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Business

Pontovi Introduces Innovative Custom Furniture for Hospitality, Partners with Altura Tile & Stone – While Expanding with New Showrooms



NY Weekly Staff 
January 7, 2025 5:05 pm

By: Andi Stark

[The House of Pontovi](#), renowned for its custom furniture designs, is expanding its physical presence with new showrooms in Beverly Hills, San Francisco, Atlanta, and Miami. These openings mark a significant growth phase for the brand, allowing it to cater to a broader clientele while showcasing its portfolio in major design hubs.

The Beverly Hills showroom will act as a flagship, combining Pontovi's hallmark designs with space for client consultations. With additional showrooms in San Francisco, Norcross, GA, and Miami, FL. Miami and Atlanta have their own dedicated spaces, further establishing Pontovi's influence in the southeastern U.S. market.



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Future new opening showroom expansions in 2025 are earmarked for New York, Mexico City, and Dubai.

“Physical spaces are important for us,” said Stephen Taglianetti, Pontovi’s CEO. *“They allow clients to engage directly with our work, see the craftsmanship firsthand, and collaborate with our team on their projects.”*



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Pontovi's new collaboration with Altura Tile & Stone introduces a suite of custom furniture specifically designed for the hospitality industry. The partnership is focused on delivering high-quality, functional pieces tailored to hotels, restaurants, and commercial spaces. The collaboration aims to bridge the gap between bespoke aesthetics and scalable production by merging Pontovi's design philosophy with Altura's manufacturing capabilities.



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The process includes creating detailed CAD designs and 3D visualizations, and renderings which allow clients to conceptualize their projects before prototypes are locally produced. Once approved, full-scale production takes place with the involvement of Altura's facilities in Turkey. This workflow combines efficiency with creative input, making it appealing to hospitality clients who value precision and speed.

Taglianetti emphasized the partnership's broader implications: *"With Altura, we're able to offer tailored solutions for hospitality that align with the industry's operational demands. It's not just about furniture but about creating environments that work for clients and guests."*

Meeting Industry Needs with Tile and Stone Innovations

Pontovi also diversifies its offerings by partnering with the largest Turkish tile and stone fabrication manufacturer. This move reflects a strategic pivot toward integrating architectural elements into its design services, further enhancing its value to hospitality clients.

The Altura collaboration uses the country's tile and stone craftsmanship expertise to deliver high-quality materials at competitive prices. Pontovi's design team ensures the materials are incorporated seamlessly into projects, whether for flooring, countertops, or accent walls.

Transparency and Innovation in Production





Photo Courtesy: THE HOUSE OF PONTOVI

A defining feature of Pontovi's strategy is its emphasis on clear communication throughout the production process. From the initial concept to the delivery of finished products, clients are kept informed through online portals and regular updates. Each project is managed by a dedicated professional to streamline the workflow and minimize delays.

This level of transparency has resonated with clients, particularly in the hospitality sector, where deadlines and budgets are critical. The company's ability to deliver prototypes locally and transition seamlessly into mass production ensures that large-scale orders maintain consistency and quality.

"Our process allows clients to focus on their vision while we handle the complexities," Taglianetti said. *"We've built a system that values clarity, precision, and timeliness."*

Expanding Influence Across Industries





Photo Courtesy: THE HOUSE OF PONTOVI

With its expanded geographic footprint, collaboration with Altura, and strategic partnerships in Turkey, Pontovi is positioning itself as a major player in the custom furniture and hospitality markets. The company's ability to innovate while maintaining high standards reflects its understanding of industry demands. Pontovi is dedicated to providing innovative solutions for clients in the custom furniture and hospitality

sectors, integrating design and manufacturing to offer both functional and aesthetic solutions. We continue to meet the evolving needs of the industry with a focus on quality and precision.

These initiatives mark a new chapter for Pontovi, aligning its traditional strengths with modern industry needs while tapping into emerging markets.

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Pontovi

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