

 **SMANIA**  
FURNISH YOUR STYLE



# OUR HISTORY

# THE BACK STORY

Alberto Smania, founder of the company that bares his name, was born in Padua, Italy. During his lifetime, Alberto was a Navy Captain and an official Rally pilot for Fiat.

Alberto had a strong passion for all that is exotic and luxurious, characteristics that are strongly tied to his distinctive style and expressive use in terms of materials, techniques and workmanship.

Back in 1967, Alberto conceived his first table in his small artisan workshop - where cast railings and gates were produced - using nonconventional materials such as iron scraps and exclusive forms. His passion for beauty inspired him to move on to create a complete Smania home collection that included tables, bookcases, upholstery, beds and accessories.

# SMANIA TODAY

Today, owner and head director of Smania is Francesco Snaidero.

Francesco believes in maintaining the characteristics of *"a carpenter's shop"* for *"no machine will ever replace the able hands of those that choose, cut and sew wooden veneers as true tailors of wood"*. "Our success lies in the fact that each furniture piece is unique, recognizable and different from all the rest.

Smania is infinite passion for beauty, quality and elegance. A poem created by skilled hands, that preserve antique traditions creating unique works of art. Smania is the haute couture of wooden furniture and has been for over 50 years.

# OUR PHILOSOPHY

# SMANIA

The most modern among the classics,  
the most classic among the moderns

The company's **artisan culture** has never been abandoned, along with a marked material inspiration.

Smania designs, cuts and sews to create furniture and accessories that are suffused with its creative DNA, sculptural style and the intense energy of its **passion**, the essential ingredients of the **audacious beauty** at the centre of every creation.

Every article, an expression of fine, **deep-rooted quality**, is the result of the pleasure of creating.

# SMANIA

The most modern among the classics,  
the most classic among the moderns

Smania's strong design identity, its blend of boldness and elegance, is based on **personal satisfaction**, which is displayed in an eclectic design capable of emphasising the most diverse and distinctive personality traits. The range of options in the choice of wood, fabrics, leather, marble and metal is the fulcrum of **unique and unusual experiences**.

This sartorial flexibility is also the key to success in the **Contract** sector, where Smania is able to meet specific requests with a wide range of services in the design phase. The goal is **perfection in the details**, care over valuable materials and the search for balance in the proportions to embellish the most elite residences, the most elegant offices, the most refined *dehors*, prestigious yachts and hotels in the world.

# BRAND PILLARS

## Craft culture

The artisan soul that distinguishes us is enclosed in a modern industrial structure.

All processes are performed on the basis of a strong artisan tradition that prefers high quality and impeccable attention to detail.



# BRAND PILLARS

## Attention to detail

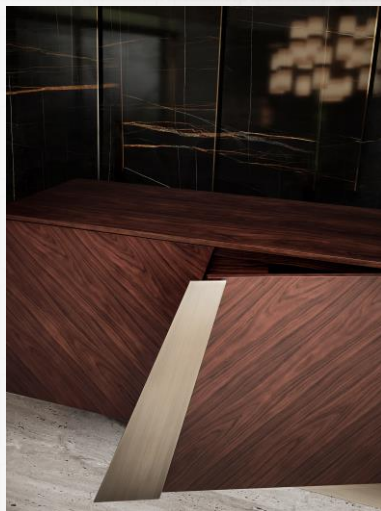
Nothing escapes the expert eye, able to catch all the nuances that distinguish the valuable furniture. From the study of the product, to the selection of materials, to the realization of the finishes, every detail is considered and tested with zeal.



# BRAND PILLARS

## Passion

In every activity, from the simplest to the most complex, our love for our work guides us. A feeling that nurtures cohesion, creativity and desire to create exclusive and quality furniture.



 **SMANIA**  
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# BRAND PROMISE

The most modern among the classics,  
the most classic among the moderns

Two souls coexist in Smania design: yours and ours.

Smania design is an eclectic one, able to maintain its own audacity and elegance. It is able to give space to your mood, preserving Smania's essence and its distinctive character.

# SMANIA MYMOOD

Do you know that, thanks to MyMood you can customize Smania products following your own style and that of the room you want to furnish? By choosing essences, upholstery, finish and colors you can customize each product shaping it thanks to your character. MyMood represents the freedom to model one's own sensations going along with one's wishes.

MODERN FLAIR



PAUL



CORAL



HIRO

CLASSIC FLAIR



OPIUM

# LOGO AND TAG LINE

Furnish your Style, three words: a verb, an adjective and a noun that elegantly and passionately express the company's mission.

A verb – **furnish** – that evokes action, dynamism, ability and expertise, skilful and meticulous savoir-faire, attention devoted to materials, construction, finishes and details to create unique furniture that reflects and reveals everybody's identity in the space.



Then a possessive adjective – **your** – that expresses what makes you different, what exclusively belongs just to you, what defines who you are in every choice, every decision and every area of your history, in every space in your life; 'your' is the mirror, the promise made by MyMood, Smania's project dedicated to creating custom furniture for architects, designers and customers.

Finally, **style**: a noble concept that embraces art, fashion and culture, which Smania aims to explore in all its forms, since style is a choice, an approach to life, a question of elective affinities between a person and their surroundings, between them and the clothes they wear, the houses they live in and the decor that surrounds them.

# OUR PRODUCTION

# SMANIA HEADQUARTER

Still today, Smania's collections are "Made in Italy", in its headquarters in Cazzago di Pianiga near Venice.



# SMANIA HEADQUARTER

Smania represents handmade culture. Characterized by a strong material flair, we draw, cut, sew and produce furniture and accessories that contain the energy of our passion. We do not fill spaces with our furniture: thanks to exclusive details, it is our stylish pieces of furniture that decorate and characterize the most exclusive houses, the most elegant offices, the most sophisticated dehors, the most prestigious yachts and hotels all over the world.





# SMANIA TOTAL LIVING

Smania, the most **modern** among the classics, the most **classic** among the moderns

Two styles that coexist, creating an exclusive and unconventional luxurious décor, paying particular attention to all those details that define Smania total look.

Smania total living highlights the distinguishing features of different characters, reflecting them in every detail by selecting materials such as wood, fabrics, leathers, marbles and metals where your personality can be reflected. In this way each piece of furniture becomes a unique one.

## COLLECTIONS >

### **Portraits of Style (4 catalogues)**

- Dining room
- Living room
- Bedroom
- Office

### **Nest (1 catalogue)**

### **New Collection\_22 (1 catalogue)**

### **Outdoor (1 catalogue)**

**SMANIA TOTAL LIVING**

# COMMUNICATION

# CONTENT PRODUCTION

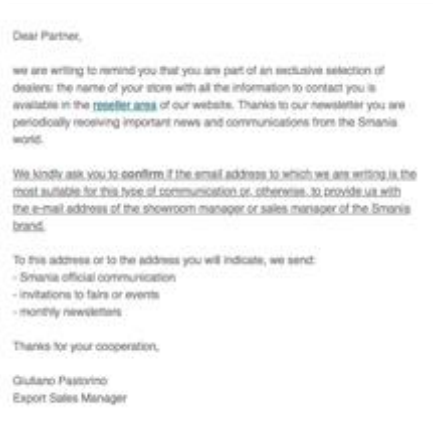
We publish a webpost in our blog and share it with our social media followers.



Join our network and share our contents

# NEWSLETTER

Every month we send our newsletter with the most interesting info about our products, philosophy and news. At the same address you will receive official sales communications and invites.



SALES LETTER



INVITES

NEWSLETTER

# VIDEOS

# DESIGNERS

Each year, a chosen designer is selected to enrich Smania's collections.

The new products are then first presented at the International trade fair - Salone del Mobile - held yearly in Spring in Milan.

Today Smania is collaborating with Giuseppe Viganò, Ferruccio Laviani, Massimo Iosa Ghini, Alessandro La Spada, Fabian Pellegrinet Conte, Rune Ricciardelli, Leonardo De Carlo.

Although we work with a number of designers we remain faithful to our Brand characteristics and values, making each new product recognizably Smania.

Every new product is developed by the Smania Atelier that design itself many of our products.

# DESIGNERS



MASSIMO IOSA GHINI



FERRUCCIO LAVIANI



ALESSANDRO LA SPADA



GIUSEPPE VIGANÒ



FABIÁN PELLEGRINET CONTE



LEONARDO DE CARLO

# SMANIA ATELIER



# SALES TOOLS | SHOWROOM LAYOUTS



# SALES TOOLS | SHOWROOM LAYOUTS

**02\_ LIVING**

1- PHOENIX dining table

2- ADY's chair

3- PHOENIX sideboard

4- PHOENIX console

1- HIBO sofa

2- HIBO armchair

4- GISELLE side table

5- AT mirror set

7- LOS ANGELES console

8- JERSEY vases set

9- JUDITH table lamp

10- SWEET carpet

**03\_ DINING**

1- PHOENIX dining table

2- ADY's chair

3- PHOENIX sideboard

4- PHOENIX console

1- KILLIAN 342 sofa

2- KILLIAN armchair

3- HARBET 440 coffee table

4- MERA cabinet

5- BORET 440 side table

6- PALM LEAVES decorative panel

7- PAM carpet

8- SAMARA floor lamp

**05\_ LIVING NEST**

1- PAMEL high table

2- GANNON chair

3- AMAL chair

4- ELLEN ott

7- MOON 45 chair

10- CUP floor lamp

1- KILLIAN 342 sofa

2- KILLIAN armchair

3- HARBET 440 coffee table

4- MERA cabinet

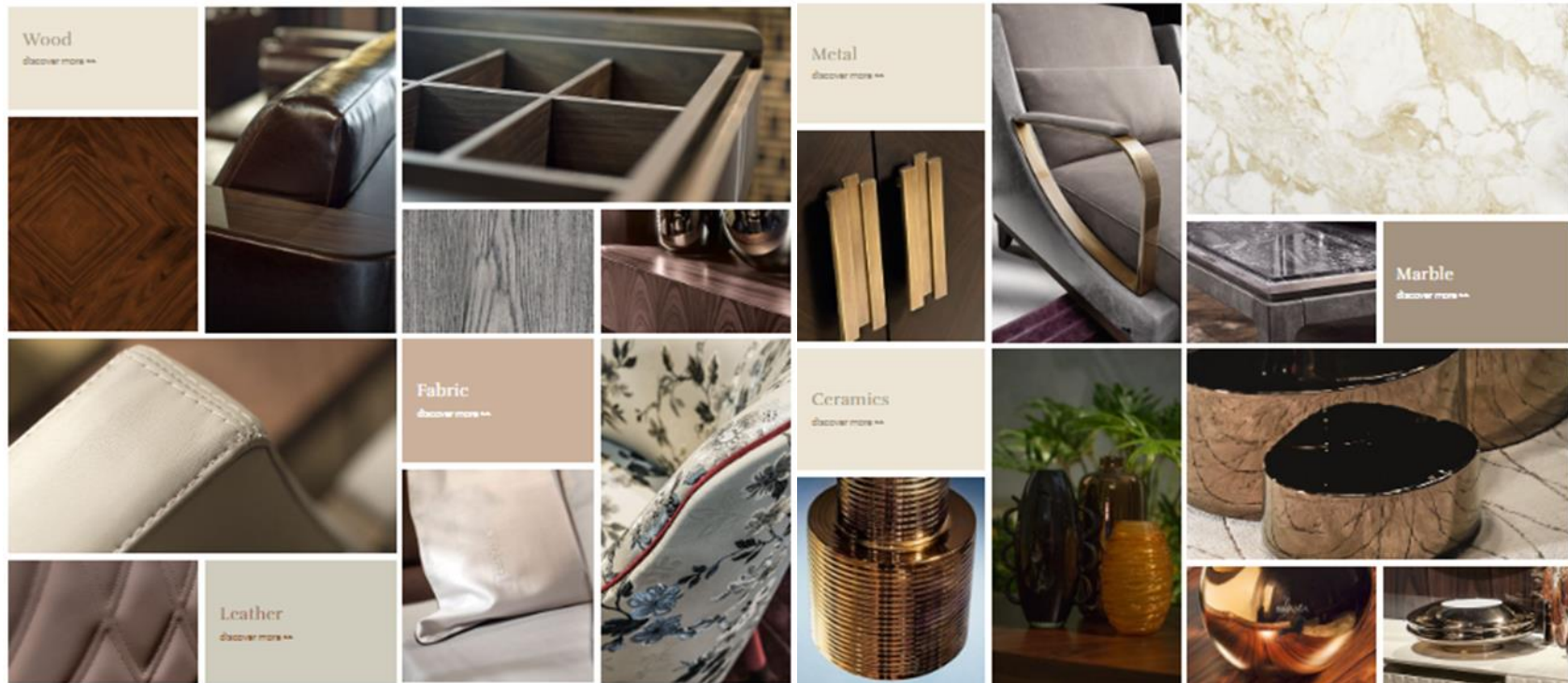
5- BORET 440 side table

6- PALM LEAVES decorative panel

7- PAM carpet

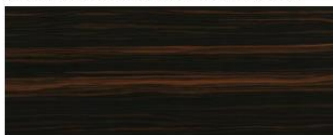
8- SAMARA floor lamp

# MATERIALS



# WOODS

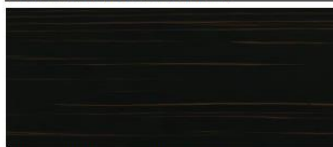
ebano macassar opaco | *matt macassar ebony*



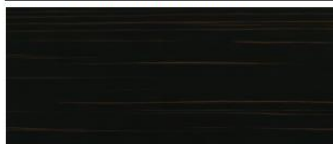
ebano macassar lucido | *polish macassar ebony*



ebano noir opaco | *matt noir ebony*



ebano noir lucido | *polish noir ebony*



palissandro tabacco opaco | *matt tobacco rosewood*



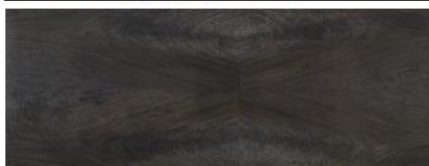
palissandro tabacco lucido | *polish tobacco rosewood*



piuma di noce | *burr walnut*



piuma di noce grigia | *grey burr walnut*



eucalipto frisè grigio opaco | *matt grey frisè eucalyph*



eucalipto frisè grigio lucido | *polish grey frisè eucalyph*



palissandro opaco | *matt rosewood*



noce sabbia | *sand walnut - SMANIA DADO*



palissandro lucido | *polish rosewood*



rovere tabacco | *tobacco oak - SMANIA DADO*



# WOODS

frassino beige | *beige ashwood - SMANIA NEST*



frassino grigio seta | *silk grey ashwood - SMANIA NEST*



frassino blu | *blue ashwood - SMANIA NEST*



frassino verde | *green ashwood - SMANIA NEST*



frassino bordeaux | *bordeaux ashwood - SMANIA NEST*

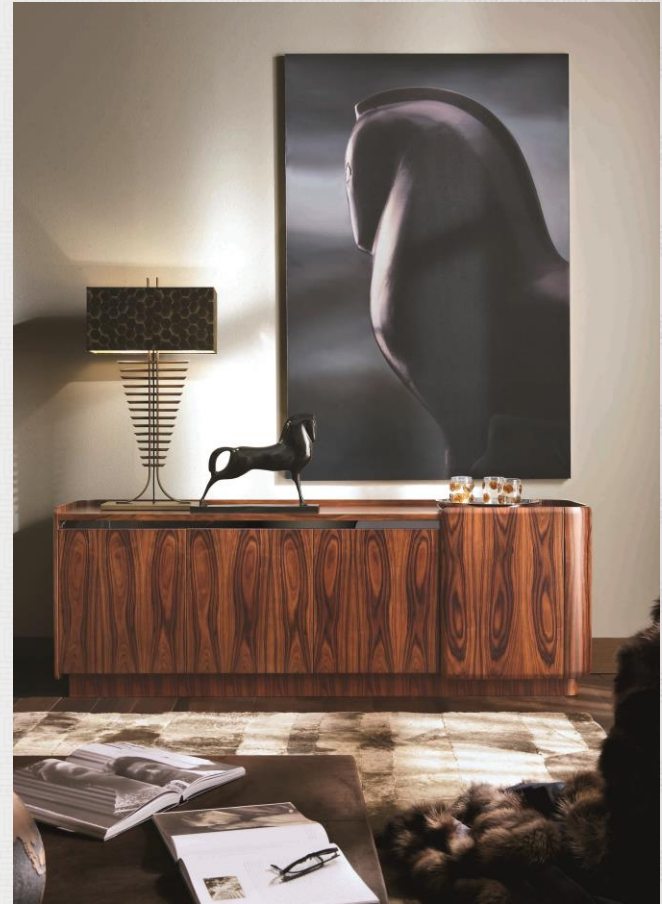


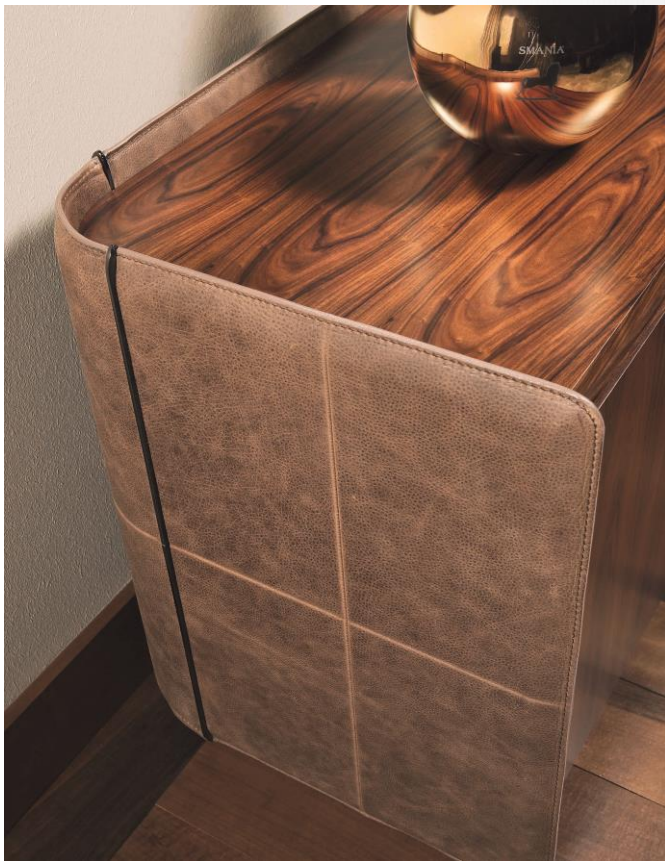
frassino grigio | *grey ashwood - SMANIA NEST*



# BOOK-MATCHING

The veneer sheets are carefully selected, by knowledgeable eyes that know how to choose and select the finest pieces, those suitable for Smania quality standards. Each piece is carefully selected, paired and sewn together, to create a natural wooden pattern that will recreate the natural feather effect. A perfect match must be created or the craftsman will have to start all over again. 50% of the veneers acquired are cast aside during the pairing process!





# BOOK-MATCHING

Did you know that most wooden veneers have a similar flame in each single sheet making it quite simple to match, whereas burr walnut's flames differ from sheet to sheet? **Did you know that Smania is the only furniture company that uses burr walnut veneer? The reason why is because it takes a great amount of knowledge to select the best veneer sheets and sew them together!** That is why each piece is authentic & unique.



# OUR BOISERIE

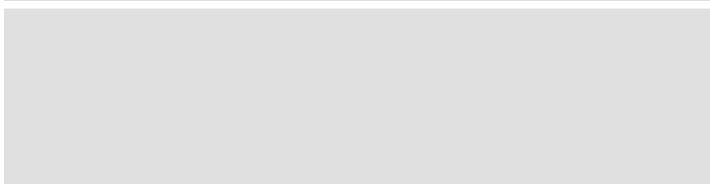
Our boiserie elements provide wall coverage with wood or leather panelling that enrich ambiances by turning walls into actual design elements.



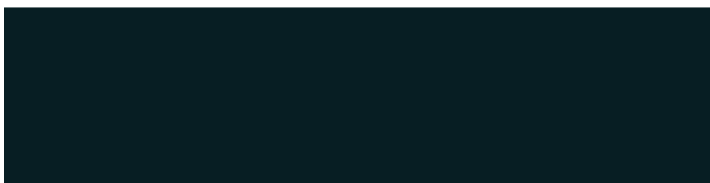


# LACQUERS

*creta lucida | clay polished lacquer*



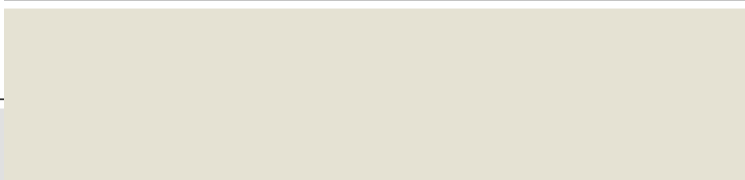
*ghisa lucida | iron polished lacquer*



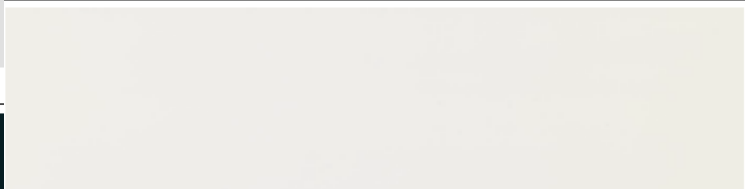
*lava lucida | lava polished lacquer*



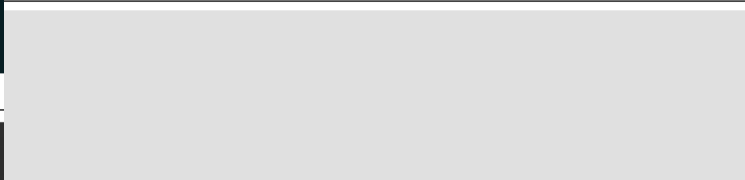
*beige opaca - lucida | beige matt - polished lacquer - SMANIA DADO*



*cipria opaca - lucida | powder matt - polished lacquer - SMANIA DADO*



*creta opaca - lucida | clay matt - polished lacquer - SMANIA DADO*



*lava opaca - lucida | lava matt - polished lacquer - SMANIA DADO*



# MARBLES

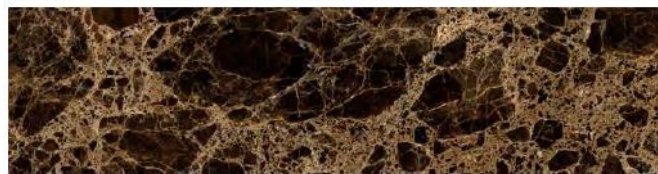
azul macaubas | azul macaubas



calacatta gold | calacatta gold



emperador dark | emperador dark



nero marquina | nero marquina



silver wave | silver wave



arabescato grigio orobico "effetto bagnato" | arabescato grigio orobico "wet look effect" - SMANIA DADO



silver wave "effetto bagnato" | silver wave "wet look effect" - SMANIA DADO

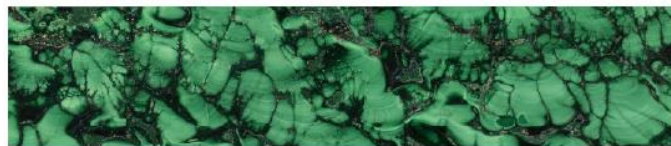


# PRECIOUS GEMS

labradorite | *labradorite*



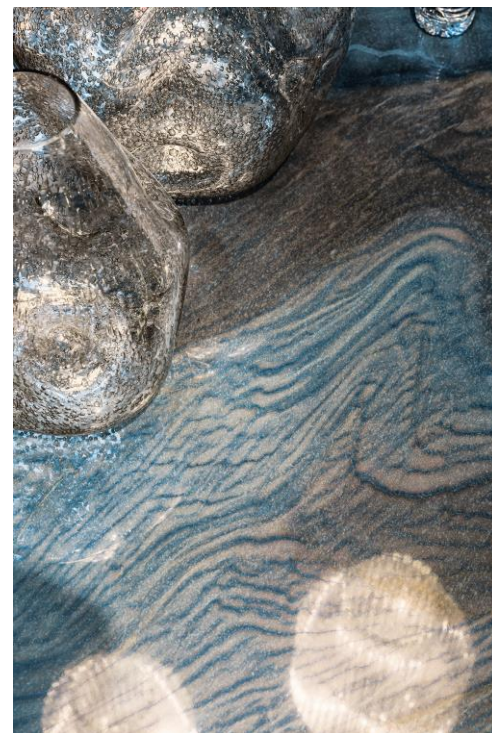
malachite | *malachite*



occhio di ferro | *iron eye*



occhio di tigre | *tiger eye*



# FABRICS

The fabric has to blend perfectly with the leather finishes and the metal insert of the piece of furniture. Such fibres give personality to the precious item created with a rare fine tailoring.



# LEATHERS

All our leather samples have been selected for their quality, nuances and feel.

However, each leather has its distinctive characteristics: understanding how the product will be used is a key factor in deciding which will best suit the customer's needs.



# METALS

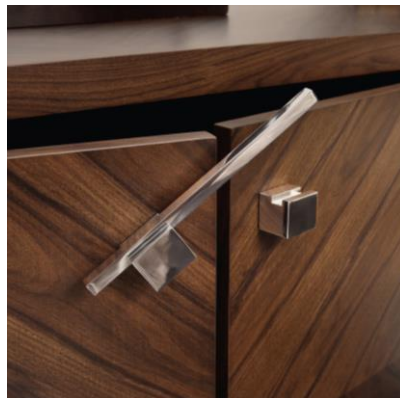
Brunito spazzolato  
Brushed bronzed



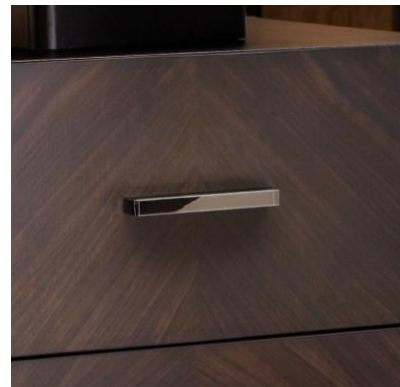
Nichel spazzolato  
Brushed nickel



Acciaio  
Polished stainless steel



Nichel nero  
Polished black nickel



# OUR ACCESSORIES

LIGHTING

CARPETS

BED SHEETS &

COVERS

DECORATIVE PANELS

DECORATIVE

OBJECTS

# LIGHTINGS

Smania lamps are created through the use of innovative materials.

All functional components have been carefully selected by our designers to best suit the refined elegance and design lines of the Smania lighting collection.





# LIGHTINGS

Each lighting shade and structure finishing has been co-ordinated with its cabling components.

Options for cabling on all our lighting accessories are:  
transparent wire cable / or black (black fabric covering)  
wire cable

Examples for table lamps and floor lamps:

BABEL: table lamp / floor lamp: polished black lacquer/  
stainless steel, is conceived with transparent cables.

EMPIRE: table lamp / floor lamp: Wengè, rosewood or walnut finishing /brushed bronzed,  
are conceived according to the wood finish selected.

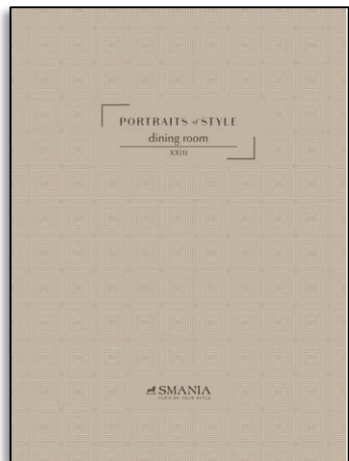
Any special requests for either transparent or black fabric wiring should be  
indicated on your order.

Light bulbs are not included in the order.  
We specify which model to use but do not supply them!



# CATALOGUES

# SALES TOOLS | NEW CATALOGUES | PORTRAITS OF STYLE



DINING ROOM



LIVING ROOM

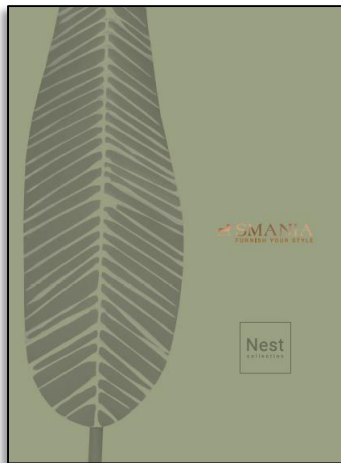


BEDROOM



OFFICE

# SALES TOOLS | NEW CATALOGUES



NEST COLLECTION



NEW COLLECTION\_22



OUTDOOR

# THANK YOU.

For any further questions, kindly contact our head office :

t. +39 041.5137700

[info@smania.it](mailto:info@smania.it)