





WHY

Respect of people

We Value people through Valuable people. Appreciation and respect are essential in building Value relationships among individuals: in Alta, we want all the people of our world, Clients, Suppliers, Collaborators, Partners and the community in which we operate, to be integral parts of our project and we all constantly strive to promote principles of ethics, equality and diversity, trust and reliability in all that we do.

Sustainability

We are aware of the responsibility we all bare for the future of our planet. Based on this principle, it is our purpose to improve the environment in which people live, respectfully preserving the external environment we will have to pass on to future generations. Therefore we commit to enforce a policy of social awareness and enhancement of the company processes in terms of impact and eco-sustainability, also through a conscious and efficient use of resources, which are limited, and in order to manufacture respectful products.

ALTA

Corporate Social Responsibility

Attention not only to the environment, but also to people. Doing business means valuing human resources, contributing to the development of expertise, actively participating in the local community where the company is operating and promoting constant innovation and growth aimed at a sustainable development.

Essentiality

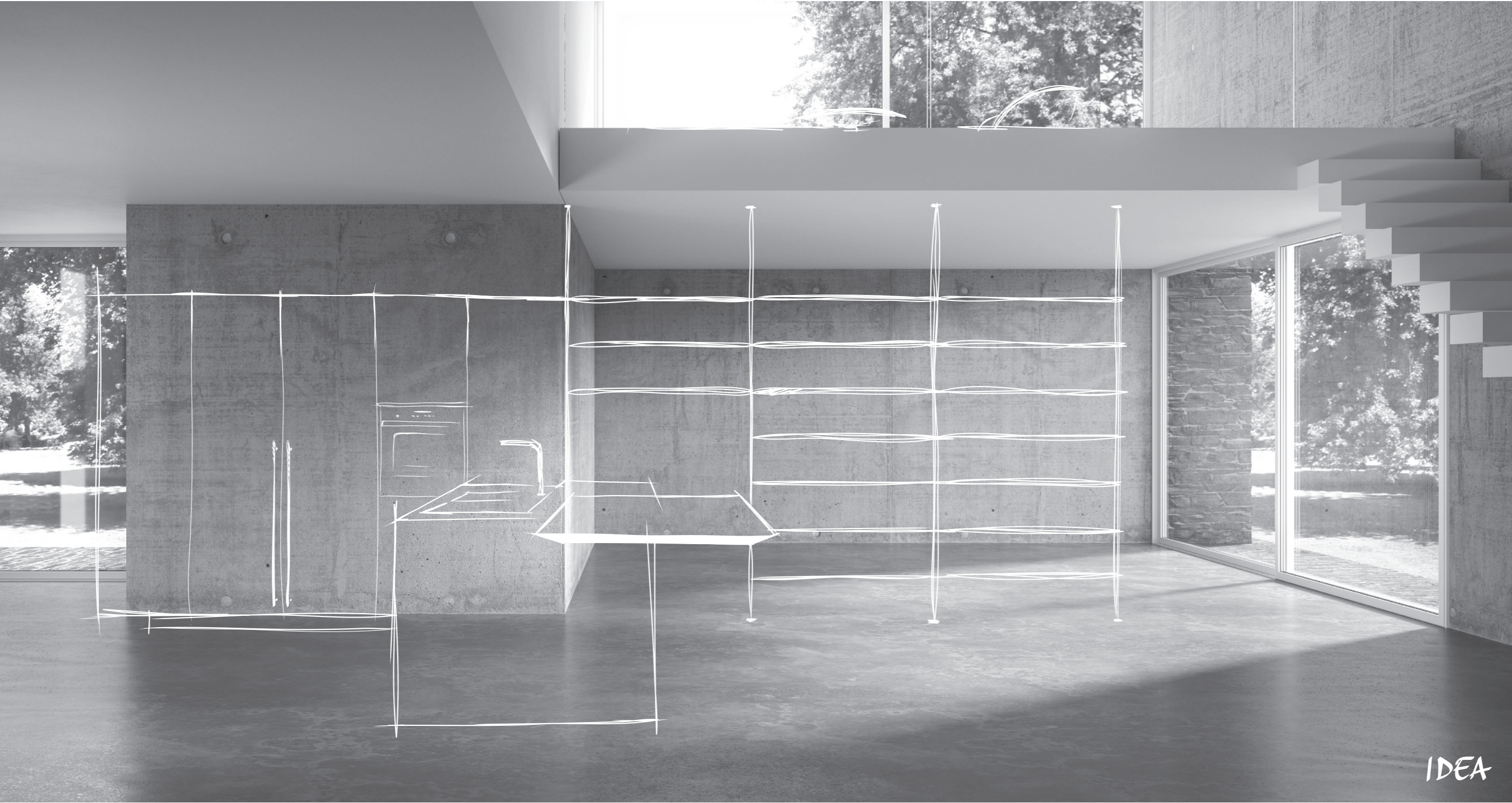
A minimal and essential design, inspired by aesthetic criteria, that give life to beautiful, important and functional spaces, but also elegant and discrete, based on the principles of ergonomics: this is the philosophy inspiring our creations.

SPACES BECOMING PROJECTS

Space is an inspiration, space becomes the incentive to thinking, a container to be filled with contents and functions for the benefit of people who will enjoy them. It is from this unique and unrepeatable combination of desires and needs, environment, time and materials that the project idea is born and takes shape in a specific space.











PROJECTS TAKING SHAPE

The art of know-how and its main actors, the people: the true secret ingredient. They are not only the custodians of an artisanal expertise and of a distinctive know-how, but the actual protagonists of the company, in a cooperative and collaborative environment and in symbiosis with the outside stakeholders of the business.











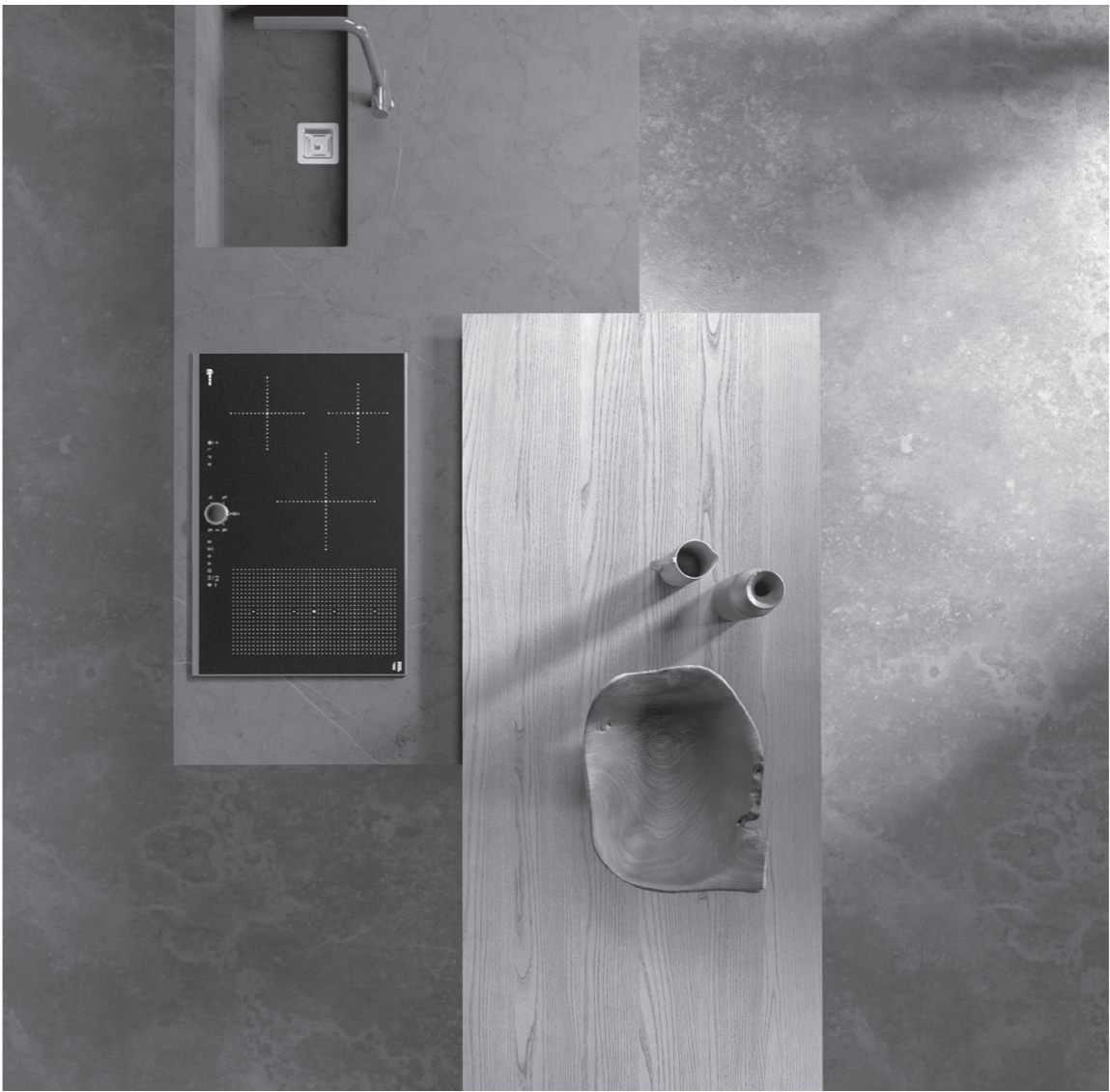
SHAPES WHICH VALUE LIFE

Today we conceive and build tomorrow's future. The attention we dedicate to products and to completed projects is the consequence of being aware that all we do has an impact on people's lives and on their interaction with the world. Therefore we do business on the basis of a long-term vision, excellent solutions today thinking ahead to the well-being of future generations.









ALTA COMMITMENT ACT



Commitment and transparency

Innovation in project management is named Alta Commitment Act (ACA).

We guarantee full visibility to our clients with an end to end process of the project, divided into ten phases and codified by the Alta certified protocol.



The ACA: excellence as the result of experience

The obsession for continuous improvement and excellence in performance allowed us to perfect the ACA process protocol, conceived in 10 distinct phases, which integrate the steps of the project for the purpose of a guaranteed management of internal processes, subject to rigorous controls and aimed at certifying the quality of the procedure.

Case Study

Exploring a success is the best way to understand the strength and added value of our commitment. We chose the case study of the residential project “The Twenty 1” in order to display the 10 phases composing the Alta Commitment Act and our modus operandi.



CASE STUDY

“THE TWENTY 1”



Located in the elegant neighborhood of Chelsea, in Manhattan, “The Twenty 1” is a new luxury residential project, which involved carrying out a large renovation through the redesign and transformation of an existing four-storey commercial building, into a structure including six full-floor units and two duplex penthouses.



01/ PRELIMINARY STUDY AND BIDDING

ARCHITECTURE DETAIL



PROJECT DETAILS



During the preliminary phases, the client expressed the need of a customized project, starting from the architectural design. In particular, given that the building featured a facade with large windows, the architecture firm requested ALTA to recreate the same effect in the interior spaces, including mirrors in the furnishing project, guaranteeing harmony between the interior design and the external structure.

APARTMENT



ARCHITECTURE
FIRM:
GRADE
NEW YORK

“In order to increase the sale value of the single units, it was important that ALTA was able to insure a 100% Custom Made service, creating unique, modern and elegant pieces, which would increasingly value the structure”.

“We asked ALTA to provide all the documents relevant to the company (employee’s insurance, compliance with US applicable laws and regulations) in order to be certain that it was suitable as a contractor for this project”.

GENERAL
CONTRACTOR:



02/ SCOPE OF WORK DEFINITION

RENDER LIVING



The rendering provides an in-depth depiction of the management of space and allows to convey the dominant style chosen by the client, the harmony between colors, finishing works and materials used, providing, at the same time, an overall point of view on the project.



RENDER KITCHEN

The Moodboard allows to choose between different colors and materials in order to achieve the best combination of elements, precisely reflecting the project and satisfying the clients expectations.



MOODBOARD

03/
SUPPLY,
QUOTATION
AND APPROVAL

QUOTATION



Based on the requests made, ALTA provides a detailed and clear cost estimate for the completion of the project, explicitly breaking down all expenditure items and relevant information concerning each element and service.

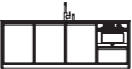


Custom Made Solid Wood doors



Quotation for	1 Qty	US \$
Quotation for	2 to 6 Qty	US \$
Quotation for	7 Qty	US \$

Taj Mahal Quartzite

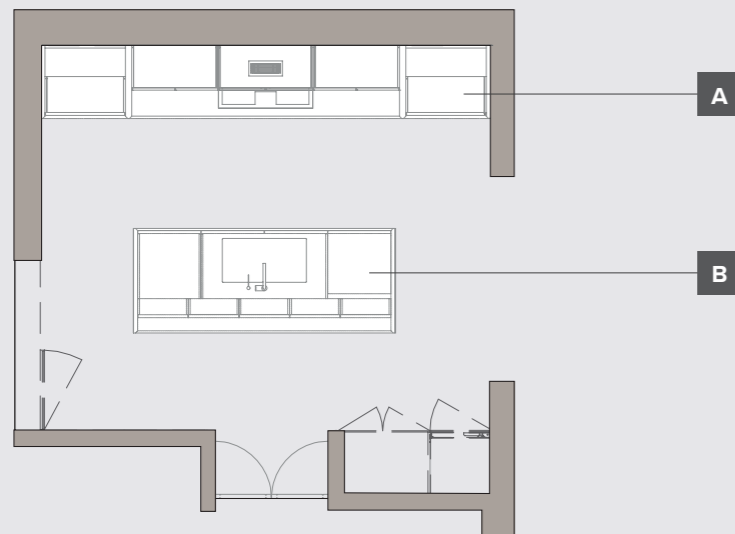


Quotation for	1 Qty	US \$
Quotation for	2 to 6 Qty	US \$
Quotation for	7 Qty	US \$

ALTA's Added Value is its ability to suggest alternative solutions to the Client in terms of both materials and components, with a different positioning in terms of levels of quality and quotations.

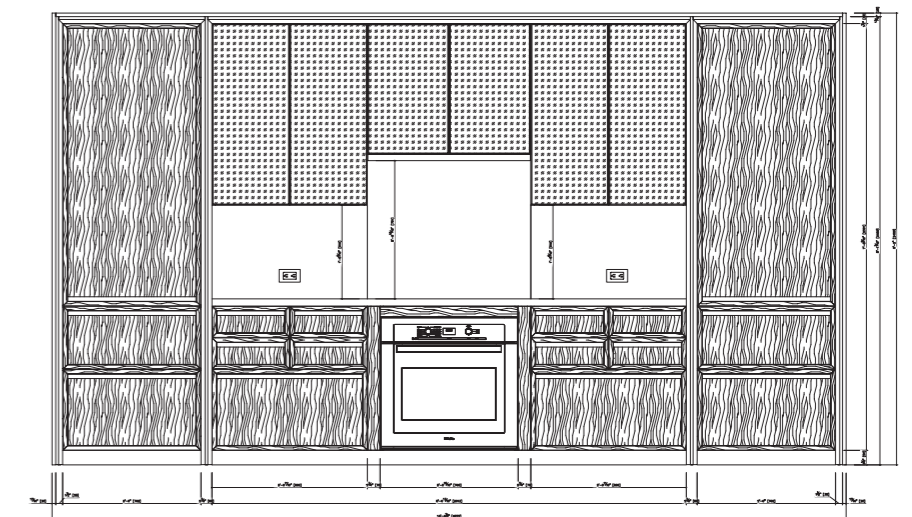
04/ DEVELOPMENT OF TECHNICAL DOCUMENTATION

KITCHEN

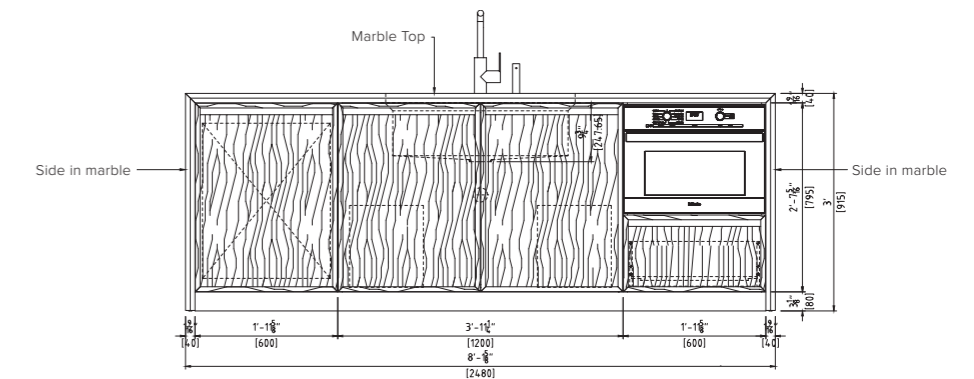
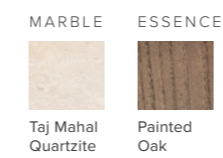


Our technical department drafts the technical documentation, including extremely detailed drawings of each room, worksite technical sheets, defined as Civil Works, and drawings for coordination of plumbing and electrical plants, with particular attention to the US Regulation for the disabilities (ADA). The elevations accurately indicate the materials used and the dimensions and specifics of the various components.

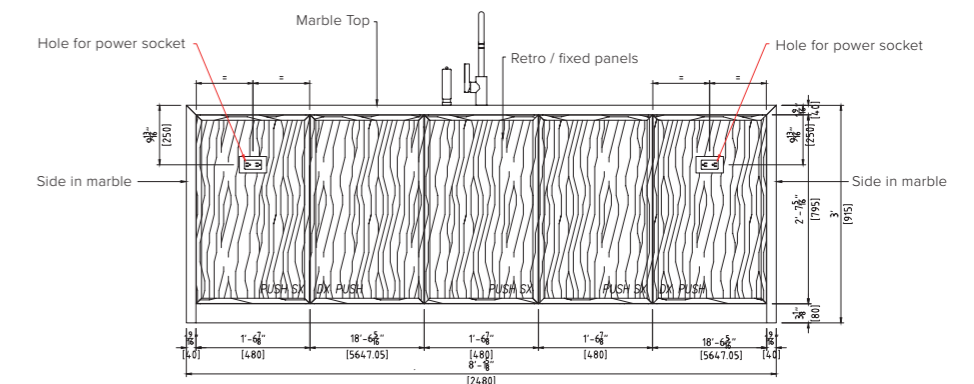
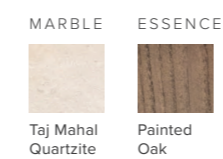
A Kitchen elevations



B Island unit elevation – washing line side



B Island unit elevation - back



05/
PROJECT
SCHEDULE
TIMETABLE

TIMETABLE



Our company internally plans and divides the different work phases among the different departments involved in the process, maintaining an ongoing relationship based on cooperation and confrontation with the architecture firm and the General Contractor in relation to the implementation of the final project.

Design execution and control of specifics:

The technical office is responsible for the implementation of the design solutions, in compliance with the specific indications and technical requirements of the customer and in line with the regulations in force at local level.

Continuous relationship with the architecture firm:

The company is in constant contact and maintains an ongoing discussion with the clients requesting the project, always ready to intervene in case of possible variations or changes during the works.

Briefing and internal discussion:

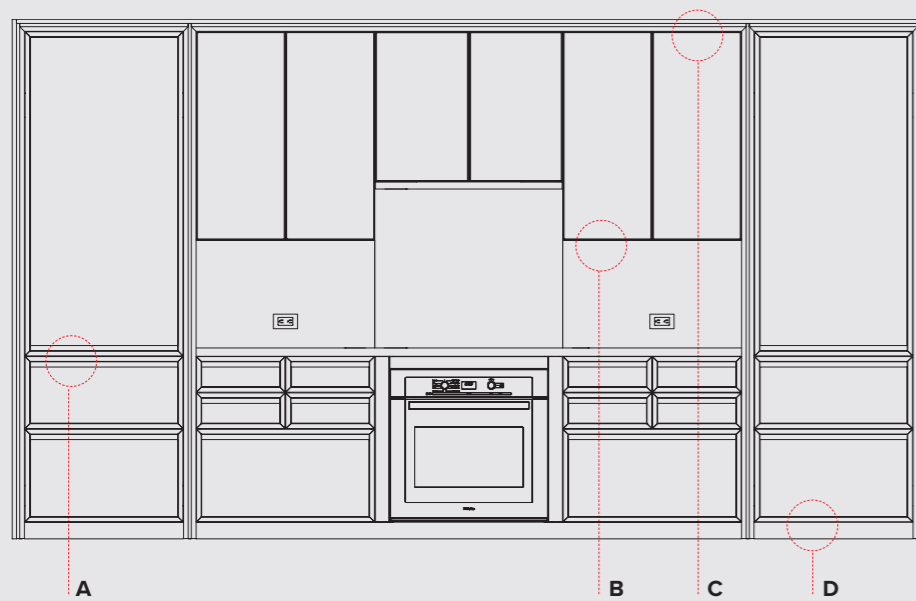
An essential component of ALTA's internal production process is the continuous cooperation and discussion through company briefings among departments.

Time and costs monitoring:

A precise planning of the operations requires the management, control over and compliance with the timeline, as well as the monitoring of costs and satisfaction of the requested quality specifics.

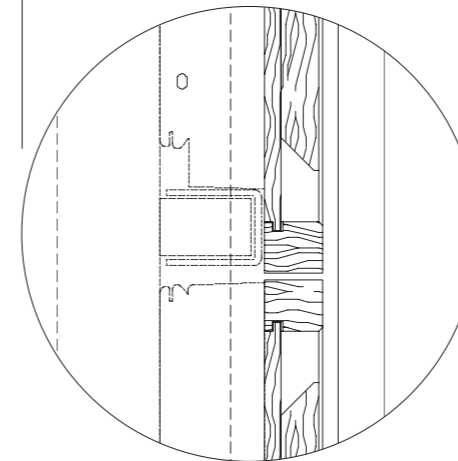


06/ GLOBAL TECHNICAL PREVIEW

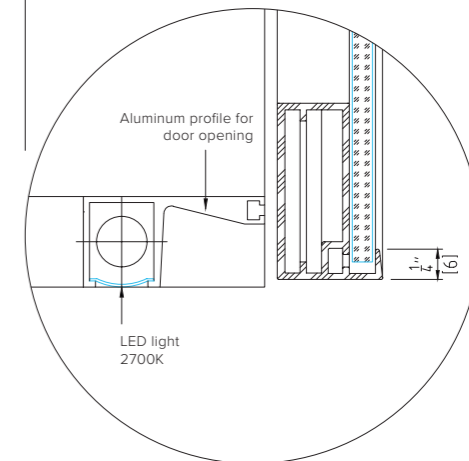


Further to our assessments made directly at the relevant premises, the Alta Design Department provides the architecture firm with detailed graphics, installation drawings, product data sheets and finishing samples for the final arrangement subject to approval.

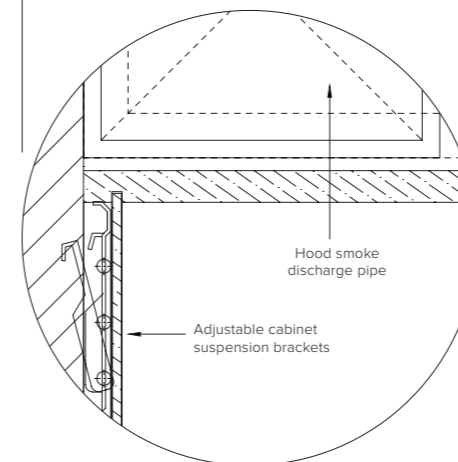
Detail A



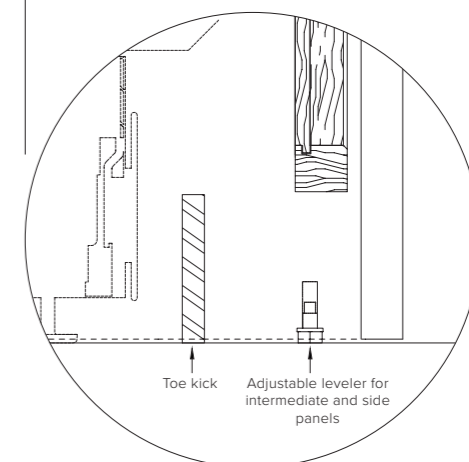
Detail B



Detail C



Detail D



Wide variety of choices among substantially unlimited options in combination with our offer of a custom-made service allow complete flexibility, insuring the highest degree of satisfaction of our client's expectations.

07/ PRODUCTION AND MANAGEMENT

PRODUCTION



Alta's competitive advantage is the result of craftsmanship combined with technological innovation, which is characterized by the research for quality and uniformity, and with a selection of exclusively Made in Italy raw materials, subject to meticulous controls.



Adhering to our environmental and social sustainability policy, we commit to use, during the coating phase, water-based coatings, which safeguard human health, are completely odorless and devoid of toxicity.



08/ LOGISTIC CENTER HANDLING AND FITTING CARE

LOGISTIC



Flow management is strategic to ensure compliance with project schedule. ALTA meticulously monitors the movement of materials in all the various phases of the production process, from the incoming supply to the final delivery of the products, with a fundamental role played by external logistics in managing complex projects at a national and, especially, international level.



A packaging, which preserves the integrity of the components, suitable for any type of carrier, including ships and planes, is designed and created on the basis of the characteristics of materials and processing and on the destination country.

SHIPMENT



The company constantly invests in innovation technology, urging to adopt instruments and solutions in accordance with the principles of the 4.0 industry

09/ CLIENT CONSIGNMENT

3D RENDER



Alta undertakes to comply with requests received and promises made, with particular care dedicated to attention to details and to ensuring the harmony and cohesion between the different environments. The result of the work is clear: look at the comparison between the initial rendering and the actual image of the completed project.

REAL PHOTO





10/ TIMELESS CARE

CUSTOMER CARE



Our commitment towards our Client continues over time. Further to the sale and delivery of the finished product, Alta guarantees its presence through an accurate post-sale assistance service.



Guarantee on materials

Quality, as the result of a long research and of a very rigorous selection process, is the distinguishing characteristic of the material utilized in our manufacturing unit.



ALTA makes use, for all its productions, of panels compliant with the emission limitations provided by the CARB ATCM Phase II or by the U.S. EPA TSCA Title VI (Toxic Substances Control Act) and certified by a TPC (Third Party Certifier) recognized by CARB and EPA.



Forest Stewardship Council
The FSC®: the certified wood. Since 2010 Alta resorts only to FSC® certified suppliers, guaranteeing that the supplied wood comes from forests that are managed in a responsible manner. Search for FSC certified products.

H₂O

For its panels, Alta utilizes only coatings with water-based solvents: it is, a matter of fact, possible to reduce by 95% emissions of VOC (Volatile Organic Compounds) in the environment as compared to the use of solvent-based coatings. Furthermore, it must also be recalled that the water-based coatings are completely odorless, non-flammable and have a particularly low level of toxicity.

WHERE

References all over the world

ALTA operates and implements its creations all over the world:

- America
- Europe
- Africa
- Asia
- Oceania

International architecture firms

We are honored of having implemented projects of and having cooperated with primary and important international architecture firms, amongst which: Think Architecture, AA Studio, ODA Architect, Workshop DA, Narofsky Architecture, Paz Arquitectura.

ALTA

Multi-unit

The Oosten, NY
Vitre Condominium, NY
287 East Houston, NY
416-420 Kent Av Brooklyn, NY
357 West 17TH Street

Private Mansion

Townhouse, NY
Sands Point Mansion, NY
Murray Hill, NY
Corallo House, Guatemala City
Dunbar Residence, Canada



THE OOSTEN

LOCATION:
BROOKLYN, 421 KENT AVENUE,
NY 11249

ARCHITECT(S):
THINK ARCHITECTURE

INTERIOR DESIGNER(S):
PIET BOON

GENERAL CONTRACTOR:
WONDER WORKS

FURNISHING SUPPLIED
KITCHENS, PANTRIES, WARDROBES,
BATHROOMS, MEDICINE CABINET

UNIT:
215

YEAR:
2017

Located on the lively shore of South Williamsbourg, a cool neighborhood undergoing an intense growth and offering uncountable services, The Oosten brought the concept of luxury living in New York to a completely new level. A rare example of development designed by the famous Dutch architect Piet Boon, who conferred to each residence a modern touch, suitable for single individuals or families in search of the “Williamsburg lifestyle”, a balance between simplicity and elegance.



VITRE CONDOMINIUM

LOCATION:
MANHATTAN, 302 EAST 96TH STREET,
NY 10128

ARCHITECT(S):
KARL FISHER

INTERIOR DESIGNER(S):
ELIANART

GENERAL CONTRACTOR:
WONDER WORKS

FURNISHING SUPPLIED:
KITCHENS, PANTRIES, WARDROBES

UNIT:
48

YEAR:
2019

A new approach to life in the Upper East Side. Vitre is a unique condominium, different from any other in the area. Modern and refined, it combines a sophisticated European-inspired design, built using material of extremely high quality, all wrapped in a splendid glass facade. An elegant and welcoming window in one of Manhattan's most desirable neighborhoods, the building is located in setting dense with tradition, only a few seconds from the new Second Avenue underground station, in a location that grants access to the infinite possibilities of the entire city.



287 EAST HOUSTON



LOCATION:
NEW YORK, 287 EAST HOUSTON
STREET, NY 10002

ARCHITECT(S):
AA STUDIO

INTERIOR DESIGNER(S):
AA STUDIO

GENERAL CONTRACTOR:
WONDER WORKS

FURNISHING SUPPLIED:
KITCHENS, PANTRIES, BATHROOMS,
MEDICINE CABINETS

UNIT:
27

YEAR:
2019

The 287 East Houston is the most successful new ground-up on Houston Street. An Italian-inspired presence echoes outside with the elegant facade made in blackened steel, black-textured bricks and large full-height glass panes.

This luxury structure, completed in 2018, is spread over 11 floors and houses 27 residences.

Our company, for this project, was entrusted with the supply and installation of the kitchens, pantries and bathroom furniture.



416-420 KENT AV BROOKLYN

420 Kent Avenue, an unprecedented life experience, directly on the East River, in Williamsburg, Brooklyn. Composed of three multidimensional glass towers designed by the multi award winner architecture firm ODA New York, 420 Kent will host: 875 residences, 20.000 square feet of restaurants and retail spaces, over 25.000 square feet of indoor facilities and more than 80.000 square feet of outdoor spaces, including a 400-foot landscaped riverside, located in the center of the South Williamsburg Waterfront, one of Brooklyn's best neighborhoods.



LOCATION:
BROOKLYN, 416-420 KENT AVENUE,
NY 11249

ARCHITECT(S):
ODA ARCHITECT

INTERIOR DESIGNER(S):
ODA ARCHITECT

GENERAL CONTRACTOR:
ZDG CONSTRUCTION MANAGEMENT

FURNISHING SUPPLIED:
VANITIES AND MEDICINE CABINETS

UNIT
857

YEAR:
2019



357 WEST 17TH STREET

LOCATION:
NEW YORK, 357 W 17TH ST,
NY 10011

ARCHITECT(S):
WORKSHOP DESIGN+ARCHITECTURE

INTERIOR DESIGNER(S):
ALENA DE PLOTI

GENERAL CONTRACTOR:
WONDER WORKS

FURNISHING SUPPLIED:
KITCHENS, PANTRIES, CUSTOM MADE
BAR, MILLWORK AND WARDROBES

YEAR:
2017

A modern design townhouse concrete made in one of the most exciting neighborhoods in Manhattan, represents the best solution to fully experience the vibrant West Chelsea. With 11,000 square feet of living space, 2,000 square feet of outdoor surface, the atmosphere is airy, unobstructed and incredibly fascinating. In this context, five bedrooms with private bathroom, 12 bathrooms, an immense professional kitchen, comparable to those of restaurants, and sumptuous interiors offer an exceptional backdrop to an extremely elegant life experience.



SANDS POINT MANSION

An exceptional villa plunged in the green surrounding of the Sand Point Golf Club, characterized by a unique design of shapes and water effects. The residence, designed in harmony with the surrounding landscape, stands out from the traditional residences in the neighborhood for its concrete panel, the mahogany cladding and green roofing system.



LOCATION:
SANDS POINT, NY 11050

ARCHITECT(S):
NAROFSKY ARCHITECTURE
INTERIOR DESIGNER(S):
ARCHIGEO4

GENERAL CONTRACTOR:
WONDER WORKS

FURNISHING SUPPLIED:
KITCHENS, PANTRIES, CUSTOM MADE BAR,
MILLWORK AND WARDROBES

YEAR:
2017





MURRAY HILL

LOCATION:
NEW YORK, PARK AVE, NY 10021

ARCHITECT(S):
JOHNATHAN HELD
INTERIOR DESIGNER(S):
ARCHIGEO4

DEVELOPER:
WONDER WORKS

FURNISHING SUPPLIED:
KITCHENS, PANTRIES, AND WARDROBES

YEAR:
2016

The Kitchen hosts two island units in white Carrara marble and fronts in white glossy lacquer; the tones of the marble tones, which contrast with the black inserts on the wall, constitute the distinctive trait of the entire apartment and contribute to enhance the brightness of the setting and convey a higher perception of wideness and vastness to the spaces.

Located in the exclusive Park Ave, this renovation resulted in a unique living space, characterized by a contemporary style.



CORALLO HOUSE

LOCATION:
GUATEMALA CITY

ARCHITECT(S):
PAZ ARQUITECTURA

INTERIOR DESIGNER(S):
PAZ ARQUITECTURA

FURNISHING SUPPLIED:
KITCHEN, LAUNDRY AND PANTRIES

YEAR:
2011

Located in the midst of a dense hill forest in the Santa Rosalia area, in Guatemala City, Corallo House incorporates the existing forest in the landscape of the house. It combines the surrounding nature with the architectural project; the design process started with the objective of preserving the existing trees and conveying the sense of interaction between them and the living space. The main component is the exposed concrete, which shows the rustic texture of the wooden formwork, therefore fostering the interaction between the formal component and the forest's textures.



DUNBAR RESIDENCE

Dunbar 33 is a modern 257 square meter home built in 2013 in the Dunbar neighborhood, in Vancouver, an area characterized by quiet residential roads bordered by large ancient trees and quiet parks. The house is designed around a space, divided into two and double height, facing the garden on the south side and offering an incredible mountain view on the north side. The center of the building is see-through on both sides, allowing light to enter all day long.



To recreate the harmonious effect with cedar wood, stucco and zinc that characterize the exterior of the house, Alta conceived the kitchen and the furniture combining walnut wood with white concrete finishes, thus creating an interesting and luminous contrast of colors and materials.

LOCATION:
VANCOUVER,
CANADA

ARCHITECT(S):
FRITS DE VRIES ARCHITECTS

INTERIOR DESIGNER(S):
ASSOCIATES LTD

FURNISHING SUPPLIED:
KITCHEN AND CLADDING, PANTRIES,
MAIN LIVING ROOM WALL AND TV UNIT,
WARDROBES, OFFICE, VANITIES.

YEAR:
2013



REFERENCE LIST

Completed projects

- 2010 – Tiffany Cañada, Guatemala City
- 2010 – District Condominium, New York - Fulton Street (NY 10038)
- 2011 – Corallo House, Guatemala
- 2011 – Résidence Au coeur des ours, Les Deux Alpes, Francia
- 2013 – Dunbar 33 Dillon House, Vancouver, Canada
- 2014 – Tiffany 5ta Avenida, Guatemala City
- 2015 – 338 Berry, Brooklyn (NY 11249)
- 2015 – 540 West, New York - 540 - 545 West 49th Street (NY 10019)
- 2015 – Spectra, Hartford (Connecticut)
- 2015 – The Oosten, Brooklyn - 421 Kent Avenue (NY 11249)
- 2015 – 1868 Van Ness Ave, San Francisco (CA 94109)
- 2016 – Murray Hill, New York - Park Ave, (NY 10021)
- 2016 – 372, New York - 5th Avenue, (NY 10021)
- 2017 – Residence Alexandra, London (UK)
- 2017 – Townhouse, New York, 357 W 17th St, (NY 10011)
- 2017 – Sands Point Mansion, Sands Point, (NY 11050)
- 2018 – The Parioli, New York - 114 Mulberry Street (NY 10013)
- 2018 – 436 - 442 East 13th Street, New York (NY 10009)
- 2018 – Vitre Condominium, Manhattan - 302 East 96th Street (NY 10128)
- 2018 – 1830 E Mercer St, Seattle, (WA 98112)
- 2019 – 420 Kent Avenue, Brooklyn - 416-420 Kent Avenue (NY 11249)
- 2019 – 287/LES, New York - 287 East Houston Street (NY 10002)

Ongoing Projects



2019
100 Trumbull, Hartford
(Connecticut)



2019
101 Pearl Street, Hartford
(Connecticut)



2019
111 Pearl Street, Hartford
(Connecticut)



2019
Residence Nivaria,
Zeebrugge (Belgio)



2020
Houston House, New York,
298 East 2nd Street
(NY 10009)



2020
30 Kent Street, Brooklyn
(NY 11222)



2020
Tiffany Novena,
Guatemala City



2020
126 Gotham Plaza, Harlem
(NY 10035)



Published by
Alta srl

Via Gemona 22/24
33078 San Vito al Tagliamento (PN)
Italy

Printed by
Luce srl
October 2019

Art direction
WABi laboratori creativi

Concept, texts and translation
Gemba srl

Credits foto
Marco Tortato

altacucine.com



