

## Traditional Handicraft made in Italy



Traditional handicraft is the pure essence of Selva furniture, which has been produced for more than forty years now by the Bolzano furniture maker. Whether it is filigrees or filet inlays the craftsmen at Selva put all their knowledge, experience, and affection in every single piece of furniture, bringing it to life. Just by looking at the creations, one can immediately see that they have been made from top-quality materials with meticulous precision rather than just being cranked out one after another.

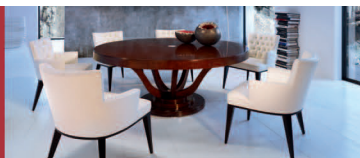
**They radiate classic elegance and timeless beauty.**

The area south of Verona is considered the hub of Italian craftsmanship. Still today a considerable number of companies have their furniture produced in this area. For many years now, SELVA has been working with several selected small artisan companies in Verona – each one specialized in a different sector – where the pieces of furniture are produced following the most traditional handicraft techniques.

The basis for the high quality of SELVA furniture is laid from the very first phases of production. The raw furniture is already produced with precision by joiners and artisan cabinetmakers. A great deal of instinctive touch is required for the laying of inlays, which is still done purely by hand. Before starting to cut the various veneers to be inlaid, great attention and skill is put into preparing the paper stencils of the designs of the inlay, rigorously following the most classical models. Besides bois de rose inlays, SELVA also uses cheery and jacaranda wood, as well as mother of pearl and Swarovski crystals. The art of hand inlay using 4 mm. thick saw-cut veneer carried out by SELVA, is a special technique handed down from generation to generation of handicraftsmen. Particular care and attention is devoted to finishes, which gives the wooden furniture its individual antique look. With utmost care and precision techniques each piece of furniture undergoes ageing processes such as faux woodworm holes and wear marks producing an appearance of age and history.

Once production is completed in the artisan companies, the furniture is moved to the establishment in Isola Rizza, a small town in the outskirts of Verona, with a population of 3,000 inhabitants. The establishment where the final logistics are carried out covers an area of 124,000 square metres. Intelligently conceived production procedures guarantee an efficient and precise production flow. From tailored finishes of the surfaces to the installation of the hardware and glass doors using cutting-edge technology, such as soft closing doors and drawers, and finally to packaging – expert personnel accomplish their task jobs with exceptional skill.

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In order to guarantee utmost quality standards, following every single phase of production several control tests are performed, and finally, before each piece leaves the establishment it undergoes a rigorous final quality inspection. This is why the **Deutsche Gütegemeinschaft Möbel** [the German Furniture Sector Association] has bestowed the **Golden "M"** upon SELVA furniture – proof that it has successfully passed numerous inspections by a neutral testing institute.

In order to have the furniture arrive at its final destination in perfect condition, SELVA assures impeccable packaging from the very beginning and this thanks to a investment in a new packing line which guarantees even more optimized packaging and productivity within the establishment.