolving link led to an alliance with Piero Lissoni, who has held the role of art director at ALPI since 2015.

Directed by Vittorio Alpi, the founder's grandson, the company's multiple factories employ 400 people in Italy, over 1,300 in Africa, and 20 in the United States at ALPI Brookside, a subsidiary that commercialises and distributes ALPIlignum in the US and Canada. ALPI products are distributed in more than 60 countries.

ALPI S.p.A.

Viale della Repubblica 34, Modigliana (FC)

+39 0546 945411 www.alpi.it

Press office

R+W | Giulia Fregonese – giulia.fregonese@r-w.it

T. +39 02 33104675