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## GROUP PROFILE

### **THE GROUP**

**Interna Group** based in Tavagnacco, Udine is a growing Italian industrial Group, operating worldwide in the creation of luxury furniture and furnishings for the high end hospitality and contract industries, through three specialized companies: **Interna Contract**, **Interna Collection**, and **Logica**.

**Interna Contract** was founded in 1989 and specializes in contracting furnishing projects for the niche luxury market, producing exclusive furniture, furnishings and ornamentation on a turnkey basis. Its work ranges from arranging financing to the final design, from production to logistics, and from installation to testing and after-sales assistance. All this, with the guarantee of strict adherence to agreed quality standards, and to price and delivery terms.

Interna Contract is now one of the ten major Italian players operating in the hospitality sector. It has taken considerable courage and tenacity to co-ordinate projects of ever greater complexity and ever-increasing levels of quality but the reward is that Interna now enjoys a position of enormous respect as one of the world's top companies in this field. Interna's main area of operations is traditionally the 5-Star luxury hotel but over time the company has extended its work to include luxury designer stores, yachts, banks and corporate offices, private residences, bars and restaurants, spas and wellness centres, private clinics, museums, and more.

Interna Contract produces unique designs and tailor-made products for each single project. At Interna Contract there is the expertise and technology to meet any furnishing requirement, in whatever style or material, from natural wood to metals, plastics and glass with unusual or special finishes. The most frequently supplied products are: tables, chairs and armchairs, upholstered or otherwise, doors, woodwork, outdoor seating and other furniture, lamps and other accessories

**Interna Collection**, established in 2005, draws on the wealth of experience acquired by its sister company Interna Contract, and offers an innovative furnishing concept involving more than 200 designs, which together form three different lines, each the expression of different stylistic trends: *Traditional*, inspired by the 19th and early 20th Centuries; *Transitional*, the classical seen through modern eyes; and *Contemporary*, which harnesses the creative talents of five top contemporary designers - Uwe Fischer, Alfredo Häberli, Isao Hosoe, Franco Poli e Hannes Wettstein. In order to guarantee clients the greatest possible flexibility of choice, each of these design concepts can be customised and rendered unique by accessing a wide range of different sizes, materials and finishes.

The 'Designer Monograph' is a collection within a collection, the work of designers of outstanding importance which accompany the three main lines: the first, launched in 2006, is Les Grands Classiques de Jacques Garcia. The second, of 2008, is the monograph of the AngloDutch studio FG stijl. The third, that will be presented as a preview at the Salone 2009 (and will be fully presented in 2010) its Bedroom Stories, created by 5 world renowned hospitality designers: Decoration Jacques Garcia, Paris, tonychi and associates, New York, FG stijl, Amsterdam, Hirsch Bedner Associates, Atlanta e Bilkey Llinas Design, Hong Kong.

With Interna Collection the Group has started a new, significant stage in the development of its sales network at an international level: the collection is commercialized through a specially selected and constantly updated group of sole agents worldwide. At the same time, the company believes in the value of e-commerce as an innovative sale channel, and has a dedicated section on its website, which allows specialists working in this sector to access the collection on-line.

**Logica** is a well-known brand for the production and sale of office furniture. It was acquired by the Interna Group in June 2006 and very much completes the group's portfolio for the contract sector. It offers four standard collections of office furnishings and various lines of chairs. Furthermore, can supply turnkey furnishings for work places all over the world, for the hospitality sector but also for convention centres, banks, insurance agencies, public offices and much more.

## **GROUP PHILOSOPHY AND ORGANISATION**

With its entrepreneurial and organisational stance, Interna Group goes against many of the current market and economic trends in this sector and, more generally, the Italian economy:

**Management vs. Ownership.** An important feature of the Interna Group set-up is the clear distinction made between company ownership and management: management committees made up of Interna's top managers from different departments are responsible for all strategic and operational decision-making. The Group constantly interacts with large international companies on extremely complicated projects, and this demands a dynamic and flexible managerial approach which relies heavily on the ideas of teamwork and delegation and is not compatible with the traditional business model of the omnipresent owner/entrepreneur, so typical in Italian family-owned small to medium companies.

**Strictly all-Italian production.** Interna also operates in clear contrast to the majority of Italian manufacturers who are relocating their production facilities abroad – all the products in Interna's catalogue are made in Italy, mainly for socio-ethical reasons, but also because the Group's management and ownership firmly believe that only with *Made in Italy* products they can guarantee the quality demanded by clients who operate at the luxury end of the market. Interna ensures top quality at competitive prices through efficient management of production cycles rather than by using cheap labour outside Italy.

**Permanent contracts for employees.** True to Interna's belief that "it is the company's duty to be of benefit to the whole community rather a few individuals", Interna takes on staff on permanent contracts. Again this policy goes against what is happening in the Italian industrial sector where, on the whole, firms are looking for ways to reduce labour costs, with the inevitable result that many people are employed on short-term temporary contracts. At Interna, the decision was made to go down a different route, for ethical reasons and because the Group could see the enormous advantages in having a stable workforce with consolidated experience and expertise. The average age of employees at Interna is thirty and many of the top positions are occupied by women. Interna also works with local universities and offers training contracts to university undergraduates and postgraduates, who are then offered permanent positions if they have the right characteristics and show the enthusiasm and aptitude required in this sort of work.

**"Weightless company".** The Interna Group has taken on board the philosophy of the weightless company, one which invests not in material goods but, in line with cutting-edge corporate philosophy, chooses to concentrate investments in the non-material: in IT, in know-how, in staff training, in research and development.

**Certifications: Quality, Environment and Ethical.** The Interna Group integrated certification system includes Quality ISO 9001:2000, Environment ISO 14.001, and Ethics SA:8000, obtained in June 2006 and which testifies the Group's commitment to the issue of fair and sustainable growth. The Group works hard to ensure that the process of globalisation is carried out in full recognition of human rights, international labour laws, and environmental protection.

**Clients.** Among the Group's most prestigious clients: BMW, Daimler-Chrysler, Volkswagen, Siemens, Intercontinental Hotels Group, Hyatt International, Ritz Carlton, Four Seasons, Radisson Sas, Sheraton, Marriott, Hilton, Le Meridien, Armani, Cartier, Louis Vuitton, Chanel, Sete Yachts, Ferretti Yachts, Fincantieri.

## SOME OF OUR MOST RECENT WORKS 2007-2009:

\*\*\*under construction:

Radisson SAS Hotel Dakar	Dakar, Senegal
Armani Hotel at Burj Dubai	Dubai (UAE)
The Regent Grand Hotel	Bordeaux (France)
Hotel La Mamounia	Marrakesh (Morocco)

### Corporate

#### Ristoranti e Caffè

BMW WORLD	Monaco, Germany
Hyatt Regency Mainz Fort Malakoff	Mainz (Germany)
New York Café Budapest	Budapest, Hungary
Restaurant c/o Hotel Mons Lubiana	Ljubljana, Slovenia
Wynn Design Las Vegas	Las Vegas, USA
Maxime Restaurant	The Hague , The Netherlands
Bouley Restaurant	New York , USA
Rafsika Restaurant	Washington, USA

### Retail

Louis Vuitton Boutique	Nicosia (Cyprus)
Louis Vuitton Corner	La Rinascente, Milano
Louis Vuitton Boutique	Roma
Louis Vuitton Boutique	Lyon, France
Louis Vuitton Boutique	Budapest, Hungary
Louis Vuitton Boutique	Bologna
Louis Vuitton Boutique	Genova
Louis Vuitton Boutique	Torino
Louis Vuitton Boutique	Abu Dhabi, UAE
Louis Vuitton Boutique	Dubai, UAE
Louis Vuitton Boutique	London, United Kingdom
More than 95 Cartier Boutiques world wide	

### Residential

Ville Qing Long Qiao	Beijing, China
Villa Les Girouettes	Deauville, France
Residenza privata	Paradise Islands, Bahamas, USA

### Marine

CRN Yacht 54 mts	Ancona
CRN Yacht 30 mts	Ancona
Carnival Dream Fincantieri	Monfalcone (GO)

### Hotel

Danieli	Venezia
citizenM Hotel	Amsterdam, The Netherlands
The Chedi Milan	Milano
Hotel Marinagri	Marina di Policoro (MT)
Hotel Grand Hyatt	Berlin, Germany
New York Palace Hotel	Budapest, Hungary
Hotel Beaux Arts	Paris, France
Intercontinental Hotel Geneva	Geneva, Switzerland
Westin Hotel Paris	Paris, France
The Dylan Hotel	Amsterdam, The Netherlands
The College Hotel	Amsterdam, The Netherlands
Hotel Des Indes – Le Meridien	The Hague , The Netherlands
Hyatt Regency The Churchill	London, United Kingdom
Intercontinental Hyde Park Corner	London, United Kingdom
Park Hyatt Philadelphia	Philadelphia, USA
Park Hyatt Washington	Washington, USA
Hotel Grand Hyatt	Cairo, Egypt

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