

Salone del Mobile Milano 2025

Bonaldo Company Profile

Bonaldo is an Italian company with a worldwide reputation, best known for its ability to interpret contemporary living through a cosmopolitan vision while maintaining a solid bond with its roots.

With almost 90 years of history behind it, Bonaldo creates collections for dining, living and night areas through design solutions that embrace both the residential and hospitality sectors. Each individual piece is created in Italy using modern technologies and top of the range materials, carefully selected and certified to guarantee their authenticity.

As a genuine expression of the Italian cultural fabric, in which it is well-established, the company projects its identity into an international dimension, maintaining intact the creative energy that marked its beginnings. Each milestone bears witness to a process of constant transformation, in which research and expressiveness come together to shape new scenarios for living.

ITALIAN ROOTS, A GLOBAL VISION: THE BONALDO STORY



The company, based in Padua, was founded in 1936 when Giovanni Vittorio Bonaldo started a small metalworking business. This was the first step of a journey driven by a genuine relationship with raw materials and a constant quest for quality, two values that have remained firmly fixed over time. With post-war Italy in full rebirth, the company evolved by introducing products that responded to developing housing needs. It was the decade in which the founder's son, Albino, introduced a broader perspective, transforming production and diversifying what the company had on offer.

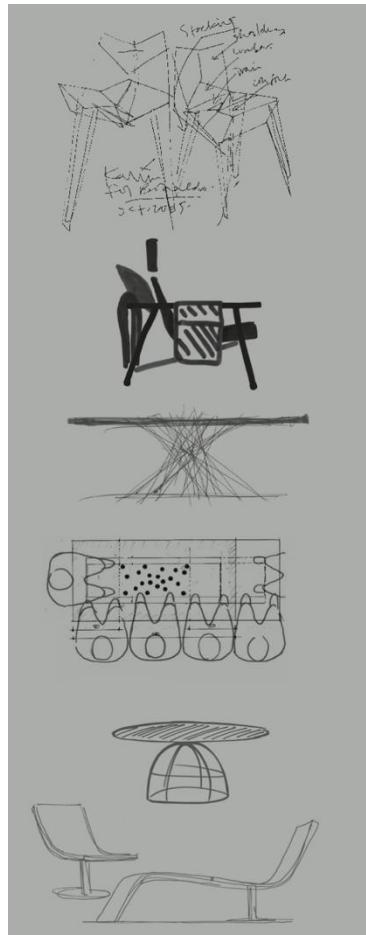
In the 1960s, at the height of the economic boom, the company perceived the changes in society and reacted by experimenting with new design solutions. In doing so, it grew to an industrial scale, with a collection of products that expanded to include a line of furniture, presented for the first time at the **Salone del Mobile** in Milan in 1971. Step by step, the furniture range expanded to include armchairs, chairs, tables, accessories, lighting, carpets, as well as the "Executive Space" line dedicated to business environments. With the establishment of Bonaldo Spa in 1981, the approach to production was redefined, integrating technology and a distinctive design vision. It was the starting point for a new journey that would lead to an international scale, with production increasingly oriented towards a design capable of speaking a contemporary language.

BONALDO

The following decade was defined by a dynamic interplay between the company's established manufacturing expertise and fresh creative visions, paving the way for a more fluid, cosmopolitan design approach, open to cultural cross-pollination and attentive to global influences.

In the 2000s, the company underwent a significant innovative push with the introduction of "Design à porter", a philosophy which brought the world of furniture closer to the dynamics and languages of fashion. Thus began a series of partnerships and collaborations with international designers such as Ron Arad, Mauro Lipparini, Alain Gilles, Fabrice Berrux, Matteo Nunziati, Karim Rashid, Bartoli Design and, more recently, Massimo Castagna, Gabriele and Oscar Buratti and Matilde Sessolo. The talent of these important names created pieces that became true design icons and are still recognised for their timeless appeal.

Their contribution has been a key element in the brand's continued growth and consolidation, which has been able to transform bold ideas into solid projects, successfully acclaimed at a global level. The collections - the result of a perfect balance between stylistic research, choice of materials and an in-depth knowledge of the market - have strengthened an identity that, while remaining faithful to its roots, is constantly evolving. Design and the artisan spirit smoothly intertwine, fuelling a vision that has allowed the company to focus on new and promising international horizons.



DESIGN THAT WINS OVER THE WORLD: AWARDS AND RECOGNITION

Bonaldo's success has been confirmed by a **succession of leading international awards**, starting with the Young & Design Award given in 1996 to the Più folding chair. Over the years, it was followed by - among others - the Good Design Award 2008 and the Red Dot Award 2008 for the Poly chair by Karim Rashid, and the Good Design Award in 2009 for the Big Table designed by Alain Gilles, still one of the company's most iconic tables.

More recently, Bonaldo received the Good Design Award in 2020 for the Geometric Table designed by Alain Gilles, as well as the Archiproducts Design Award and Good Design Award in 2022 for the Nelson L bed and the Nelson collection designed by Matteo Nunziati. In 2023, the Good Design Award and the Stylepark Selected went to the Padiglioni table by Alain Gilles.

BONALDO TODAY: A CONTEMPORARY VISION FOR THE DESIGN OF THE FUTURE



Representing the third generation of the family, the company's Managing Director Alberto Bonaldo supports an integrated approach to design - a key driver of the brand's growth both in Italy and abroad

Today, Bonaldo's production and stylistic path translates into B/Style, an approach to furnishing that combines coordinated collections, each distinguished by an overall stylistic language. Dining, Accessories & Lighting, Living and Night all dialogue with each other, creating environments in which aesthetics, innovation and practicality are skilfully integrated, answering the needs of a modern and international clientele.

This coordination process allows the different products to furnish spaces naturally, generating a

new dimension for living. Thanks to constant development and sophisticated stylistic research, B/Style represents the perfect synthesis of style, versatility and a contemporary vision, responding to cultural changes and the growing demand for stylistically coordinated products.

As part of this process, Bonaldo's technological vocation, supported by considerable investments in research and development along with constant updating of production plants and departments, responds to the growing global demand for innovative high quality furnishing solutions. This process is expertly combined with tradition, entrusting expert craftsmen with the fundamental steps of a production system located in the Veneto region, testifying the company's bond with its territory and origins. This production is unique: it is 100% Italian in tastes and lifestyle, yet capable of interacting with contemporary design trends from all over the world.

BONALDO ABROAD

Thanks to a commercial strategy focused on international expansion, Bonaldo currently is present in a number of global markets, ranging from the Far East to the United States, Australia to New Zealand, and South America to Europe, with 70% of its production destined for export.

Outside of Italy, the company is present **in 99 countries around the world** with more than **825 points of sale**; **52** of these are Bonaldo Flagship Stores (single-brand stores), Bonaldo Spaces (spaces within multi-brand stores), and Bonaldo Studios (showrooms for architects, designers and professionals).

BONALDO

The most recent openings in cities such as Atlanta, Houston, Doha, Turin, Dalian, Shanghai, Tashkent, Beijing, Hong Kong, Mumbai and Jakarta all tell the story of a company capable of adapting to vastly different cultural geographies without ever betraying its essential character. Each space becomes a connection point between design vision and local context, expressing a coherent language that evolves without losing its own identity.

Thanks to an immediately recognisable style that transcends cultures and geographical boundaries, today Bonaldo furnishes hotels, restaurants, offices, shops, and private homes - from historic urban apartments to country villas - on every continent.

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