

Best of Bespoke
*Living. Travelling.
Working*



Best of Bespoke
Living. Traveling. Working.

Worldwide Projects by Poltrona Frau
Special services and products
for special places.



When *custom*-made means *perfect*-made

Over a century dedicated to leather, to its culture, to its processing, to the creation of premium quality Made in Italy furniture. Our products are available in over 200 countries, but we have remained humble despite our aggressive expansion.

We support the circular economy by using leather as a by-product of slaughterhouse waste, and use natural materials like natural palm tree leaf fibres and beech wood. We have 3 business units that essentially are the 3 souls of Poltrona Frau. They are entirely focused on highly-specialized projects, where cooperation, style, and knowledge are the key words. Home & Office, Custom Interiors and Interiors in Motion, 3 different souls sharing the same vision and expertise, where our brand Poltrona Frau, has left its signature on over 5000 projects throughout the world.¹

There must be a reason because the most famous architects and designers in the world, from Renzo Piano, to Jean Nouvel, to Sir Norman Foster, to Zaha Hadid, just to mention a few, have asked us to cooperate with them on their projects.

Perhaps, it's because we are not just makers of some of the finest hand-made furniture in the world. We like to work as partners, actively contributing to the projects' success. From the seating of some of the most important venues and locations, from the European Parliament in Strasbourg and the Arab League in Cairo, to the waiting areas or airline lounges in many airports around the world.

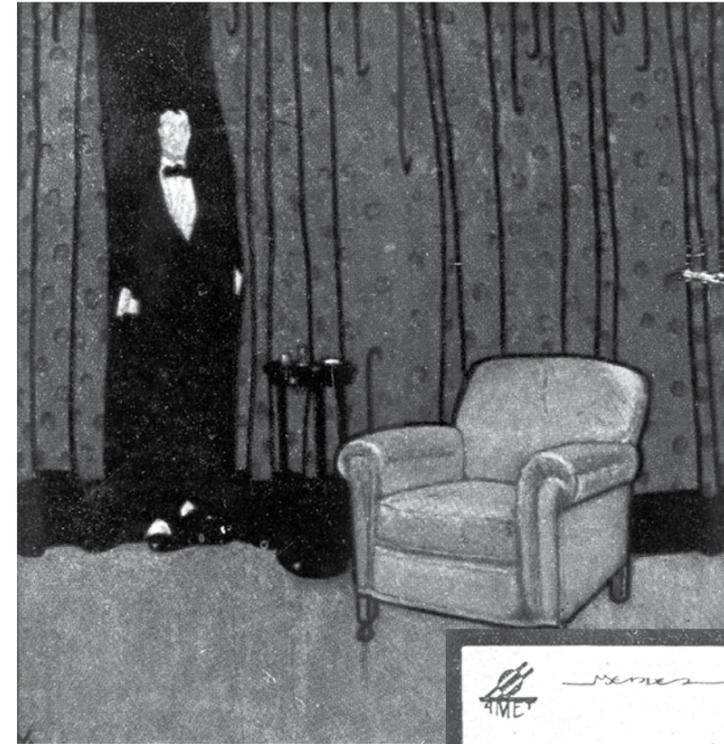


We have graced many of the globe's most iconic museums, auditoriums, showrooms, theatres, concert halls, hotels, restaurants, private residences, yachts, trains, planes, and luxury vehicles.

We provide turnkey projects, where custom-made and standard catalogue seating or furnishing are just some of the aspects that we manage. We act as a contractor, but with a special appeal, designing and implementing solutions where expertise, industrial capabilities, technological innovation, craftsmanship and design are masterly blended to transform the visions of the world's most influential architects into reality.

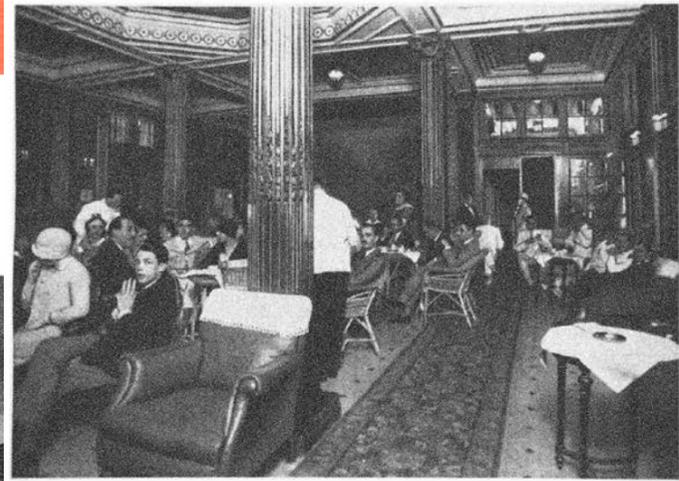
Some people say that working with Poltrona Frau is an experience in itself, that nobody can provide the same combination of passion, tradition, and expertise while embracing the vision of the projects of tomorrow.

Each project is a unique solution in itself, and while this guide outlines the highlights of our most important works, our best project just may be our next one.



Founded in 1912, Poltrona Frau has been refining its sophisticated expertise in hand-crafted workmanship through more than 100 years of history.

This expertise, perfected through time, continues to be passed down by master craftsmen from generation to generation. Today, as in the past, this heritage of knowledge and skill is captured within each Poltrona Frau project.



In the early 1930s in the rooms of the first-class section of the legendary ocean liner Rex, the Poltrona Frau furnishings stood as a sign of luxury and elegance. They have been famous since then for the quality and durability of the materials, as well as for their incomparable comfort, the result of a careful study of form and expert workmanship.

"Tailor-made" projects, in great demand in today's contract sector, are part of the grand tradition of Poltrona Frau, dating back to the earliest ocean liner projects. Alongside the items in its catalogue, the company also develops special pieces.

Best of Bespoke Living. Traveling. Working.

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Hospitality & Residential

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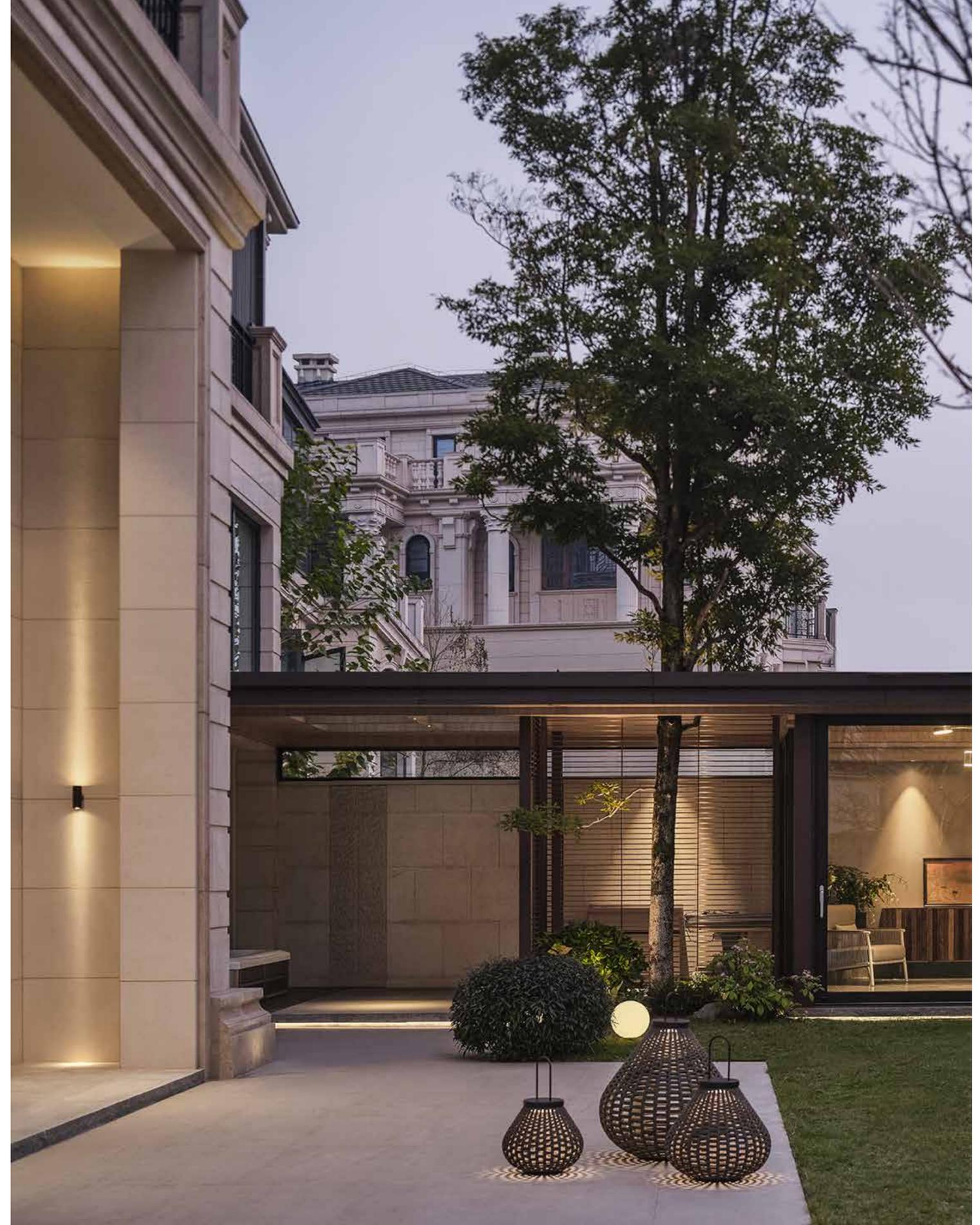
Chongqing – China

designer: Ma Aiyang, Qin yongyi
project photography: Zhang Qilin

The LOOP

A European metropolitan allure is the insight behind these contemporary yet stylish homes in Chongqing, one of the largest, and perhaps the largest, city in the world. Poltrona Frau discreetly embodies this spirit, designing the environments with their sensory experiences, made of natural materials like leather, wood and metal.

As for the Montera chairs for the dining area, designed by Roberto Lazzeroni; or the Leather Pot vase by Simona Cremascoli. In the living area, every member of the home can find his or her comfortable spot, from the Chester Line sofa originally designed by Renzo Frau, to the Leather Pet Collection created by Poltrona Frau Style & Design Center, and the refined Baby Vanity armchair, where the furry king of the home can peacefully enjoy his naps.

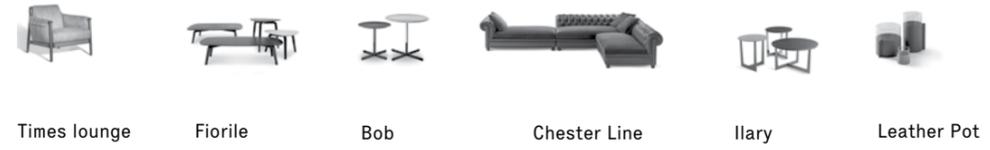






Every piece from the Poltrona Frau collection defines its surrounding environment, like the Viola armchair in dark brown cording, and Fidelio bench which give a strong character to the studio room; or the Sanluca armchair for a quiet and isolated read.

Quarzo Leather dominates the bedroom area, giving a light and relaxing atmosphere with their Mr Moonlight and Jack beds.



Times lounge

Fiorile

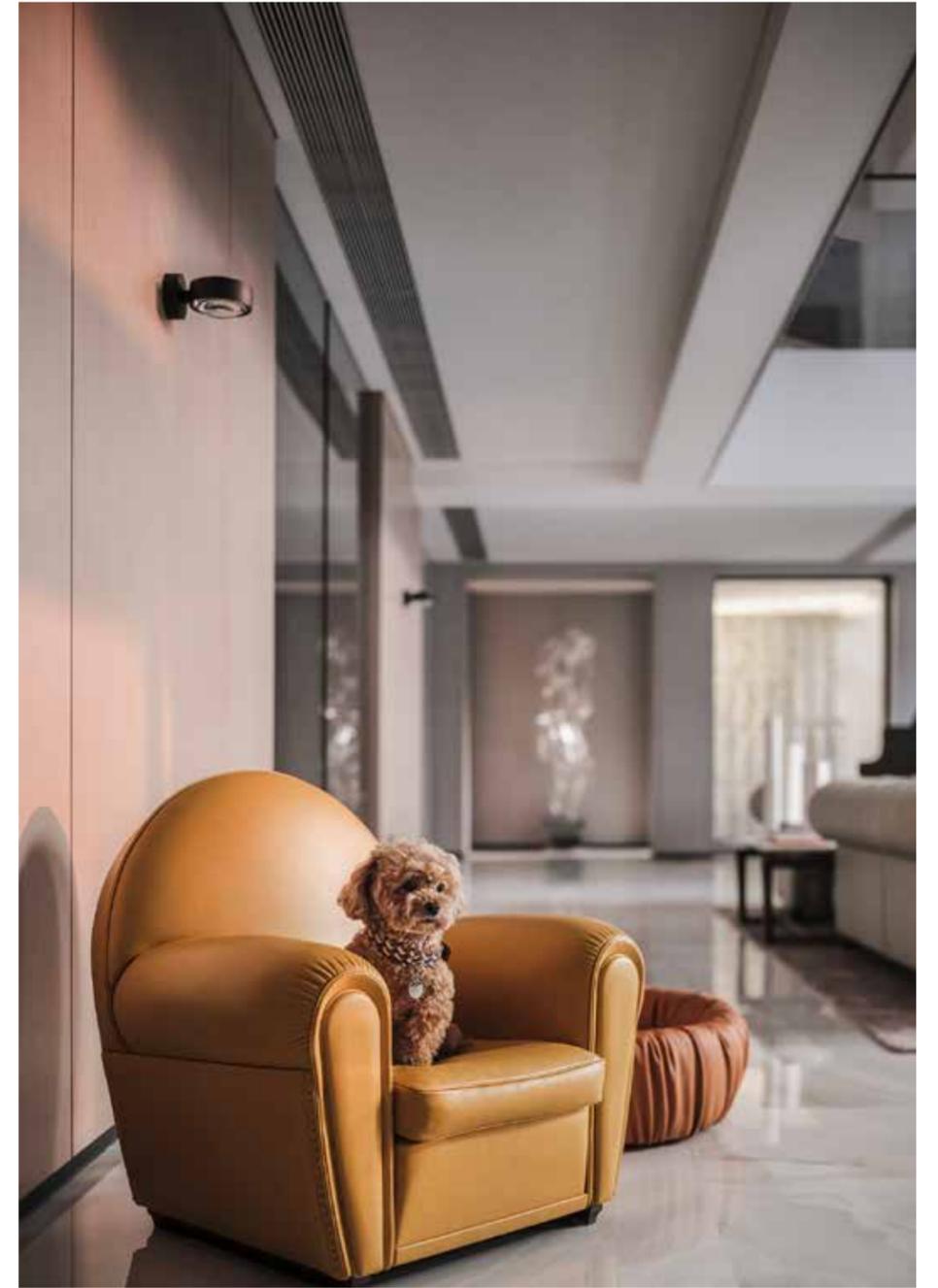
Bob

Chester Line

Ilary

Leather Pot





Viola



Fidelio bench



Dog bed



Vanity Fair



Mahajong



Montera



Archibald King



Leather basket





Nabucco



Fitzgerald



Come Together



Archibald Gran Comfort



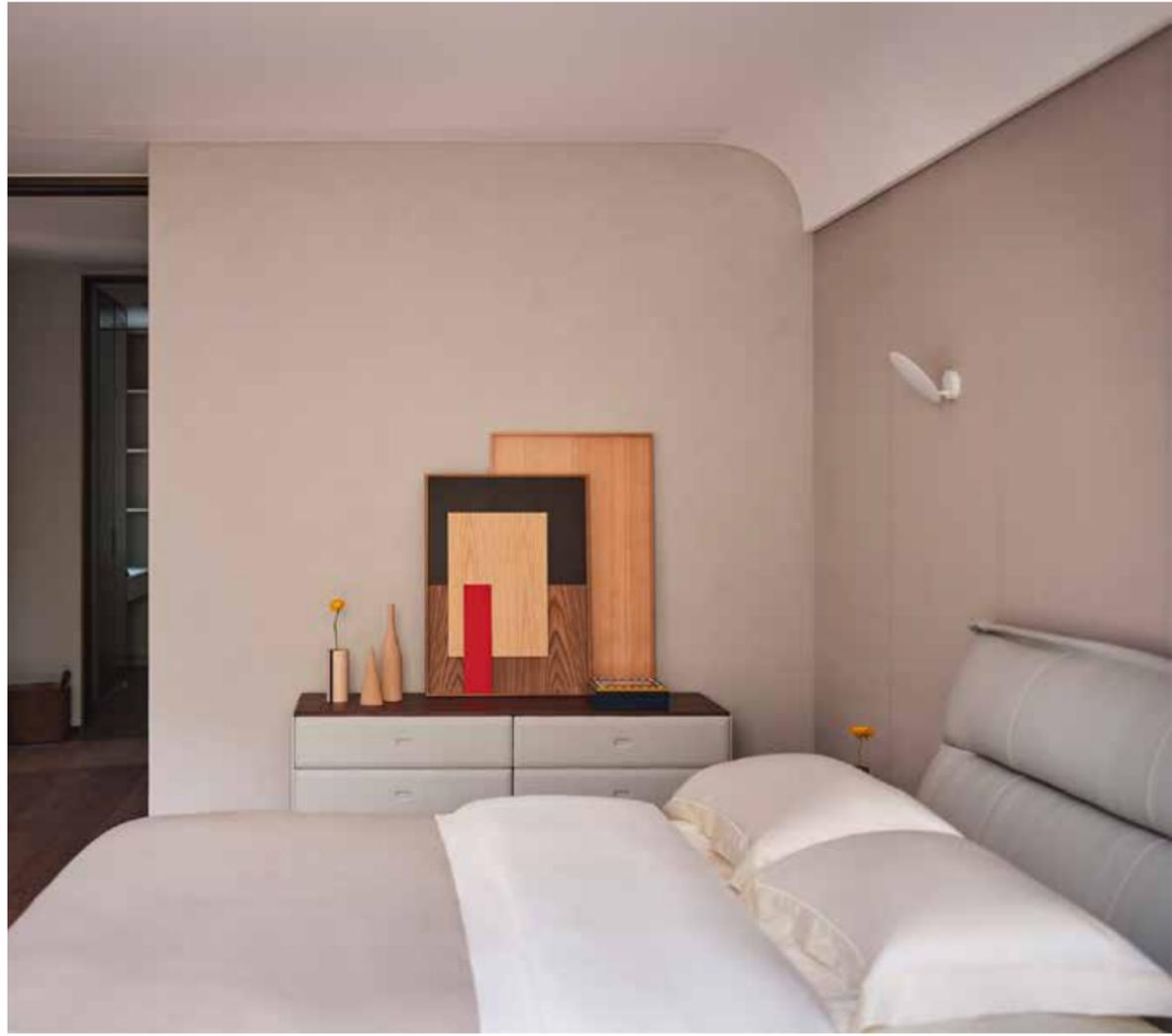
Fiorile



Archibald Stool



Bob



Moondance



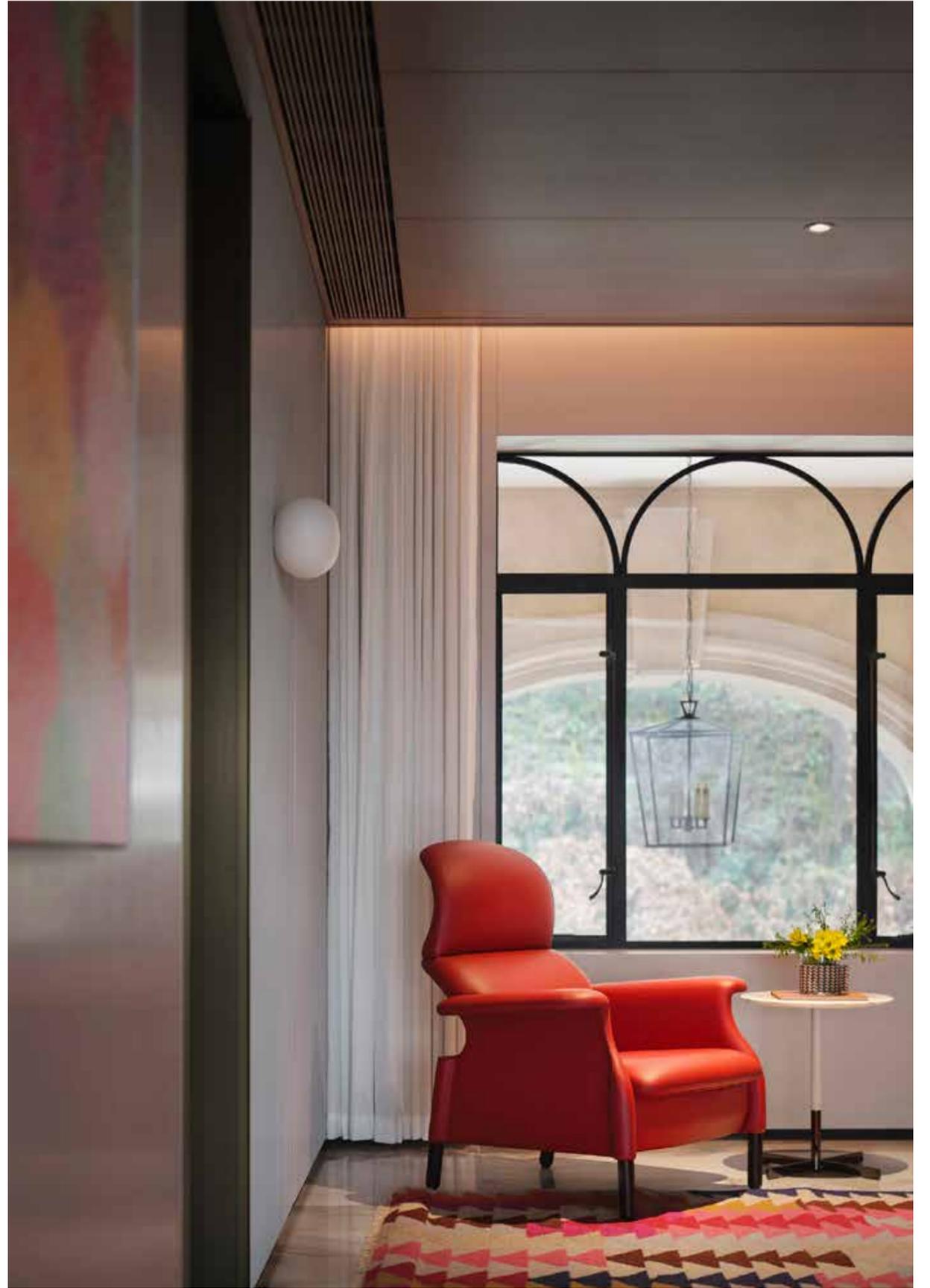
Mr. Moonlight



Sanluca



Bob





Bretagne



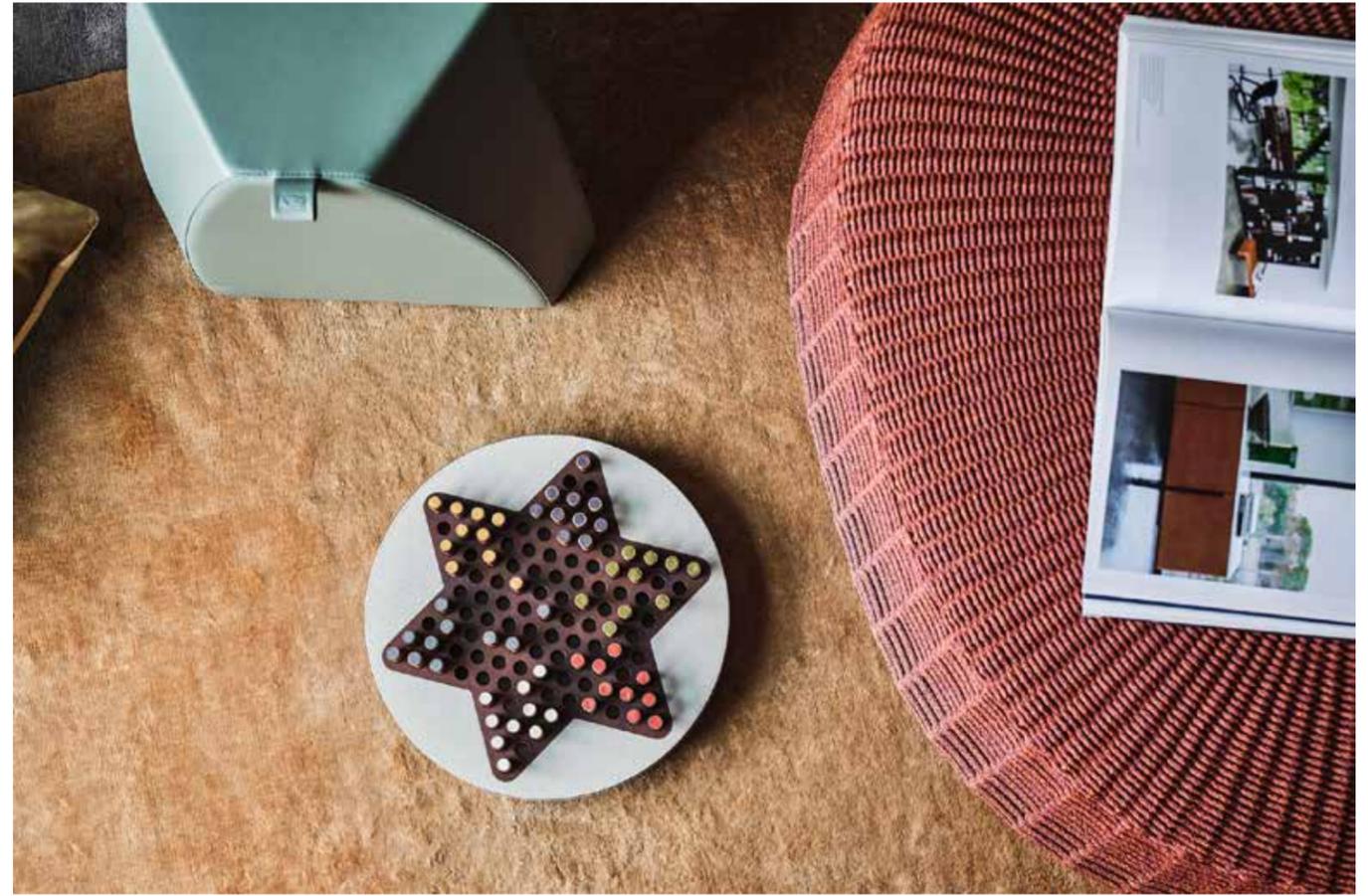
Hudson



Lepli Outdoor



Chinese Checkers





A Poltrona Frau home is defined by a refined luxury built on simplicity, which avoids intricate structures that overburden the real essence of design. Because true luxury comes from the depth of the soul and from the freedom of spirituality.

Suzhou – China

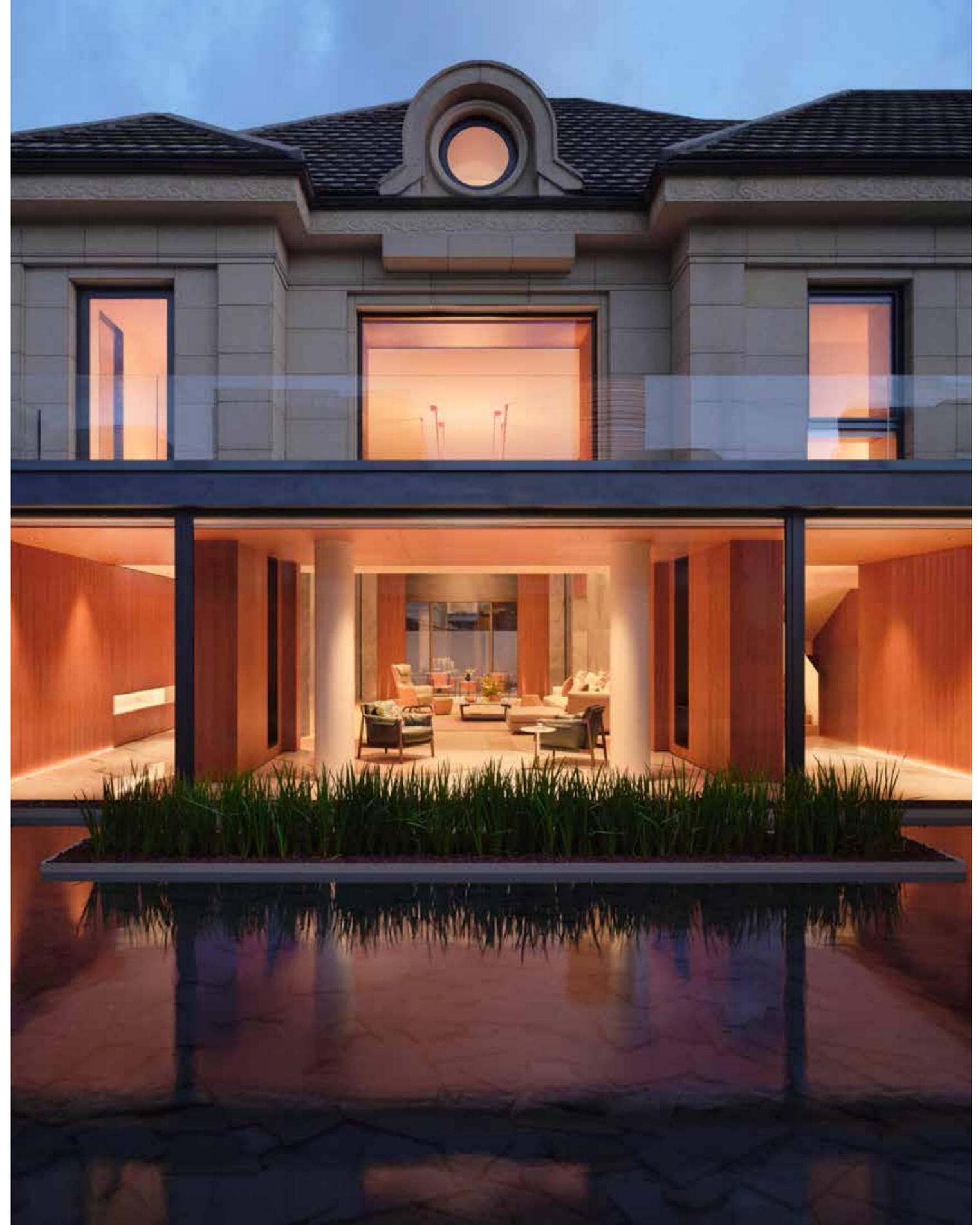
designer:
stylist:

Haihua Zhang
Yann Song

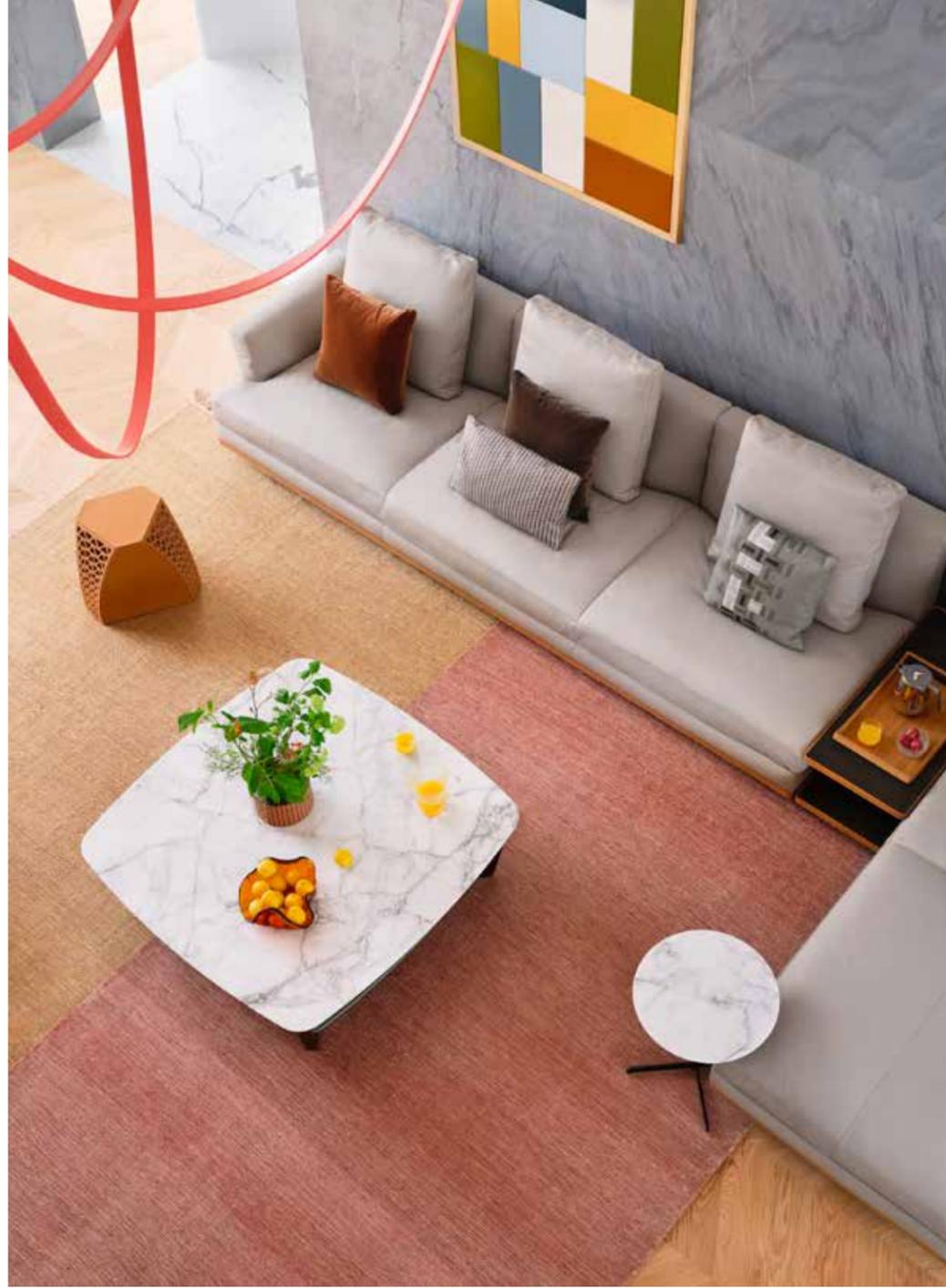
Greenland Taihu Lake City

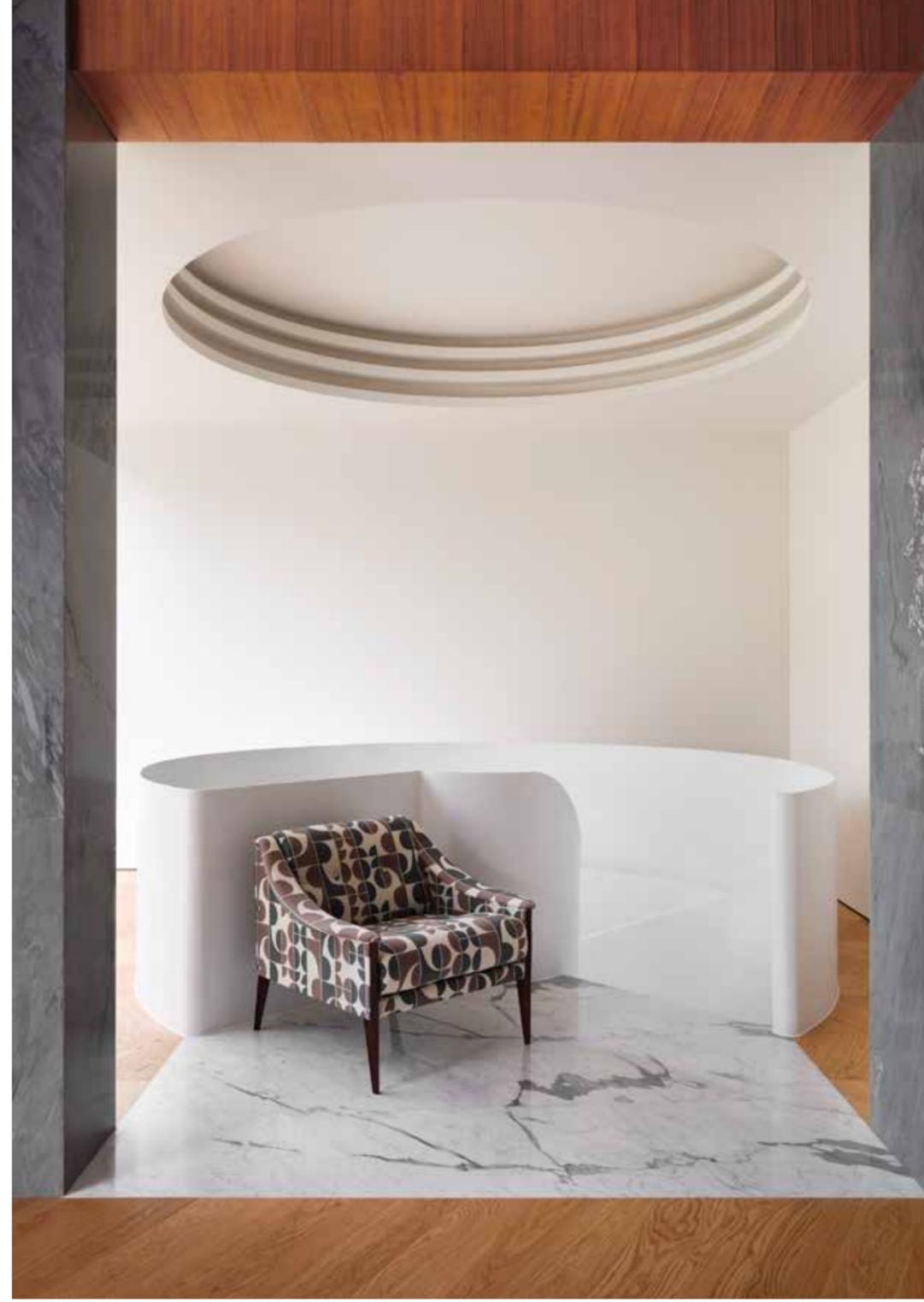
Elegant curves and pure texture have injected a new visual experience into this western contemporary space and China garden space residence.

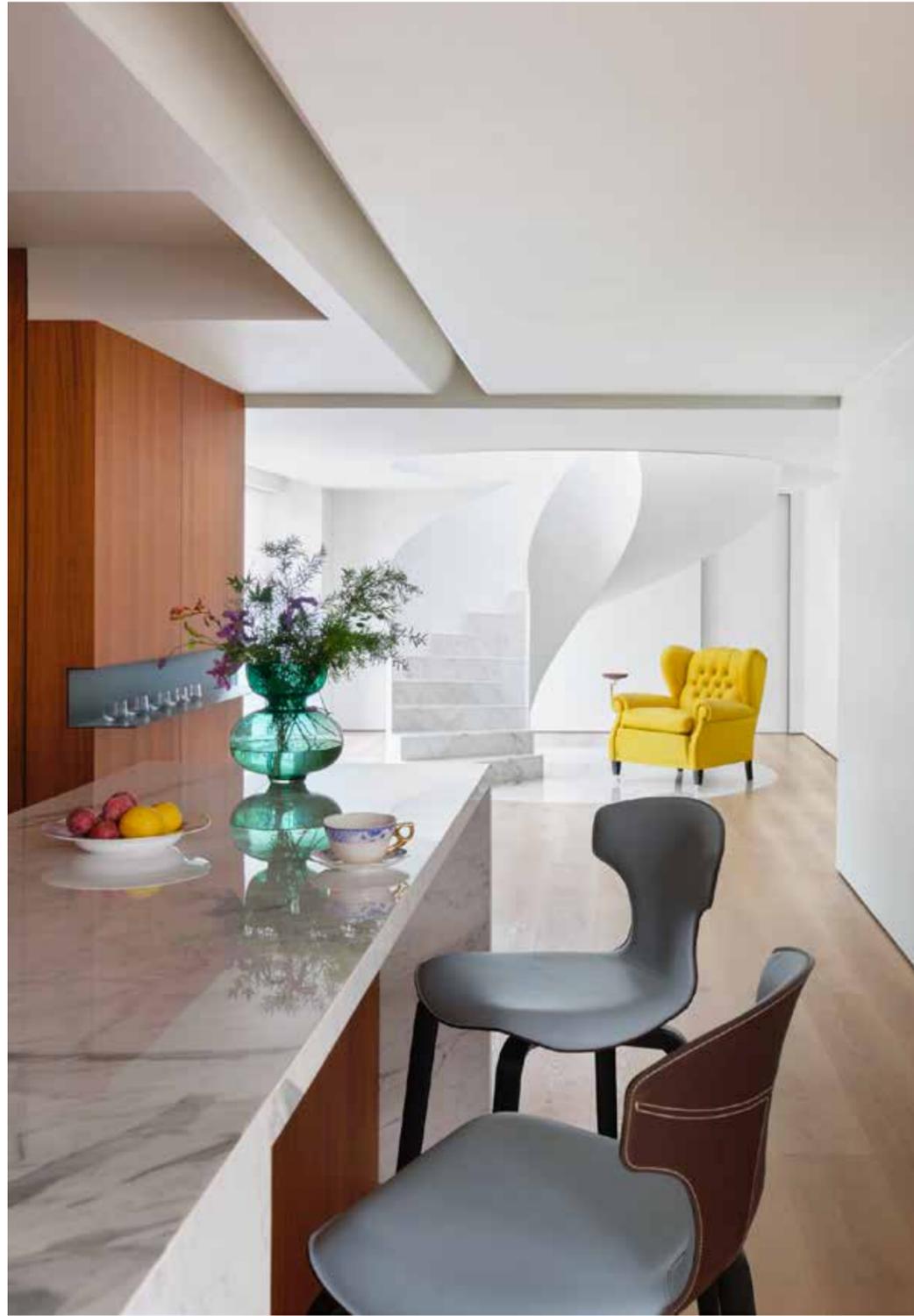
The leather materials and craft details of Poltrona Frau series products are integrated with oriental light and shadow, and the swimming pool, waterscape, cloister and sunken terraced landscape have interpreted a brand-new oriental lifestyle. From indoor to outdoor, it embodies the pure expression after the similarities between western contemporary space and China garden space.











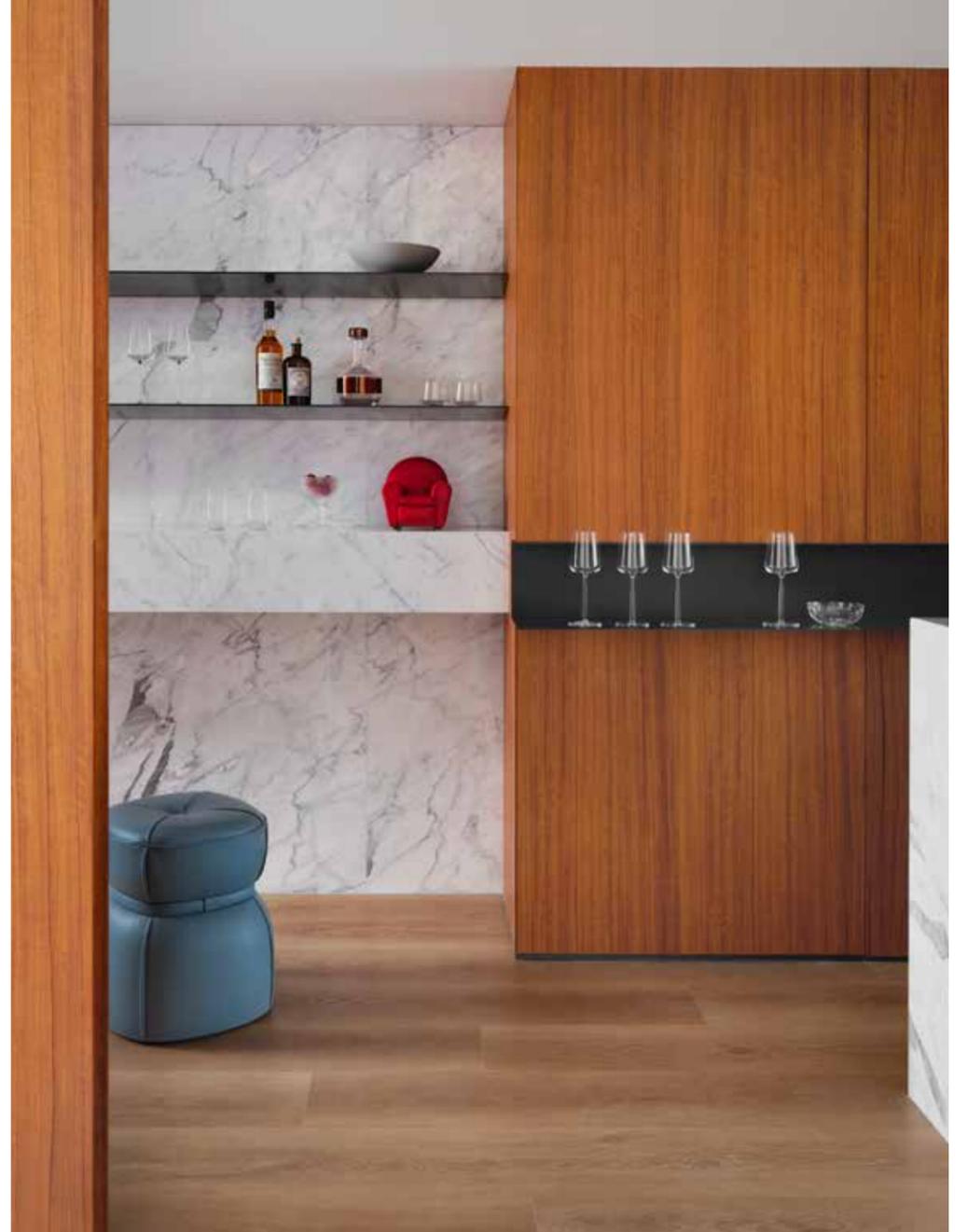
Montera Stool



1919



Lepi





Vanity Fair XC



Turner



Fidelio Lamp





John-john



Fiorile



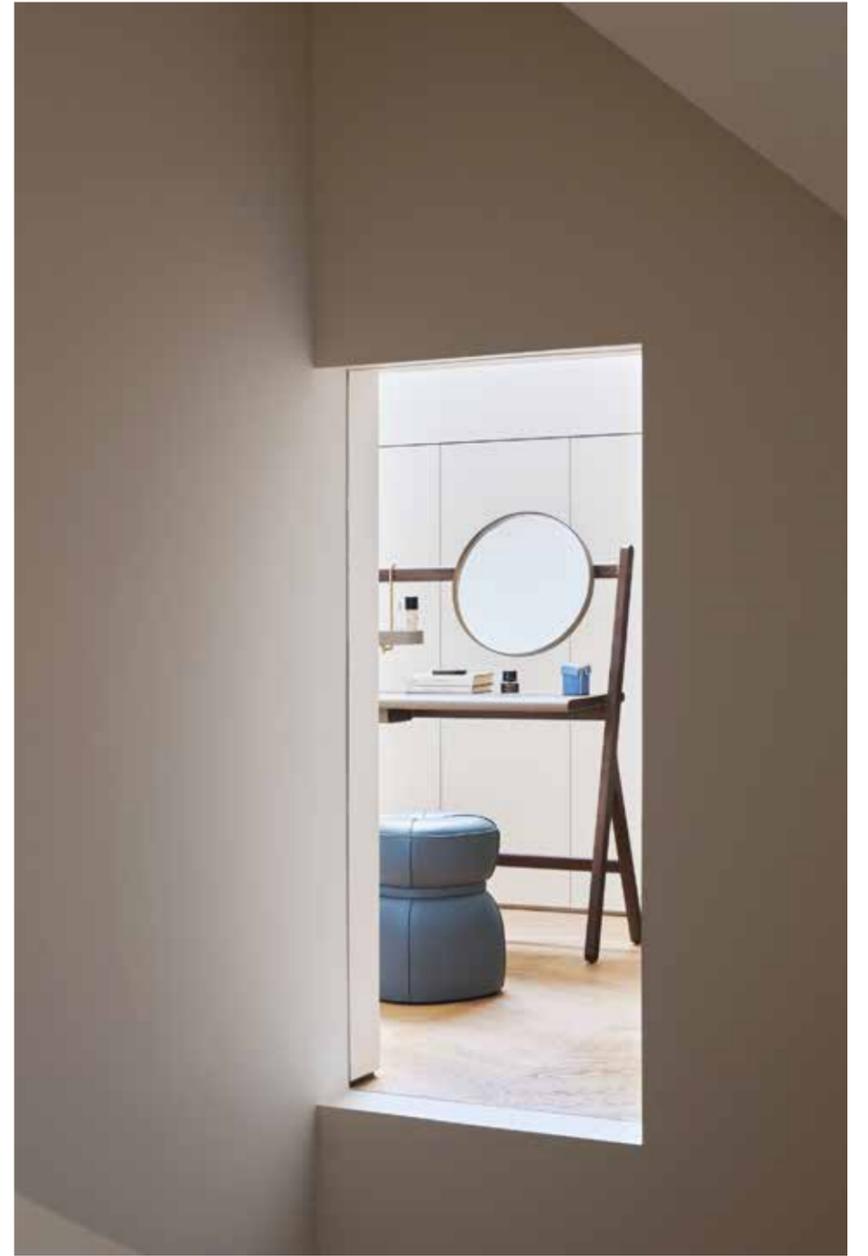
Xi lamp



Ren



Lepli





Volare



Aida







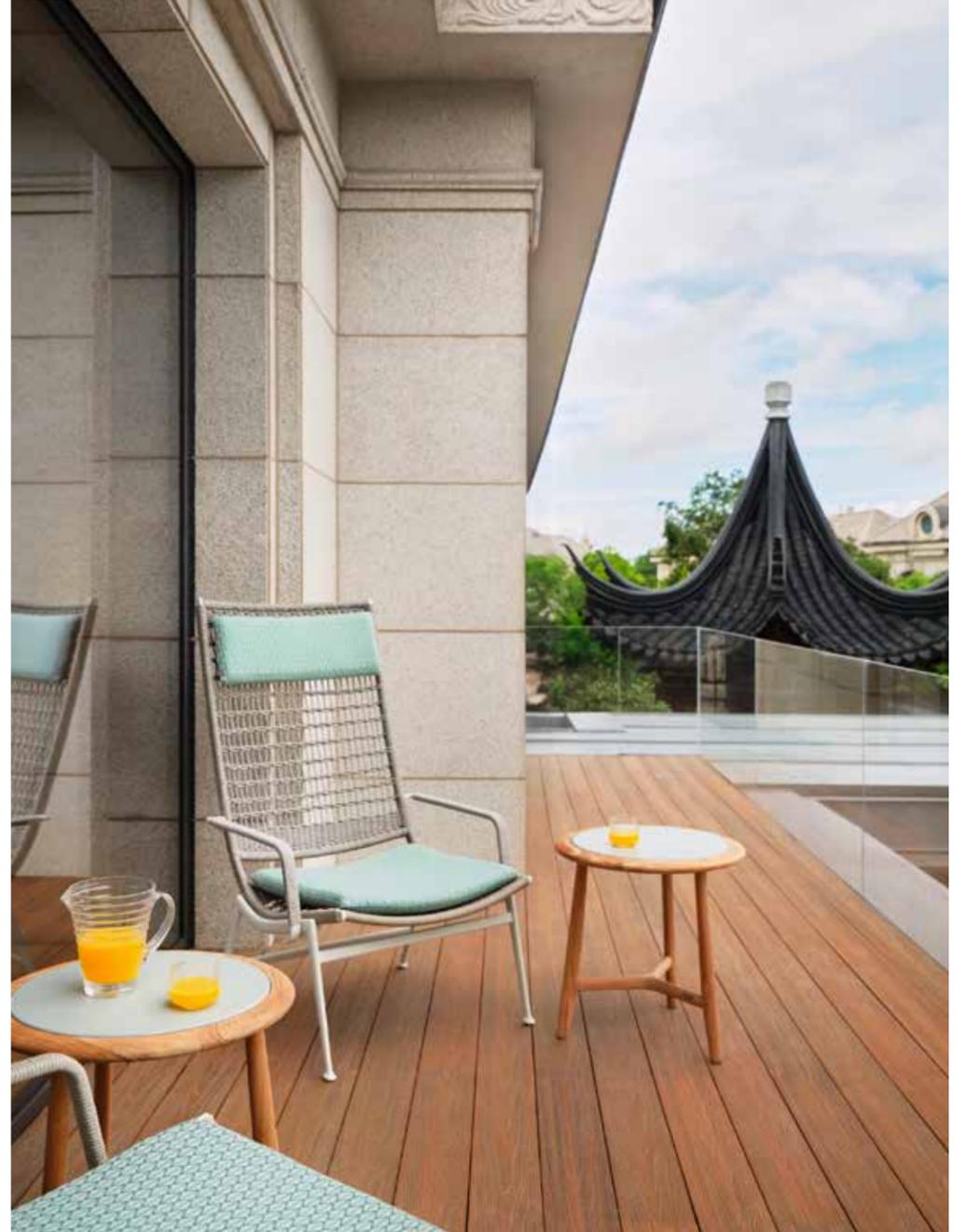
Sparkler

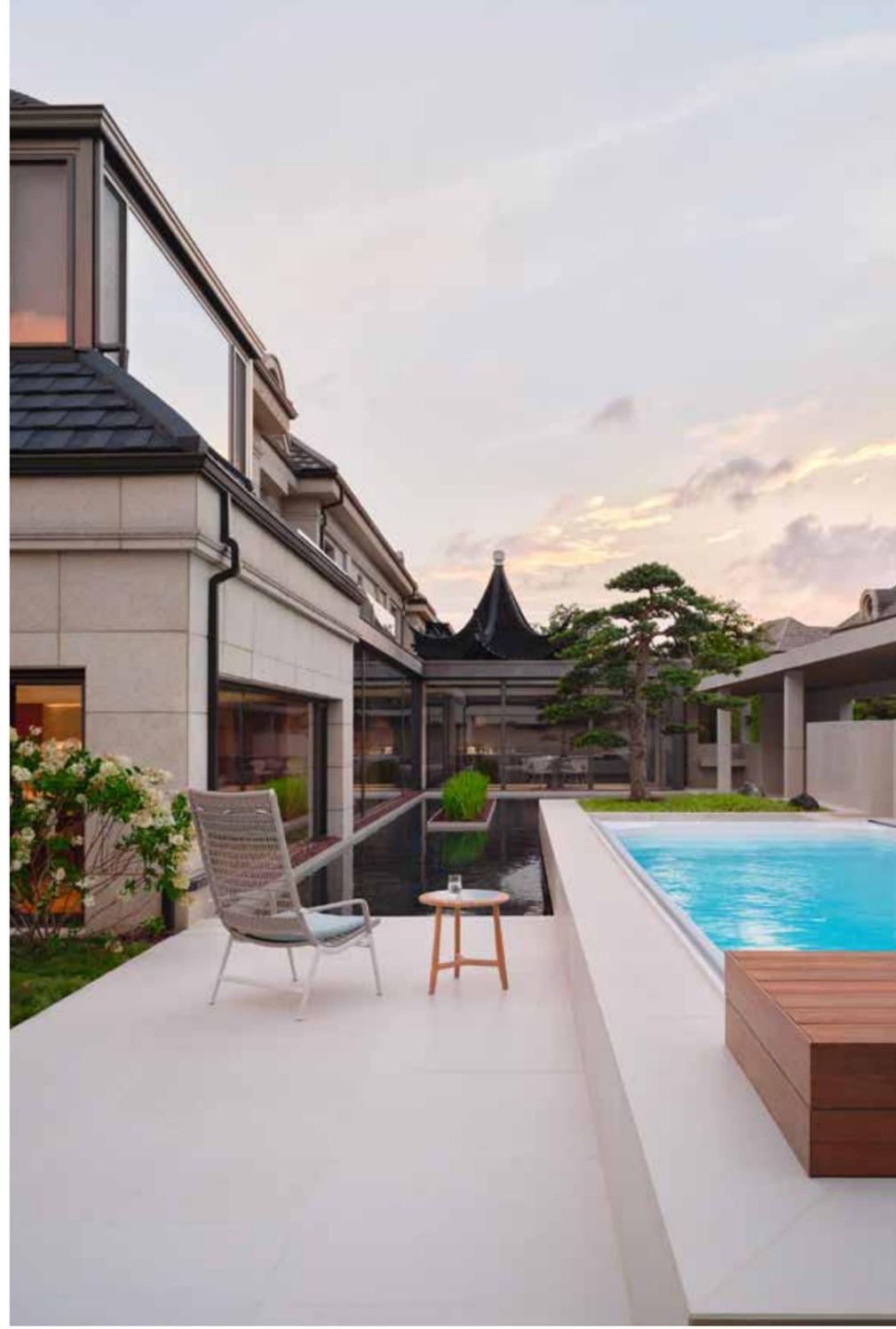
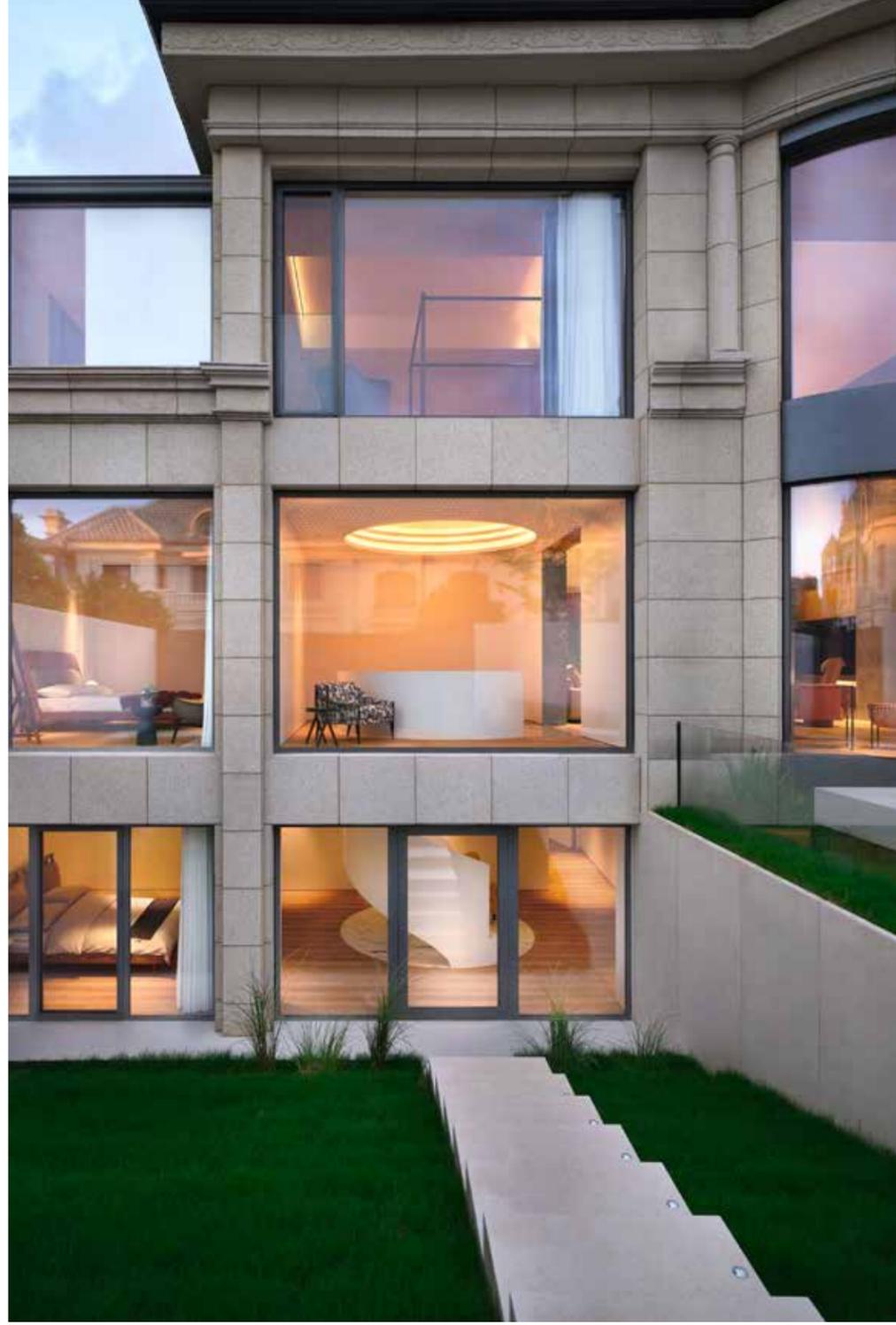


Solaria



The Secret Garden





Bukit Timah, Singapore

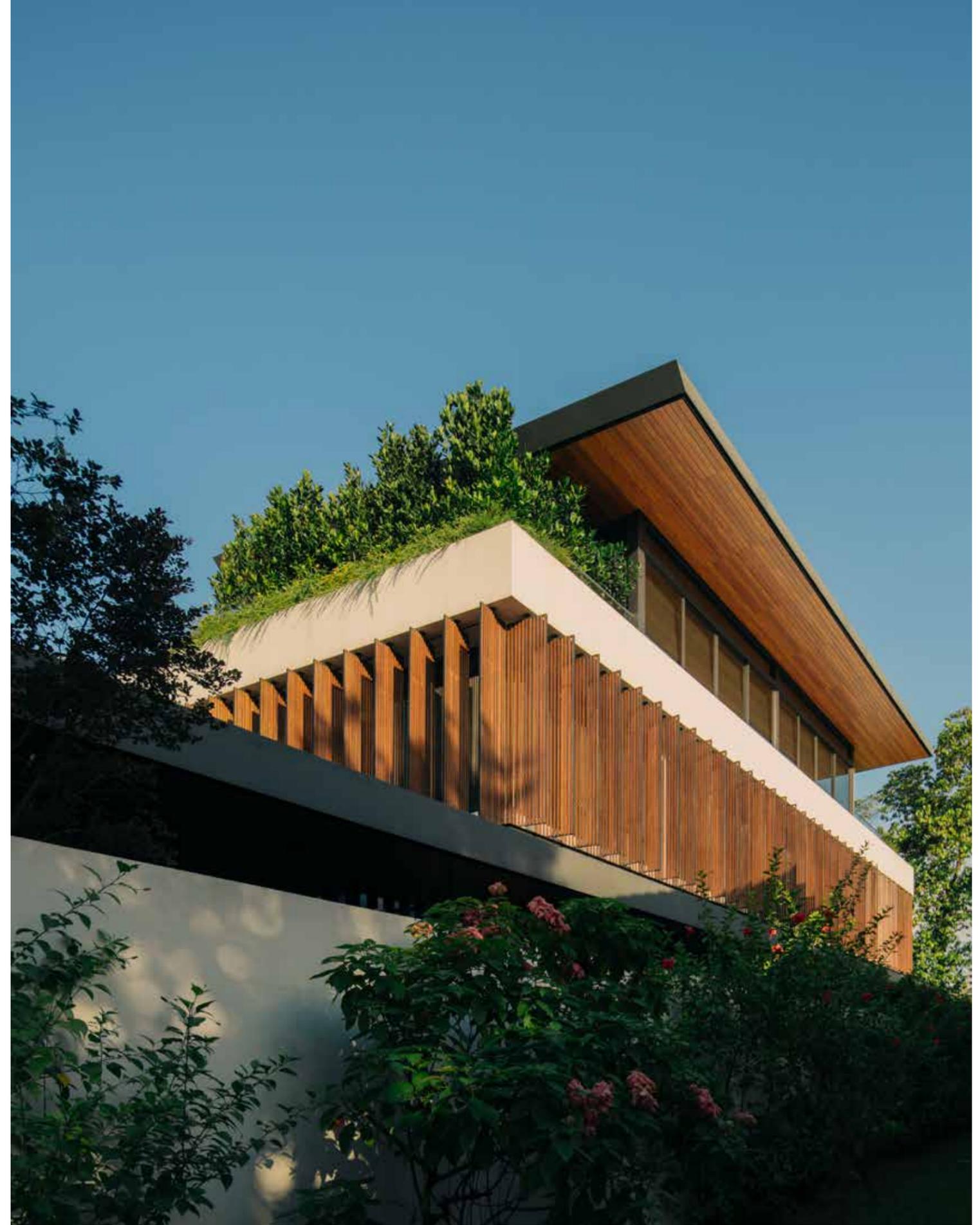
architects: **Wallflower Architecture + Design**

Second Nature House

This amazing home is located close to the natural reserve of Bukit Timah, Singapore. It provides a relaxing environment for a multi-generational family, offering shared spaces for togetherness as well as private areas for individual retreat.

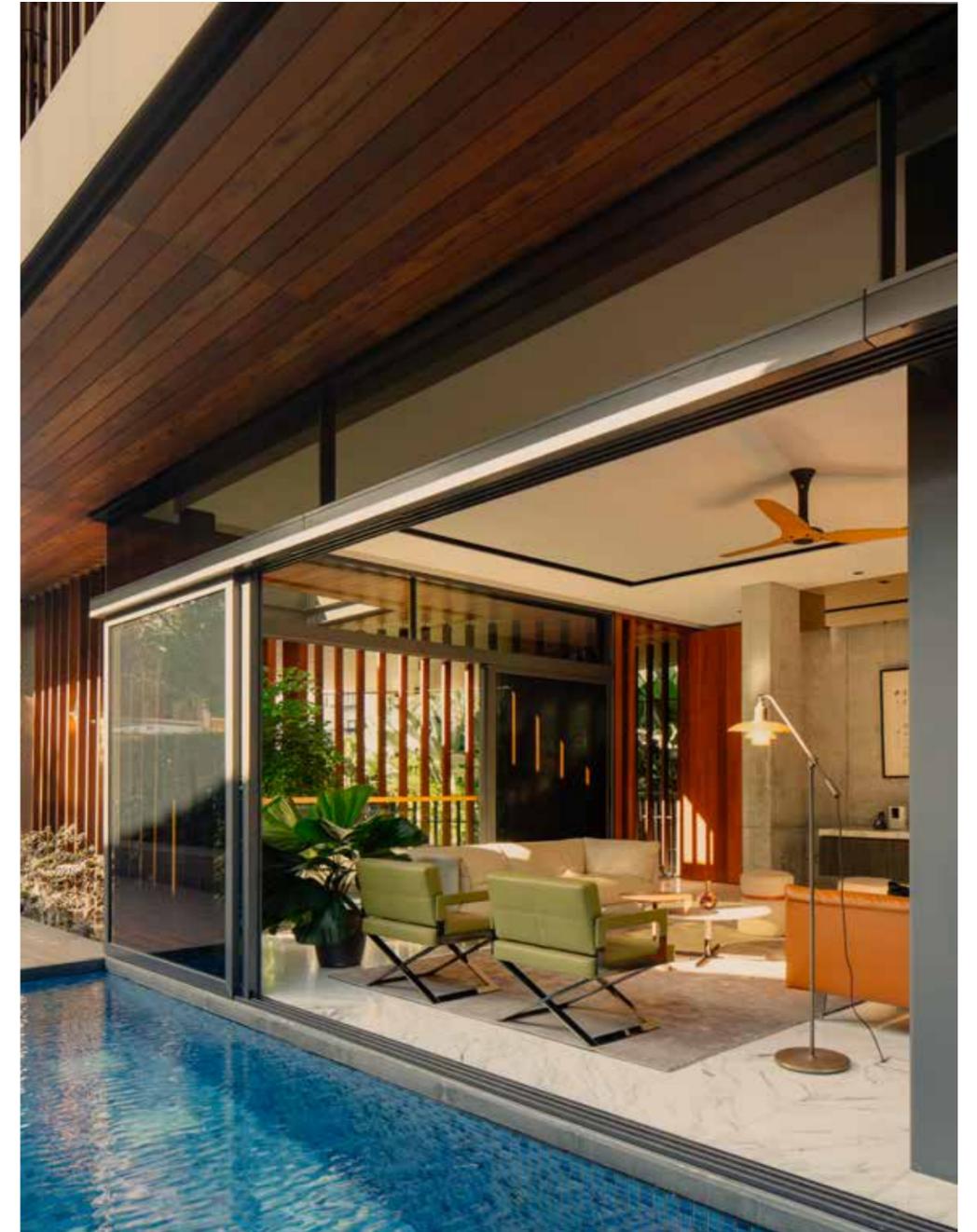
The design seamlessly blends wood, water, light, and glass, creating a continuous connection between indoors and outdoors. Its porous structure and timber screens facilitate natural ventilation in Singapore's humid climate.

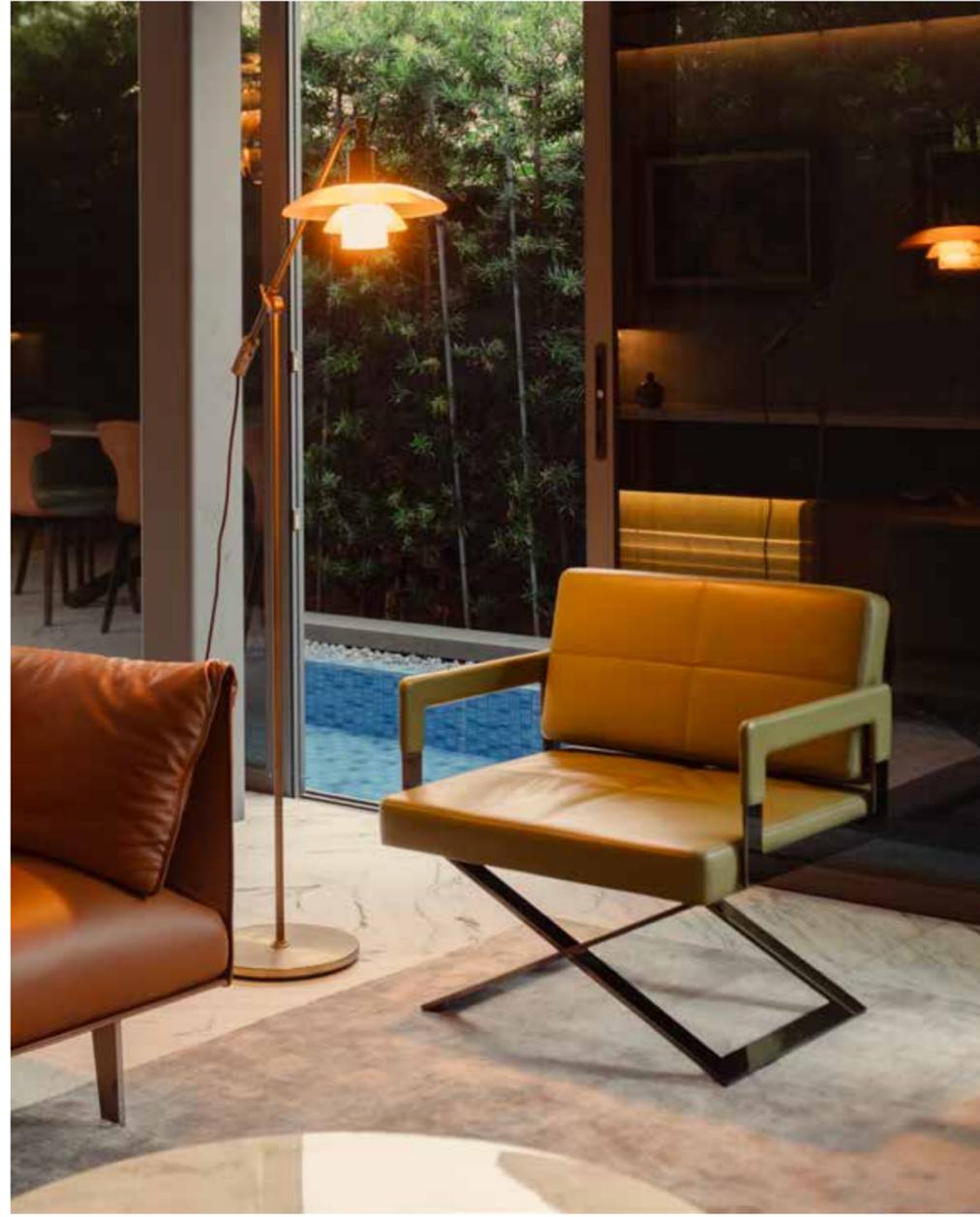
The overall ambiance is one of discreet, yet distinguished elegance, where nature dictates the rules of life. This unique retreat is furnished with the equally discreet and distinguished elegance of Poltrona Frau in the living and dining areas.



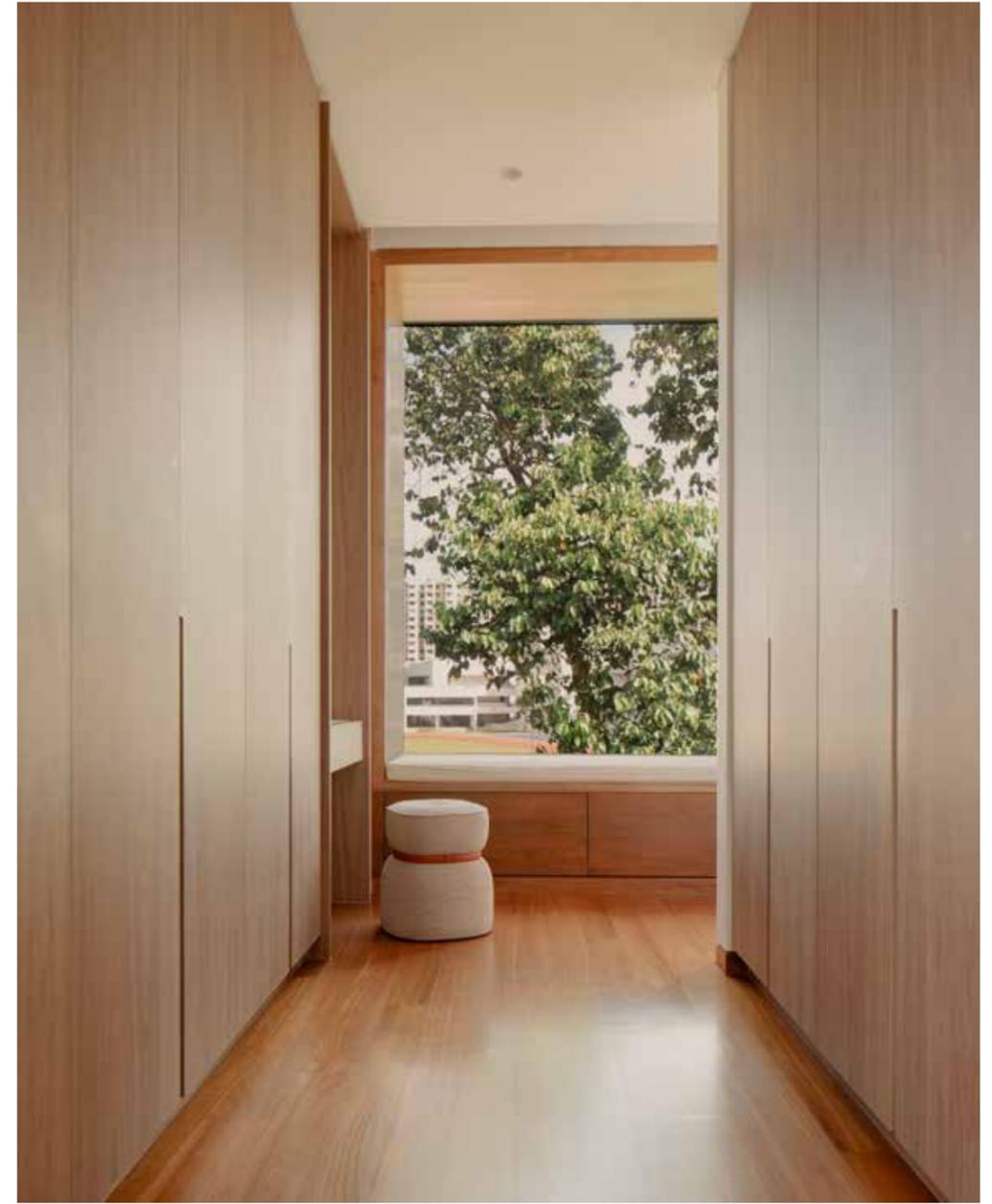


The living area features pieces designed by Jean-Marie Massaud, including two Aster X armchairs, a contemporary take on the director's chair, and the John-John sofa in both two-seat and three-seat versions. Their slender, elongated lines exemplify modern and relaxed elegance. In front of the sofas are two Bob coffee tables, which complement the natural feel of the house with their marble and wooden tops. Additional seating is provided by two Lepli ottomans, designed by Kensaku Oshiro.









The dining area showcases Roberto Lazzeroni's signature style with his famous Montera chairs and the Nabucco dining table. The table's carefully rounded edges and sleek structure give an ethereal look to its marble top.

This house is where nature and architecture coexist harmoniously, and where Poltrona Frau has helped interpret the spirit and nature of its inhabitants.

Miami – U.S.A.

architect: **Kobi Karp – ASR Construction**
products supplied: **Poltrona Frau collection products**

Palazzo della Luna

Fisher Island, an exclusive oasis, accessible only by sea with the island's auto-ferry or by private yacht. A tropical paradise where life flows at a relaxing pace, but so close to the vibrant rhythm of downtown Miami and Miami Beach that you can feel their energy. 50 residences developing on 10 floors, designed by architect Kobi Karp and built by ASR Construction. Poltrona Frau was called to furnish the fourth-floor condo, almost four thousand square meters of contemporary elegance. After their elite interiors of yachts, cars and designer furniture, the natural consequence could only be one of the most exclusive residential projects of the world.





Cream is the colour theme of the living room, where the Let it Be sofa and a matching ottoman, are a hymn to comfort and relax, while the Isidoro bar cabinet lined with saddle leather represents the spirit of the party. In the master bedrooms, Poltrona Frau besides upholstering the bedside tables, is also represented by its Ginger desk chair, Lepli twill fabric pouf, Nivola love seat and Brera bench at the foot of the Suzie Wong bed.



Wood flooring, custom millwork, floor-to-ceiling sliding doors provide an abundance of natural light from a 1,729-square-foot wraparound terrace, facing over the Atlantic Ocean, South Beach, Downtown Miami. The residence opens on a library lounge, with a matte-black-oak Lloyd bookcase designed by Jean-Marie Massaud for Poltrona Frau, covered with camel saddle leather and bright, orange shelving.





Hospitality and Residential

Living. Traveling. Working.

Poltrona Frau



The light blue of the ocean floods into the same colour guestrooms. One features a king-size bed with Poltrona Frau's Fidelio nightstand and console in camel saddle leather, while the other is furnished with the Aurora Due queen bed, and upholstered headboard. Privacy and comfort, lavish entertainment and exclusive parties. A double soul that Poltrona Frau can fully satisfy in every environment.



Best of Bespoke

68

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Archibald



Holly



Fidelio Lamp



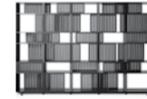
Bob



Leather Pot



Let it Be



Lloyd



Jay Lounge



Lepi



Zhuang



Blue Pallo



Pura

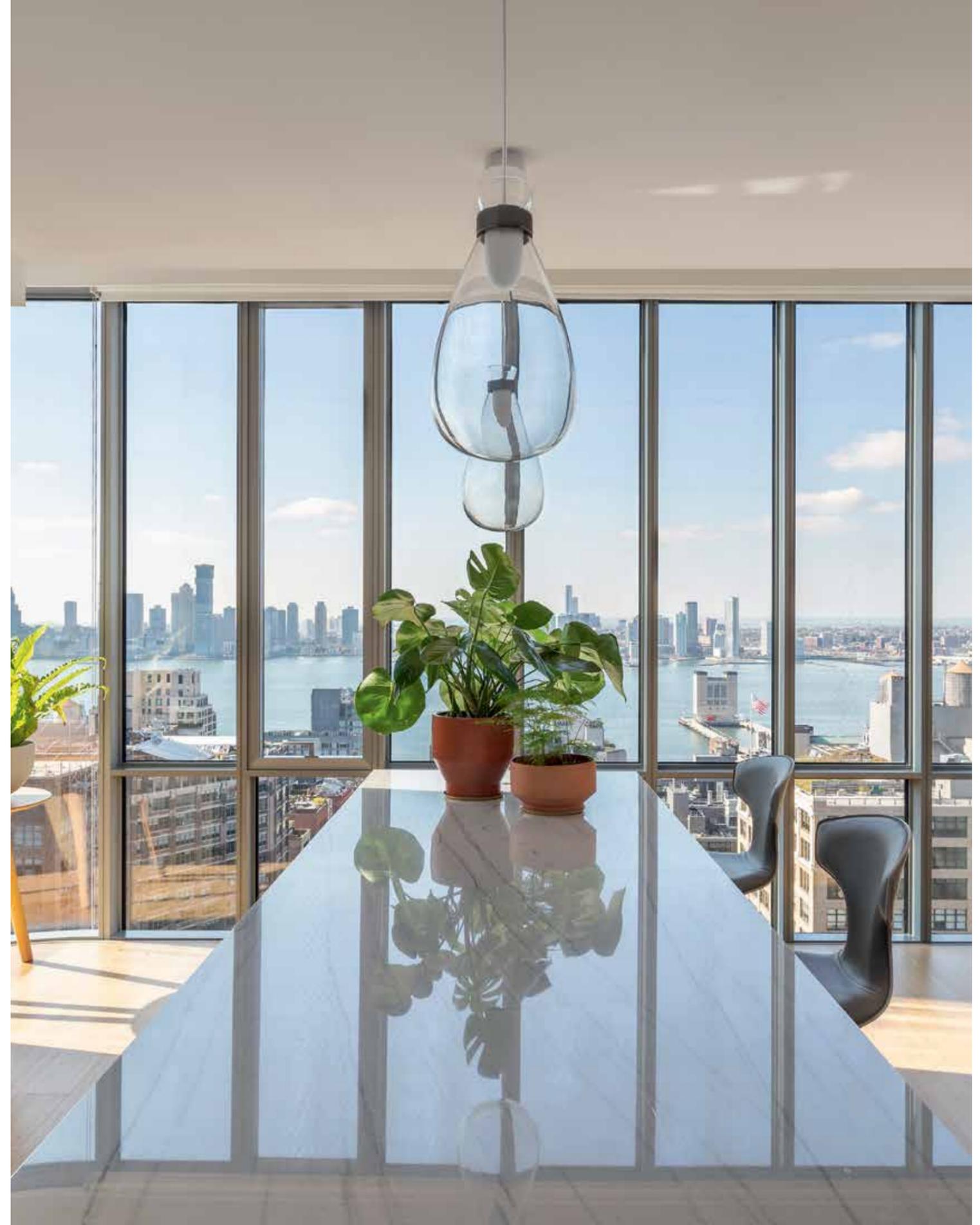


New York – U.S.A.

architect: RPBW – RDAI – Bizzi & Partners Development
products supplied: Poltrona Frau collection products

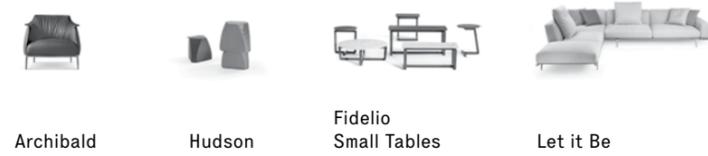
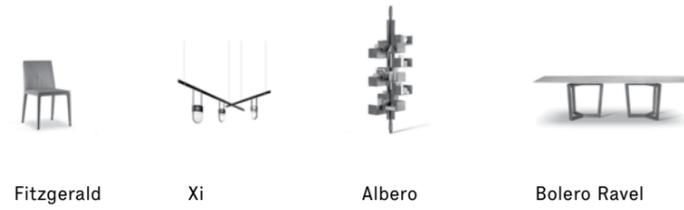
565 Broome SoHo

565 Broome SoHo is the result of a collaboration between Renzo Piano Building Workshop, the Paris interior design firm RDAI, and Italian developers, Bizzi & Partners Development. A true architectural dream team, for an exclusive 30-story residential project, made of two glass towers dominating the Hudson River, in SoHo the artistic neighbourhood of New York. Expertise, passion for innovation combined with a profound knowledge of New York's and in particular of the neighbourhood's history. These are the materials on which the project was built, and where Poltrona Frau was called to give its important contribution to the furnishing of an astonishing 17-million-dollar residence.

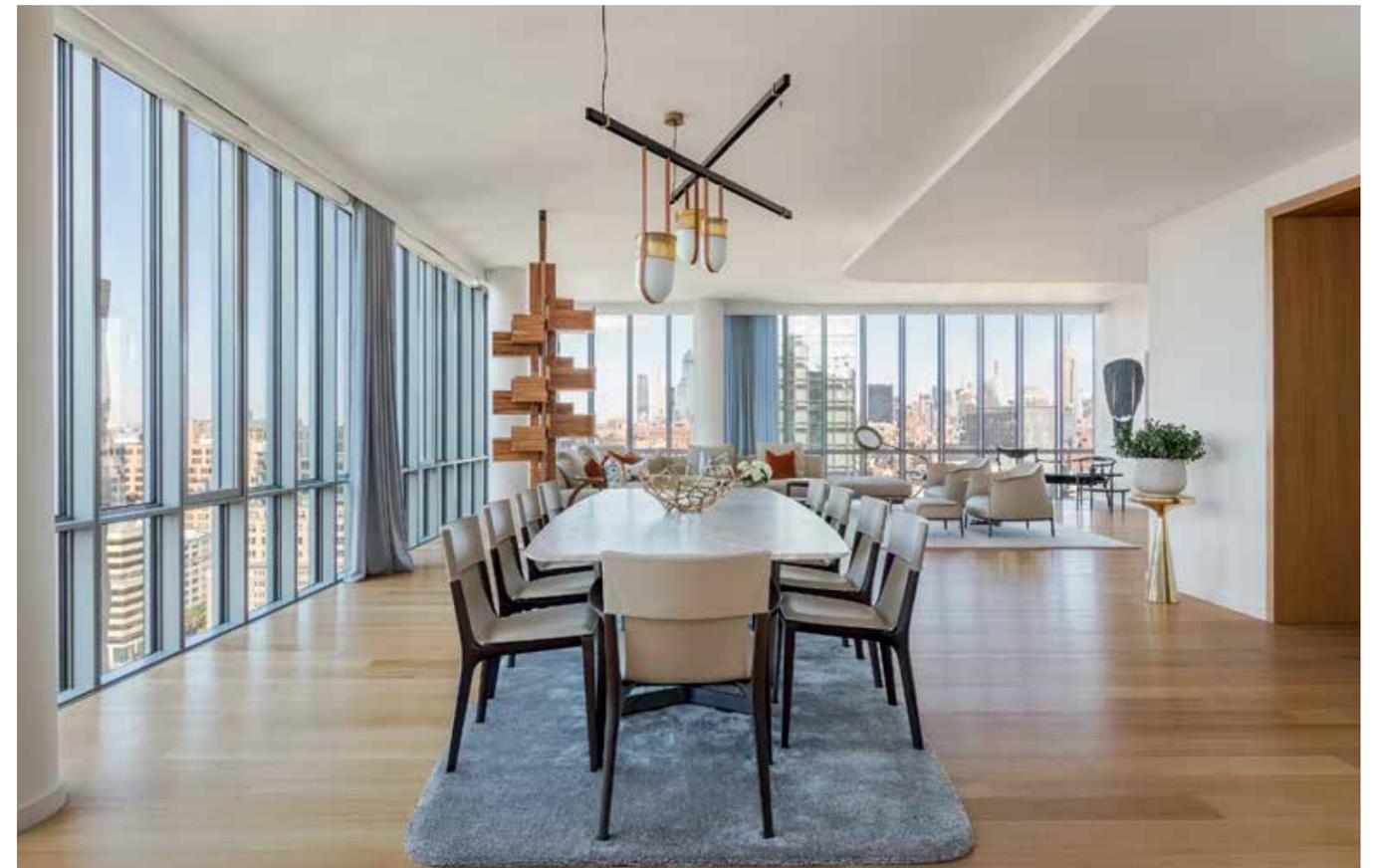




31 artworks from 10 different contemporary artists, complete the styling of this cream coloured side of the house, flooded with light in the day and with an indescribable atmosphere in the evening and at night. The master bedroom suite includes the Times bed, named after the famous font type, with a custom-made headboard, together with a Club armchair by Renzo Frau. The room faces on a full-length window view over the city that never sleeps with an audacious contrasting relaxing and warm atmosphere.



The Poltrona Frau model unit, N28A is located in the North Tower. With its floor to ceiling glass windows, with rounded glass corners that let you “fly” over breathless views of the city, from the Empire State Building, to the Hudson River, the interiors cannot be less. The apartment can be accessed via private elevator opening on the living and dining room area, where the Albero bookcase by Gianfranco Frattini and Xi suspension lamp – designed by Neri & Hu – immediately define the location’s personality, while the Bolero Ravel table surrounded by 10 Isadora chairs, are awaiting the next guests that this remarkable setting deserves.





Jay Lounge

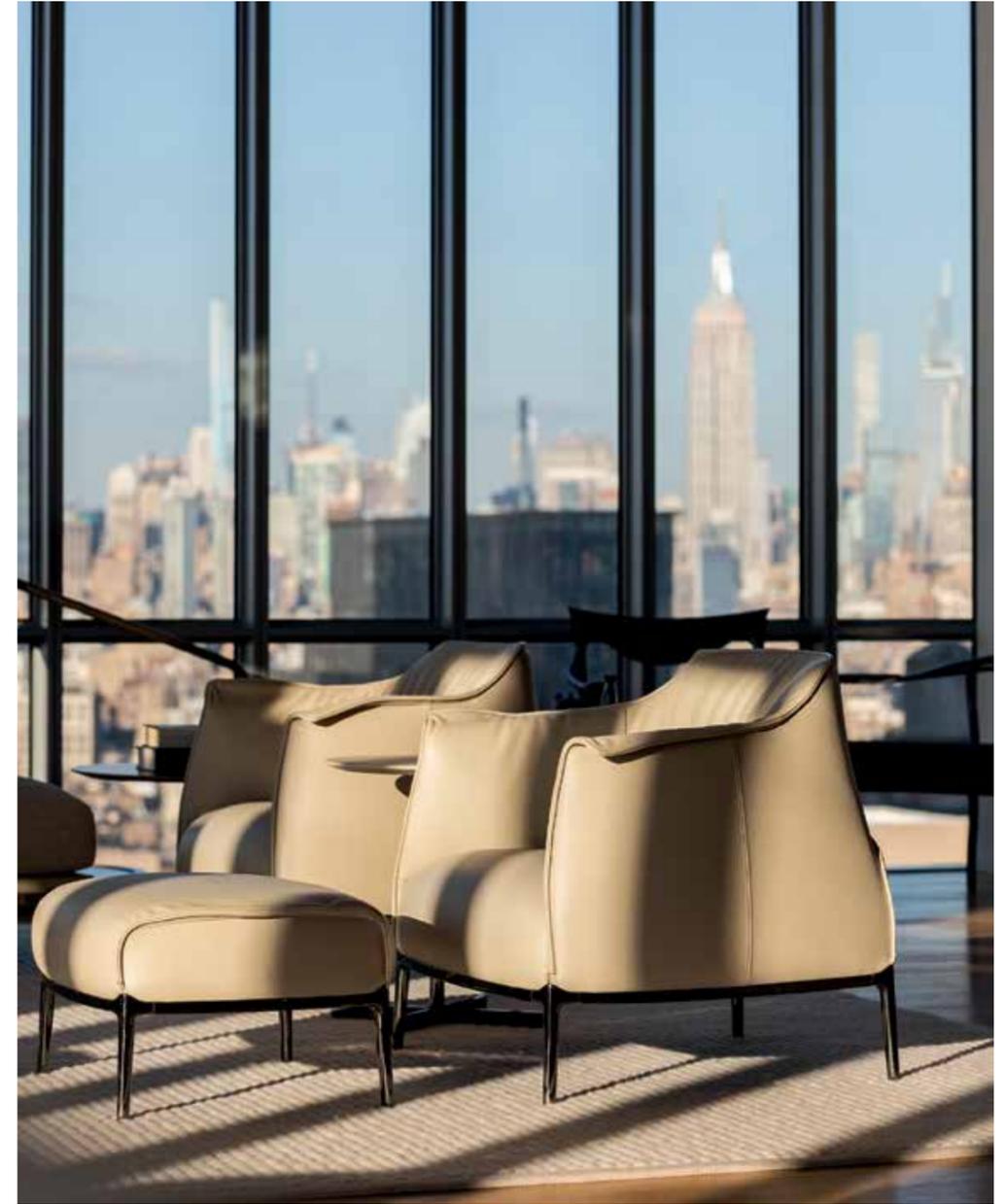
Montera Stool

Suzie Wong

Soffi

Ren Bookcase

Xi



Poltrona Frau's signature continues with an imposing composition of the Let it Be sofa, Archibald and Jay Lounge armchairs, Montera stools, Ren bookcases in the kitchen and in a reading room, the GranTorino Coupè and Suzie Wong beds in the further two bedrooms.

Fidelio low cabinet and Lloyd storage units complete the series of endless pieces of furniture in this amazing Poltrona Frau apartment, 4,682 square feet of timeless elegance and style.



Fidelio



Ren



Club



Times



Grant



Holly



Fidelio Low Cabinet



Miami – U.S.A.

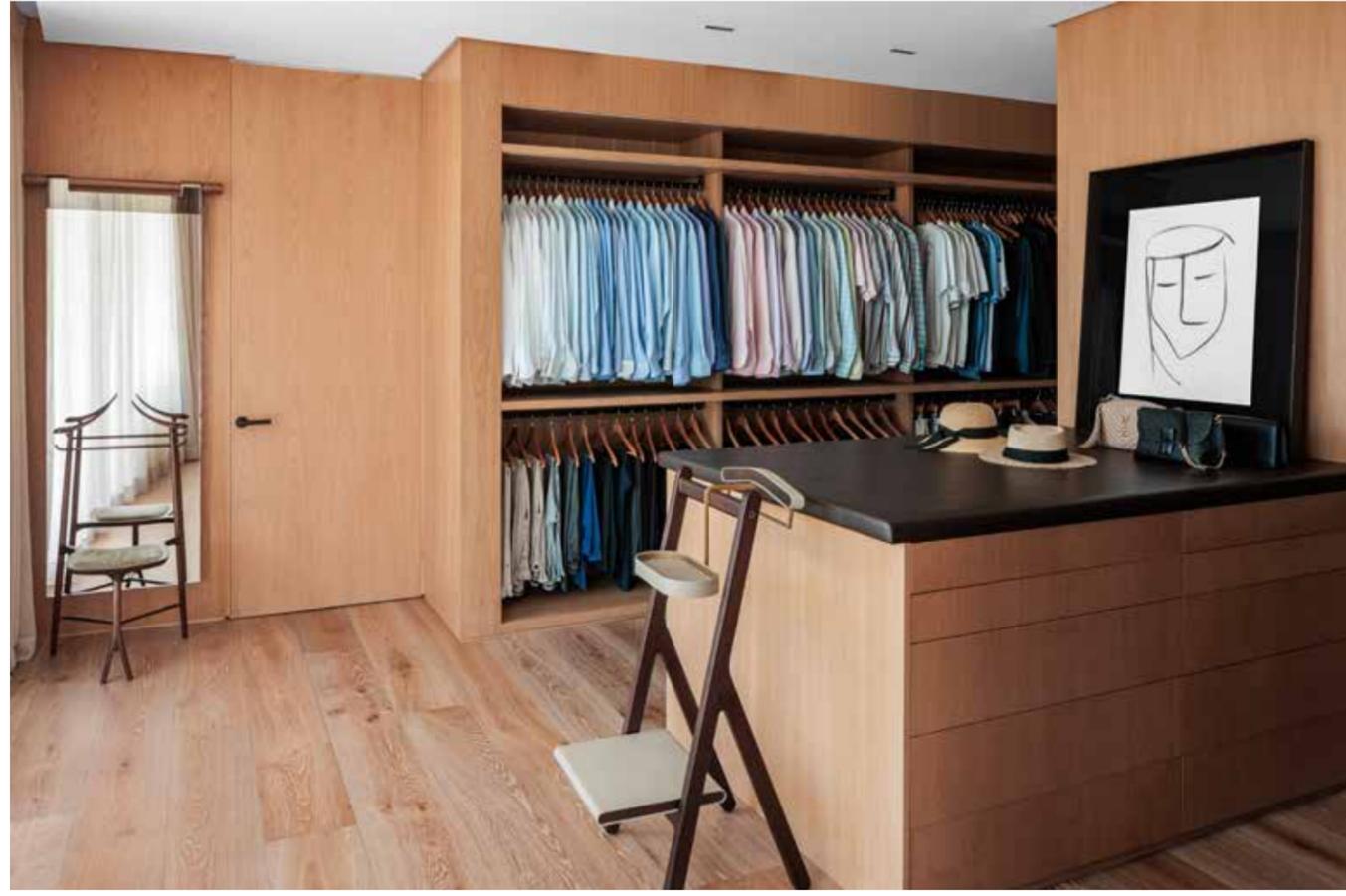
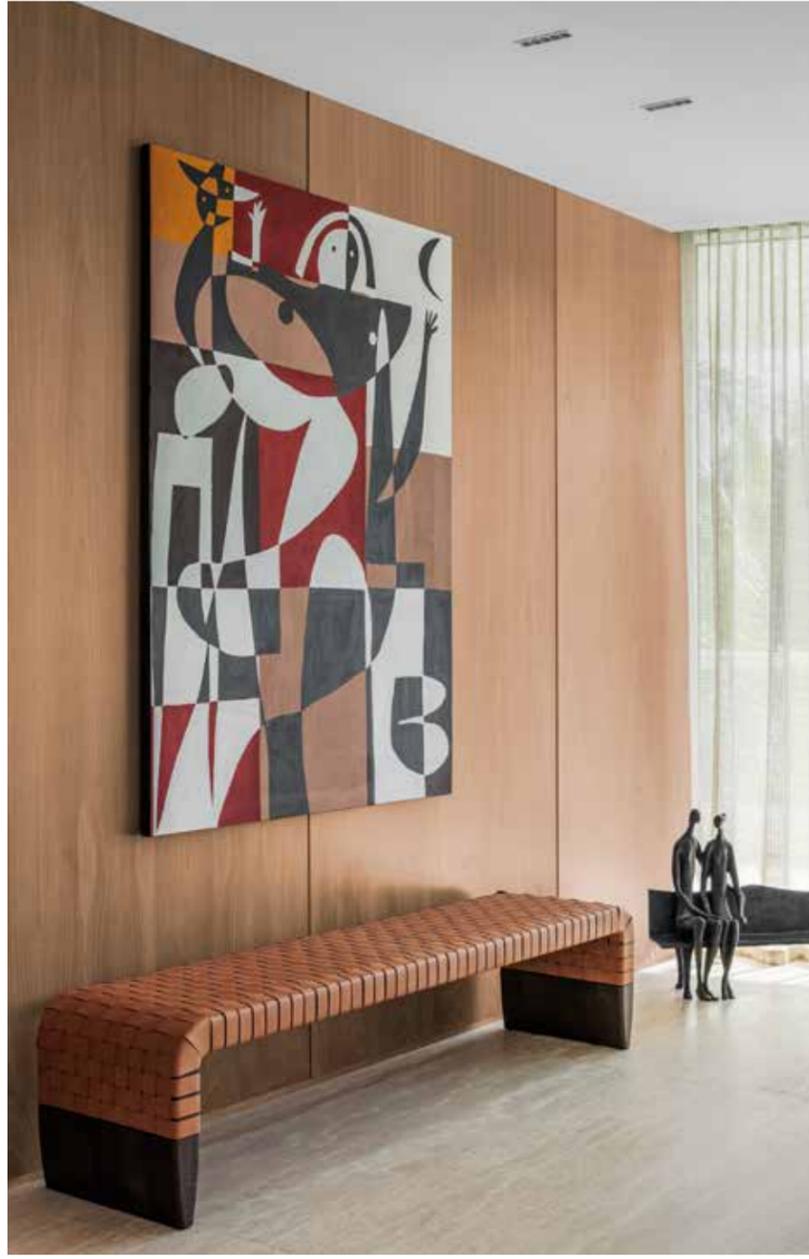
architect: Jessica Jaegger Interior Design

Porto Vita

Porto Vita is one of the most coveted residential communities in Miami where Interior Designer Jessica Jaegger was commissioned to design one its residences. Jessica organically designs interiors that speak to a truly global appeal. Poltrona Frau residential unit cooperated in the interior design for this amazing apartment, with several catalogue items, which characterize and highlight the architect's style.

A natural and organic color palette, with wood, stone, custom millwork, for 5000 square meters of warm elegance, that go beyond trends and give a timeless allure to every environment.





In the living area we are welcomed by a Fidelio elliptical table by Roberto Lazzeroni, or a Cestlavie table-container by GamFratesi, and by a Grant ottoman by Tristan Auer, both with a weaved texture, that remind us of far-away exotic atmospheres. The dining area is highlighted by the Isadora chairs by Roberto Lazzeroni. Also, the bedroom area has Poltrona Frau's signature, with a Times bed and the Fidelio bench at the foot of the bed, respectively by Spalvieri & Del Ciotto and Roberto Lazzeroni. Poltrona Frau Residential unit supports architects and their clients, helping them create the perfect home. Artisanal excellence, timeless style and elegance, premium quality materials to help every dream house come true.







GranTorino



Downtown



Cestlavie



Isadora



Lepli



Ginger



Come Together



Ming's Heart



Brera



Fidelio
Small Tables



Grant



Nivola



Chongqing, China

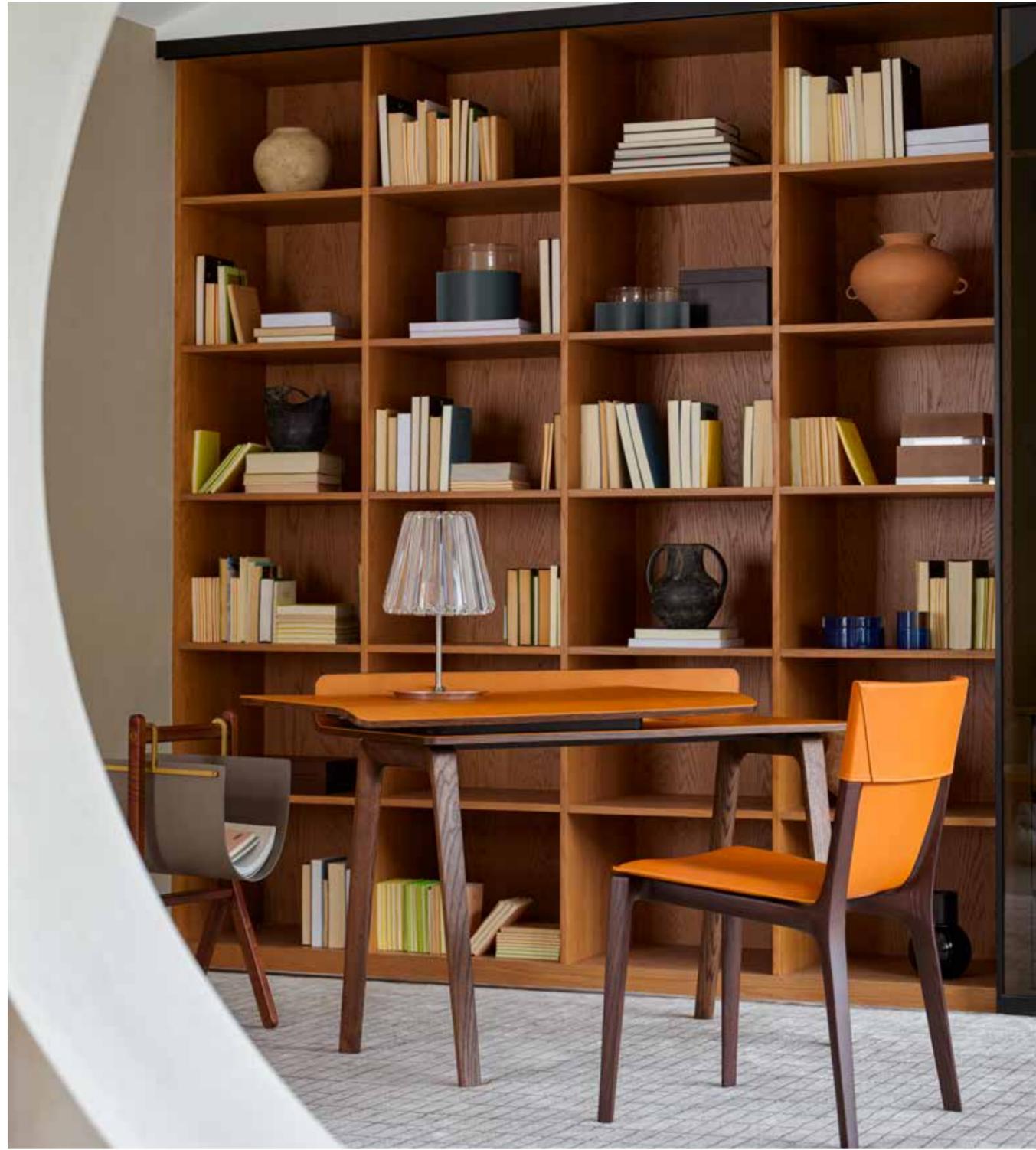
architects:

Ma Aiyang
Qin Yongyi

Suzhou residential project

A European metropolitan allure is the insight behind these contemporary yet stylish homes in Chongqing, one of the largest, and perhaps the largest, city in the world. Poltrona Frau discreetly embodies this spirit, designing the environments with their sensory experiences, made of natural materials like leather, wood and metal.







Othello



Isadora



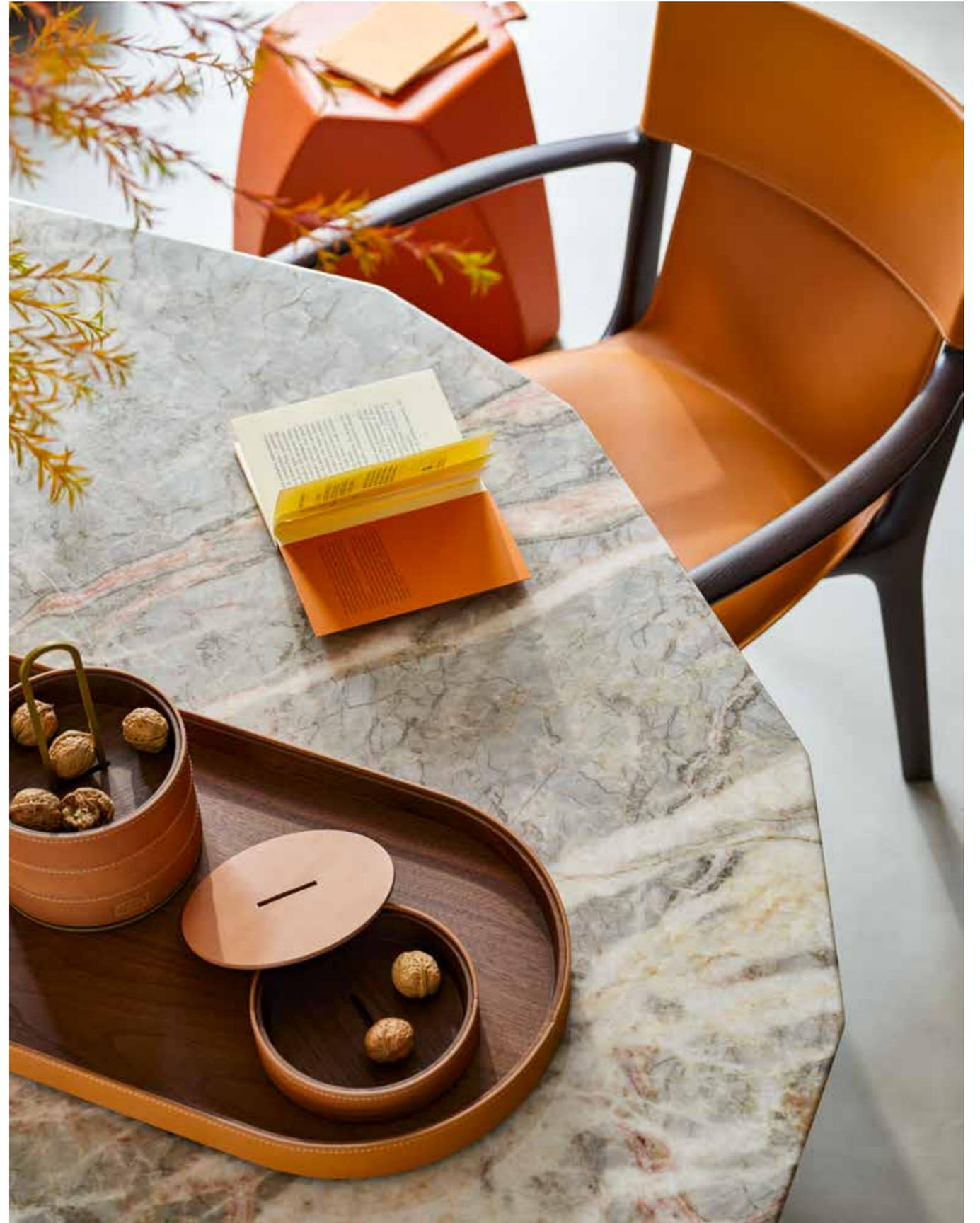
Marianne



Zhuang



Hudson





As for the Montera chairs for the dining area, designed by Roberto Lazzeroni; or the Leather Pot vase by Simona Cremascoli. In the living area, every member of the home can find his or her comfortable spot, from the Chester Line sofa originally designed by Renzo Frau, to the Leather Pet Collection created by Poltrona Frau Style & Design Center, and the refined Baby Vanity armchair, where the furry king of the home can peacefully enjoy his naps.



Martha



Bretagne



Leather Pot



Get Back



Kyoto



Grant



Bob



Fidelio
Small Table



Fidelio Lamp



Blue Pallo

Every piece from the Poltrona Frau collection defines its surrounding environment, like the Viola armchair in dark brown cording, and Fidelio bench which give a strong character to the studio room; or the Sanluca armchair for a quiet and isolated read.

Quarzo Leather dominates the bedroom area, giving a light and relaxing atmosphere with their Mr Moonlight and Jack beds.

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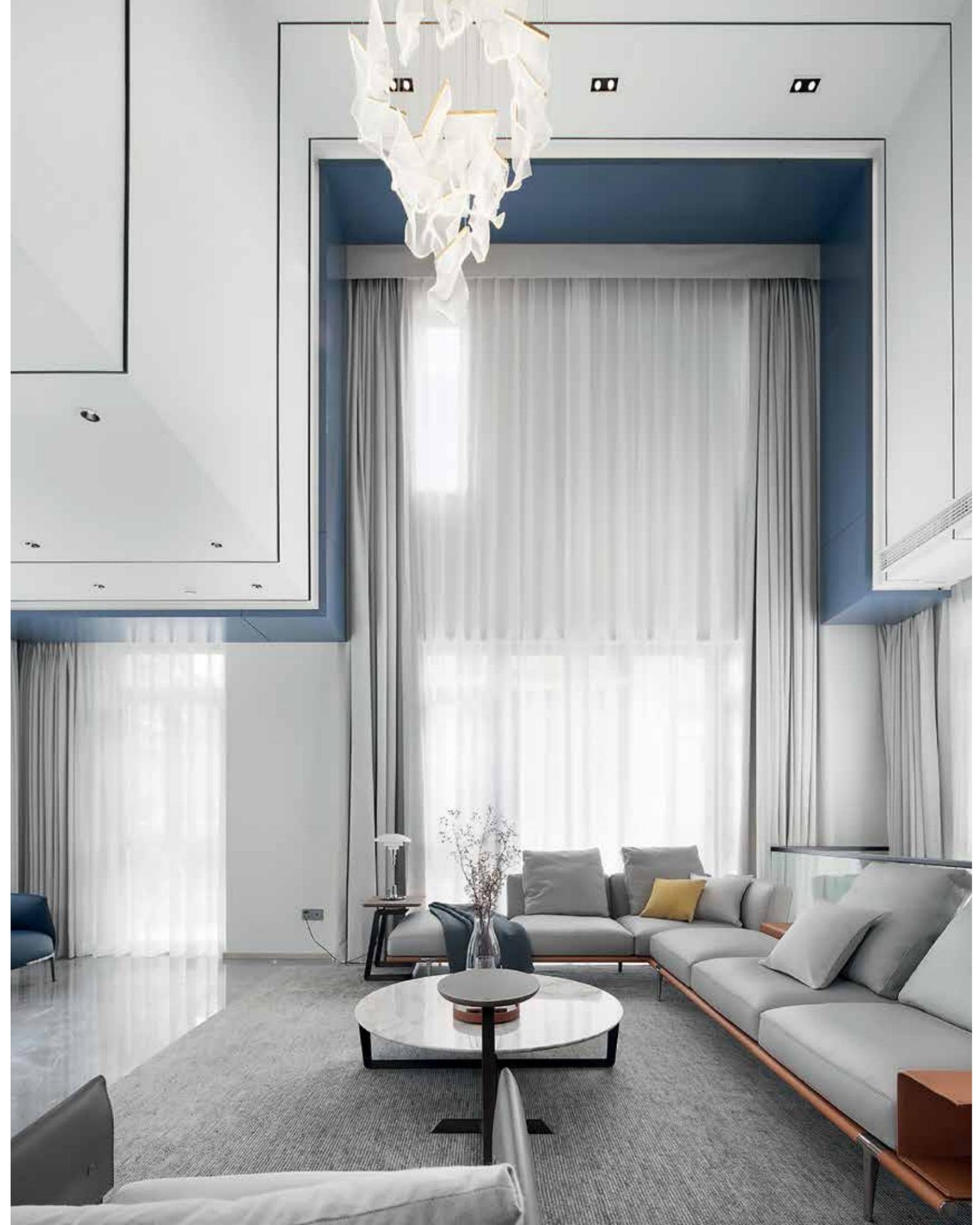
Wenzhou – China

architect:
products supplied:

Womehome
Poltrona Frau collection products

Wenzhou residential project

This astonishing residential project in Wenzhou, China, draws its inspiration from the blue seascape of Biscay Bay. Straight lines with a Bauhaus minimalist style characterize the spaces where all partition walls have been eliminated creating an integrated living environment. With its style and its cross-cultural elegance, Poltrona Frau interprets this freedom of space and communication. The refreshing blue colour soothed by the relaxing tones of grey, works as a trait d'union from Jean-Marie Massaud's Archibald armchair and Bob coffee table to the GranTorino armchair, Let it Be sofa and Ilary coffee tables, combining elegance, design and comfort.





The liquid and interconnecting spaces flow into the dining room, where Poltrona Frau selected their Fitzgerald chairs for their timeless and international allure. Undeniably a living experience, where Poltrona Frau has helped the design team interpret at its maximum the potential of this project, where the abstract art of nature merges with modern design, and shapes the unbounded beauty of nature and life.





Archibald



Fitzgerald



GranTorino



Fidelio
Small Tables



Bob



Let it Be



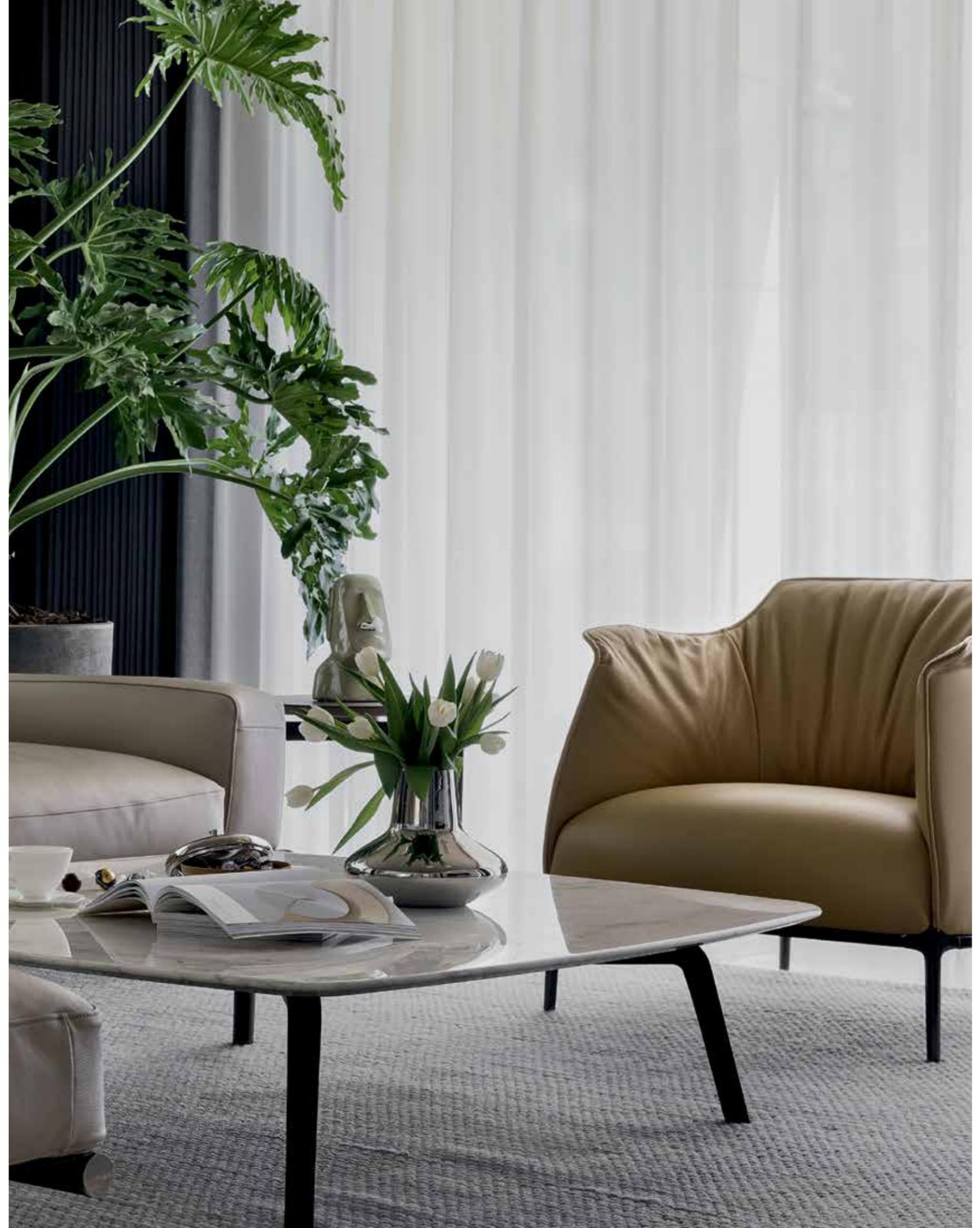
Zhejiang, Ningbo – China

designer: Sevtract Design Studio – K. Jiang, H. Zhang
co-creative designer: KeWen Jiang, Huijie Zhang
products supplied: Poltrona Frau collection products

Zhejiang, Ningbo residential project

A three-floor residential project where Sevtract Design Studio called Poltrona Frau for the interior decoration for its timeless but contemporary style.

Neutral tones, where different shades of cold and warm grey create a sombre and minimalistic atmosphere. In the living area marble and leather are the imposing protagonists, here we find a sitting zone with the Let it Be modular system sofa and an Archibald armchair, two classic pieces from Poltrona Frau's catalogue, by Ludovica & Roberto Palomba and by Jean-Marie Massaud. Let it Be, as the name suggests is a hymn to relax and comfort, rejecting all forms of conventions and formalisms.





This versatile sofa creates a homely nest, a multi-purpose space to enjoy at your own pace. Fiorile coffee table with marble top and Fidelio Small Table complete the lay-out. Six Isadora chairs define the dining and kitchen area.

This chair was inspired by the grace of Isadora Duncan, pioneer of contemporary dance and designed by Roberto Lazzeroni, wrapped in Pelle Frau® Saddle Extra leather, with a protective dye and wax, which makes it particularly suitable for dining areas.



Archibald Isadora Fiorile Let it Be





On the second floor we find the sleeping area. Here, Roberto Lazzeroni is also the designer for the Ginger armchair. Its refined simplicity offers a comfortable shell shape, right next to the bedside. Elegance, comfort, visionary use of classic materials, like leather and marble confer to this house a suspended atmosphere, where Poltrona Frau meets all the expectations.



Chongqing – China

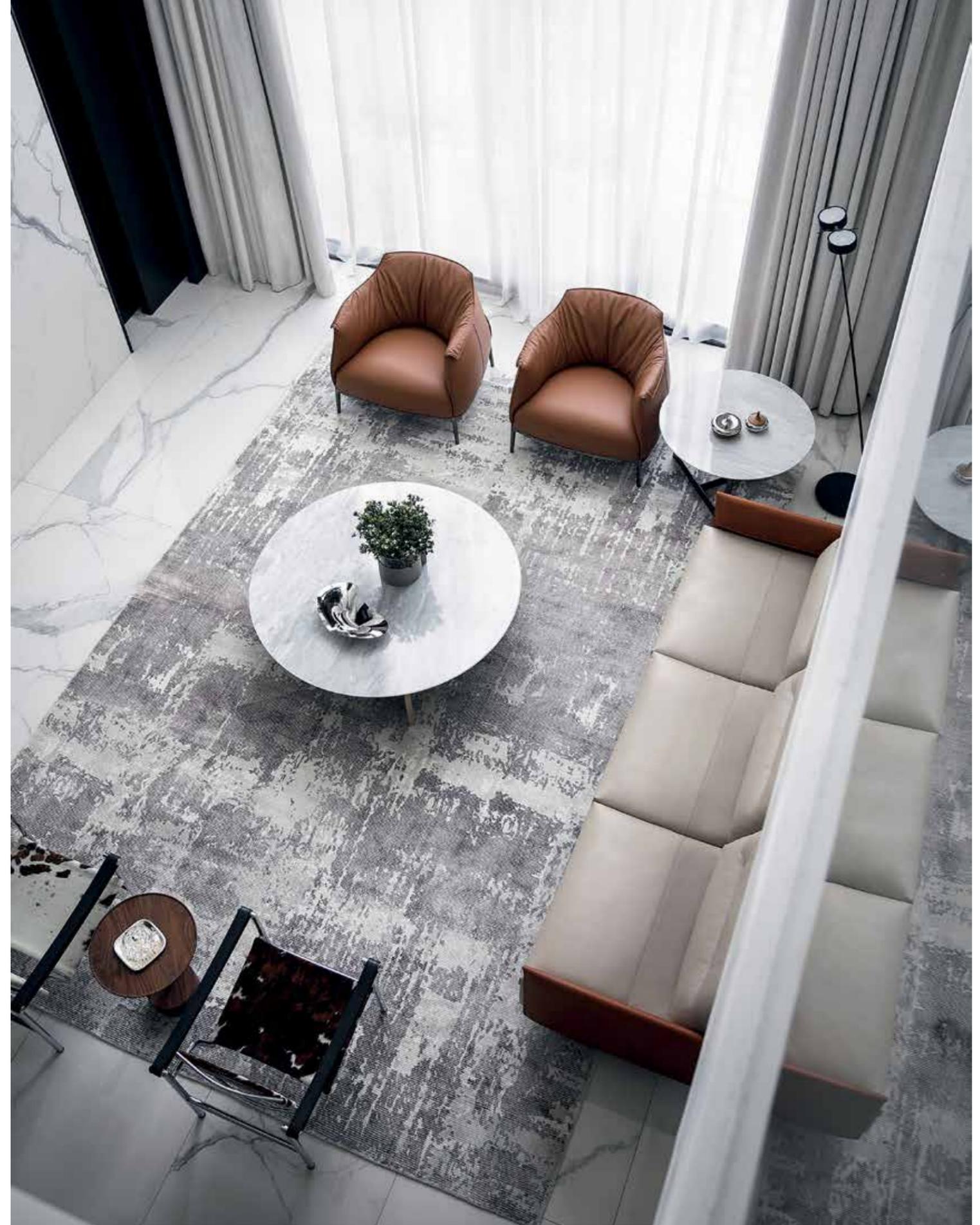
designer:
interior designer
products supplied:

Jiao Yanfeng
X. Y. Design, Q. Yongyi, W. Yazhu, W. Ze
Poltrona Frau collection products

Chongqing residential project

“Our lives are inseparable from space,
light and order, just like we cannot
do without bread and sleep.”

These words by Le Corbusier are the
inspiring concept for this residential project in
Chongqing. Here is the world away from chaos
of the city. Space becomes liquid, divided
into just four rooms over a surface of 700
square meters. High-rise ceilings give space to
Poltrona Frau’s contribution to this elegant and
sombre atmosphere. Stable and restrained, the
character of the homeowner and his wife, is
perfectly presented in the use of neutral tones
throughout the house.





Archibald Mamy Blue Let it Be

Two adjoining but separated sitting areas create multiple convivial or relaxing occasions, on the left GranTorino sofa and two Archibald armchairs with a round Ilary coffee table in the centre, all designed by Jean-Marie Massaud. A Blue Palo glass vase by Carina Seth Andersson reflects the light and the moment. In the second sitting room, with a modern white mantelpiece, a Mamy Blue armchair by Roberto Lazzeroni and matching pouf create the perfect reading corner.

From the study to the bedroom, every piece of Poltrona Frau fits perfectly with the house. In the TV area, where grey tones characterise the space, we find the famous Dezza armchair by Gio Ponti in a bright light blue, with a Fiorile coffee table. In the studio room, we find a Lloyd bookcase with a Downtown president office chair, completed by a Leather Pot vase.



Montera Montera Stool Bolero Fidelio High Cabinet



The main dining room discovers light and nature through the glass façade over a Bolero table surrounded by Montera chairs (both by Roberto Lazzeroni), while in a second dining room we find a round version of Bolero table with Lazy Susan rotating top. Montera chairs, in white and black and a Fidelio High cabinet complete the scene. Fidelio Notte, Mamy Blue bed and a Nivola armchair, all designed by Roberto Lazzeroni, are the protagonists of the last space, the sleeping area, in the same colour theme that characterizes the entire home: grey, white and sand.



The refreshing blue colour soothed by the relaxing tones of grey, works as a trait d'union from Jean-Marie Massaud's Archibald armchair and Bob coffee table to the GranTorino sofa chair, Let it Be sofa and Ilary coffee tables, combining elegance, design and comfort. The liquid and interconnecting spaces flow into the dining room, where Poltrona Frau selected their Fitzgerald chairs for their timeless and international allure.



Downtown President



Leather Pot



Ilary



Lloyd



Jay Lounge



Fiorile



Blue Pallo



GranTorino



Undeniably a living experience, where Poltrona Frau has helped the design team interpret at its maximum the potential of this project, where the abstract art of nature merges with modern design, and shapes the unbounded beauty of nature and life.



Mamy Blue bed



Dezza



Hudson



Ren Bookcase



Sofia – Bulgaria

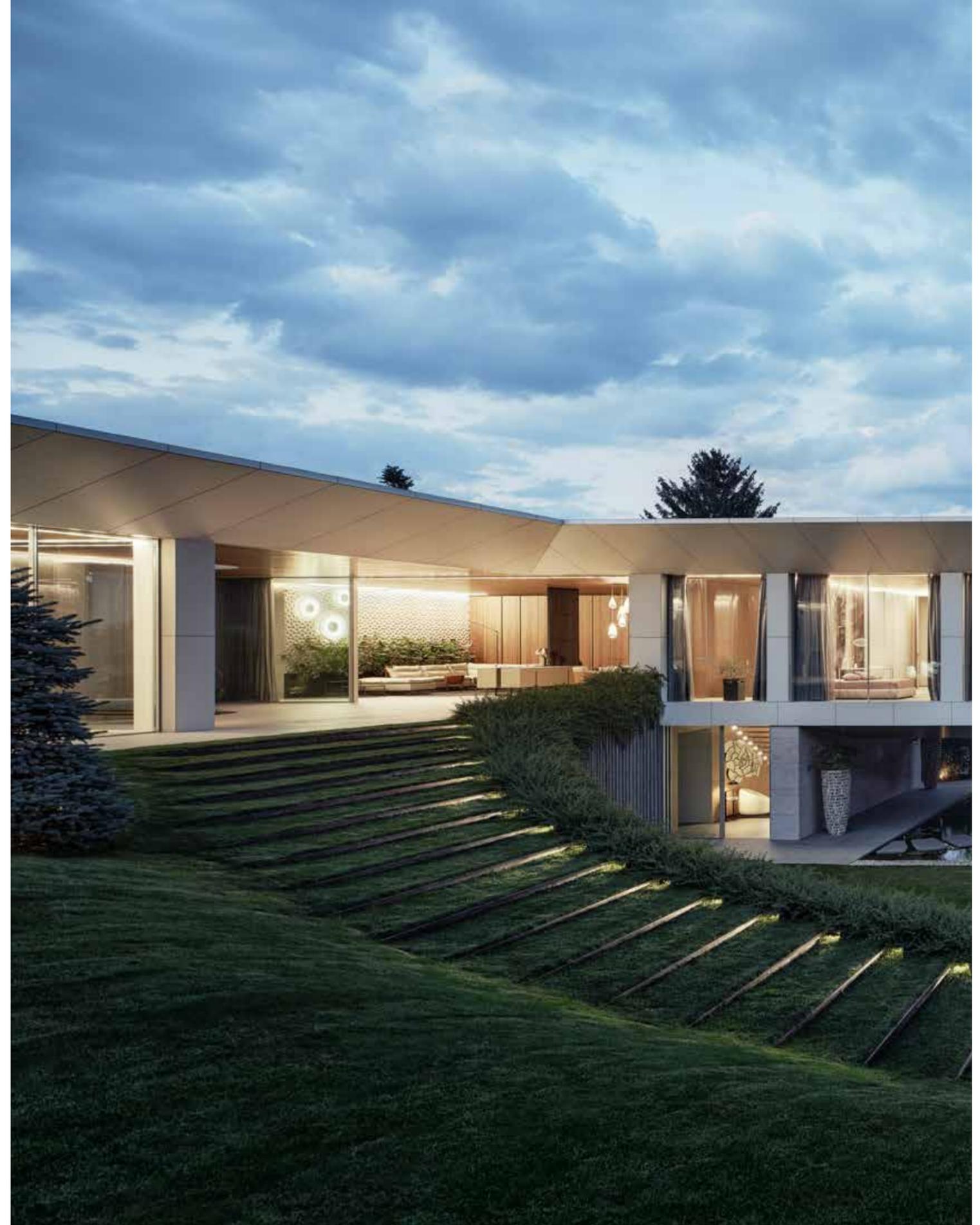
architects:

Sevdalina Nedeva
Emil Pelitev
Kamen Nedelchev
Studio HELIX

Air House

A space where to live among nature, away from the noise and chaos of the city, where to enjoy the energy of life among nature's elements. This L-shaped house works around its private garden, while separating the living areas from the bedrooms. A decorative lake with Japanese fish, and a bonsai are the key elements of this private landscape.

The interiors resemble the natural environments of the outside, both in the colors as for the essential and minimal style, flooded by the natural light coming from the huge windows that surround the entire construction.





GranTorino



Jay Lounge



Fidelio Low Cabinet



Cestlavie



Soffi

Poltrona Frau is one of the main protagonists in every room of the house, starting from the living area where the owners can enjoy a warm yet elegant environment. A GranTorino ivory colored leather sofa, by Jean-Marie Massaud dominates the scene, with gorgeous Monstera plants, that give a continuous feel between outdoors and indoors. In front, we have two Cestlavie storage tables by Gamfratesi, in woven leather. Two Fidelio low cabinets by Roberto Lazzeroni separate the living area from the dining area, where we find a Mesa Due round table, by Lella and Massimo Vignelli, surrounded by four Jay Lounge armchairs by Jean-Marie Massaud.





Volare



Brera



Mamy Blue



Mesa Due



John-John



Even the master bedroom has Poltrona Frau's distinguished signature; here we have a Time bed by Sparvieri & Del Ciotto inspired by the famous typographical font with a Brera bench by Guglielmo Ulrich at the foot of the bed; a Mamy Blue armchair with Mamy Blue Pouf by Roberto Lazzeroni create a cozy and elegant reading corner; in the second bedroom we find a John-John bed by Jean-Marie Massaud.

An amazing house where nature and light meet life. The proof that Poltrona Frau has no boundaries, its style and artisanal yet modern feel makes it a real citizen of the world.



GranTorino



Cestlavie



Jay Lounge



Fidelio
Low Cabinet



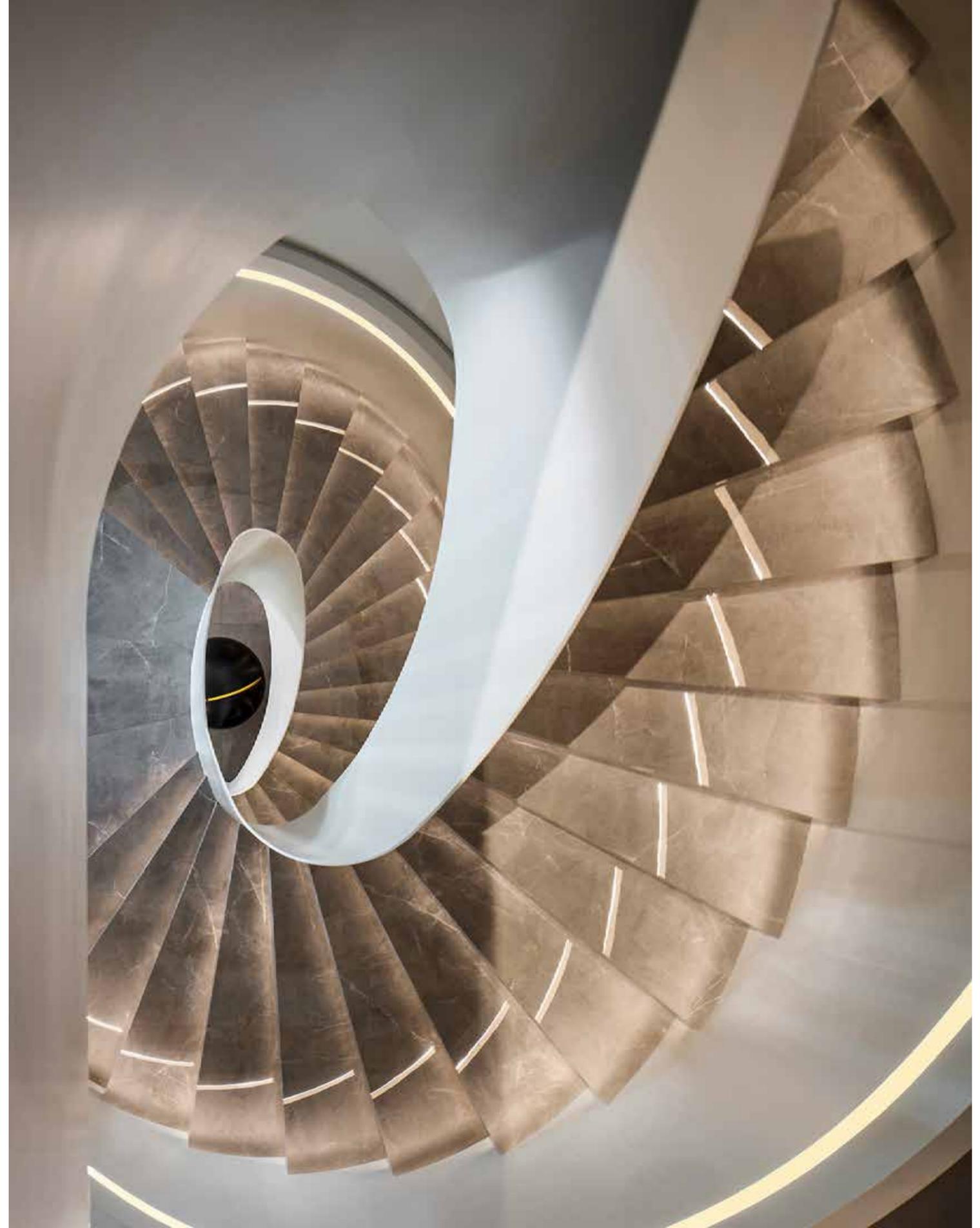


Chongqing – China

designer: Ma Aiyang, Wang Yazhu

Greentown Liangjiang Royal Garden

Living in a bustling city for a long time can inevitably make one feel a bit crowded and tired. Pushing open the door of their home, the distant mountains with overlapping peaks appear hazy and far away, like a fantasy representation of a traditional Chinese landscape painting. In Chongqing's three-dimensional mountainous city, this natural scenery is rare to find and unique to only a few houses.





Archibald King



Clayton



Bretagne





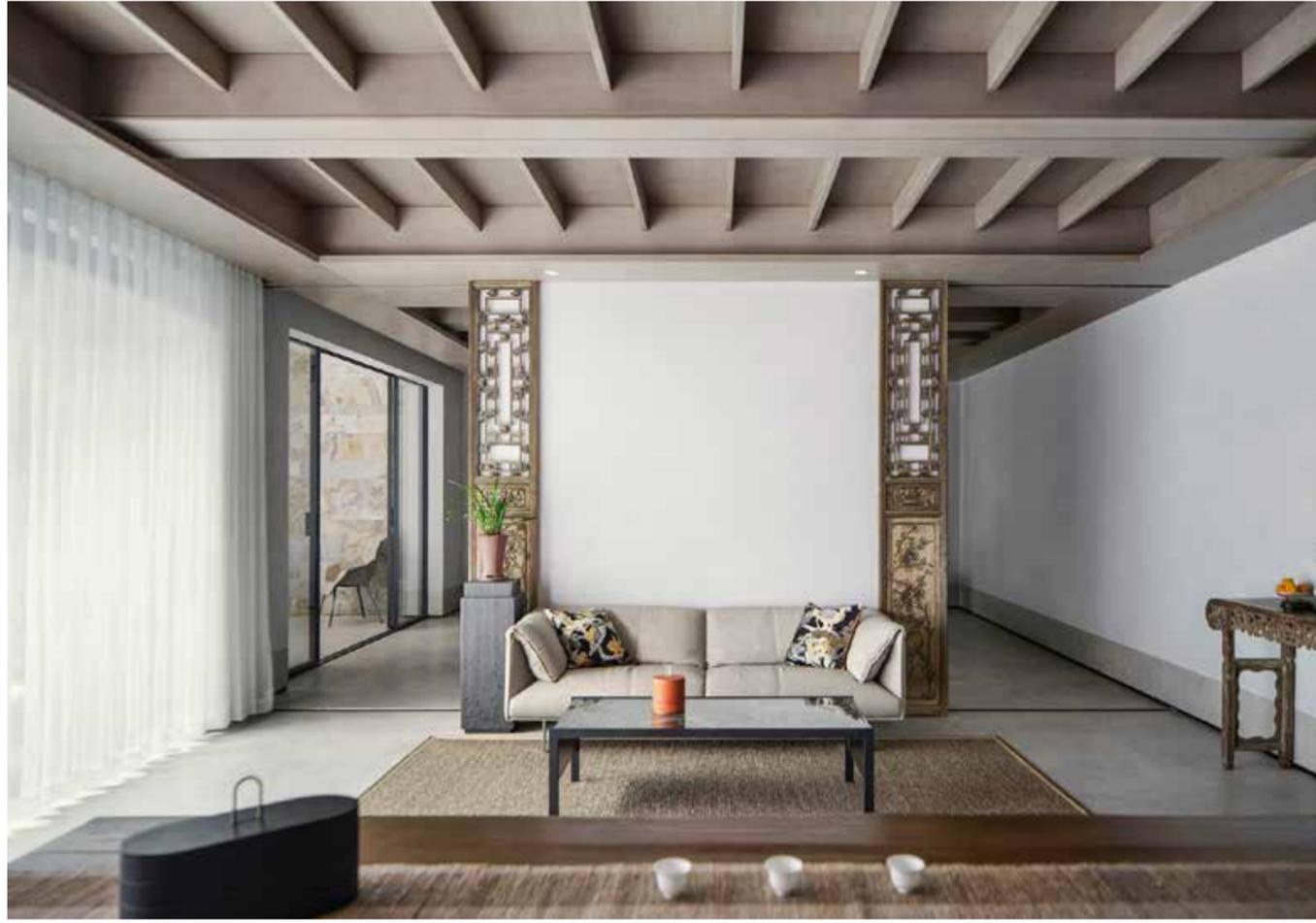
Get Back



Archibald
Gran Comfort



Bob



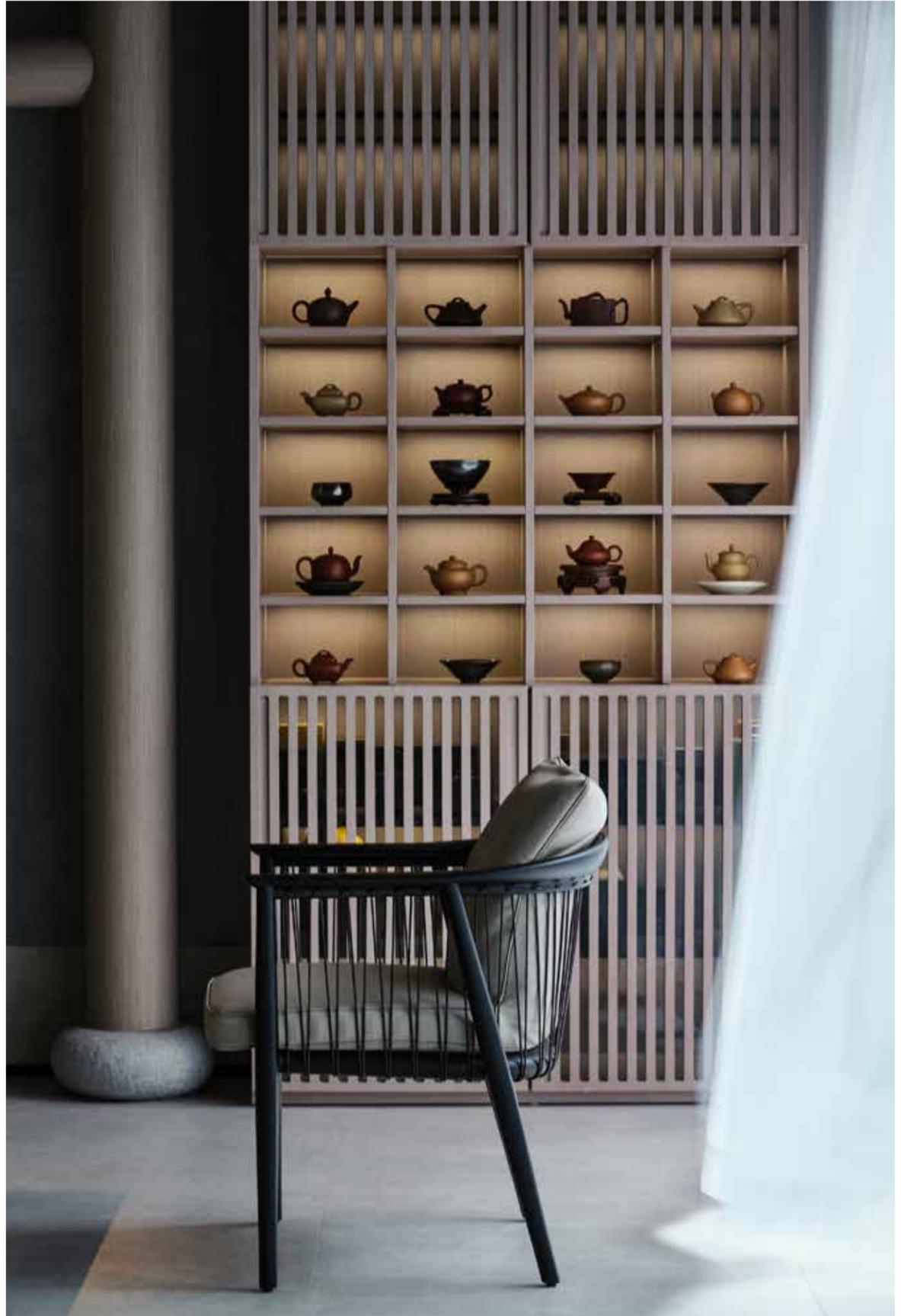
Viola



John-John



Zhuang



Chengdu – China

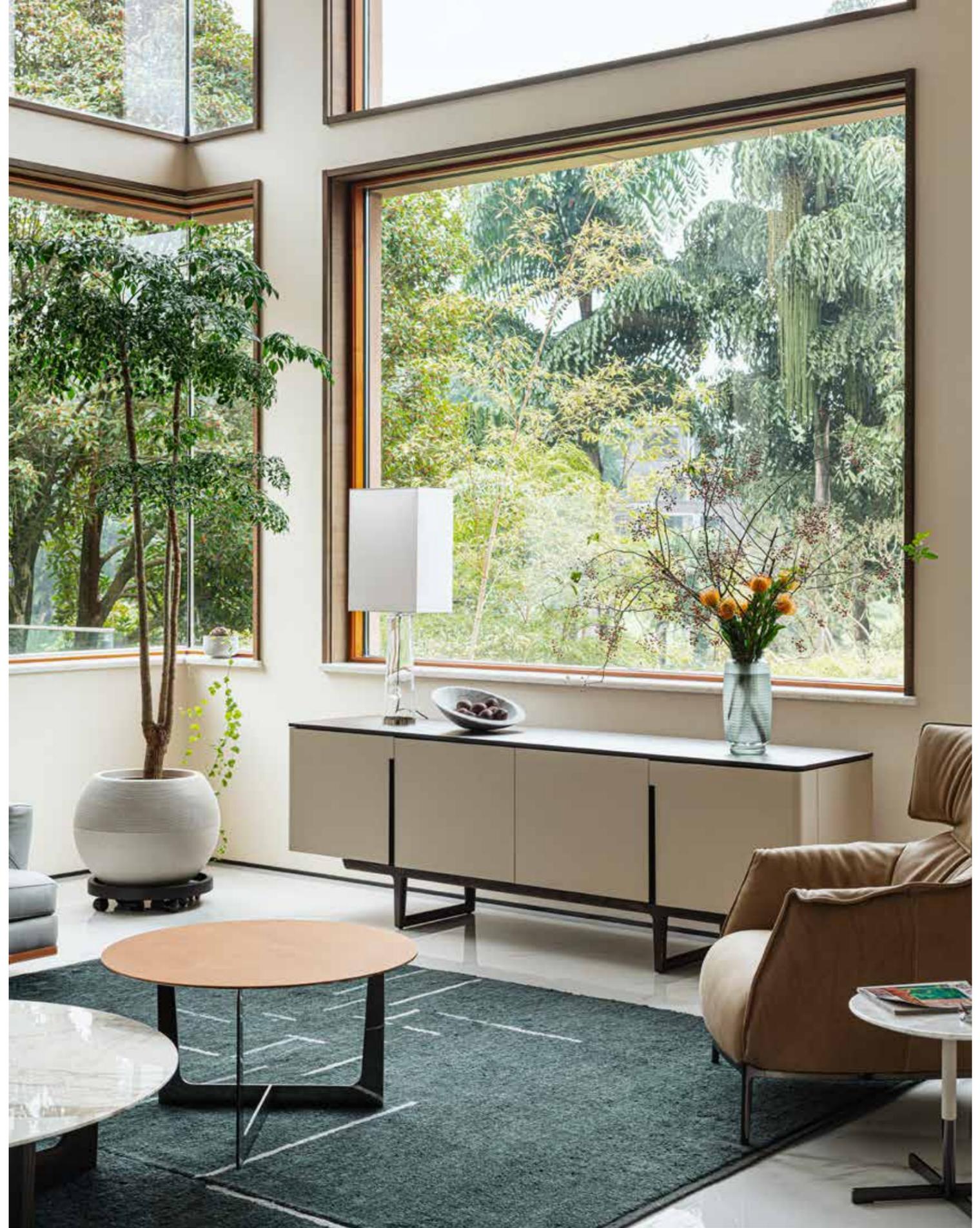
credits:
designer:

Chengdu Weimei Furniture Trading Co. Ltd
Chengying Lu

Heixi Villa Luxehills International Community

The initial encounter with this building remains vivid in memory, as it evoked a sense of tranquility and serenity. It quietly disappeared behind a few ancient and sturdy pine trees, maintaining an appropriate distance from the bustling crowds.

Upon entering, the unassuming and warm temperament became even more apparent. Within the fluid spaces, the changing seasons served as the backdrop, while the architecture itself acted as an instrument. All the interior decorations followed the principles of classic elegance, comfort, and naturalness. They linked together the poetry of daily life and conveyed a profound emotional connection to beauty.





Get Back



Kyoto



1919



Esedra



Fidelio Lamp



Decorative
Cushions





Ilary



Fidelio
Low Cabinet



Holly



Bob



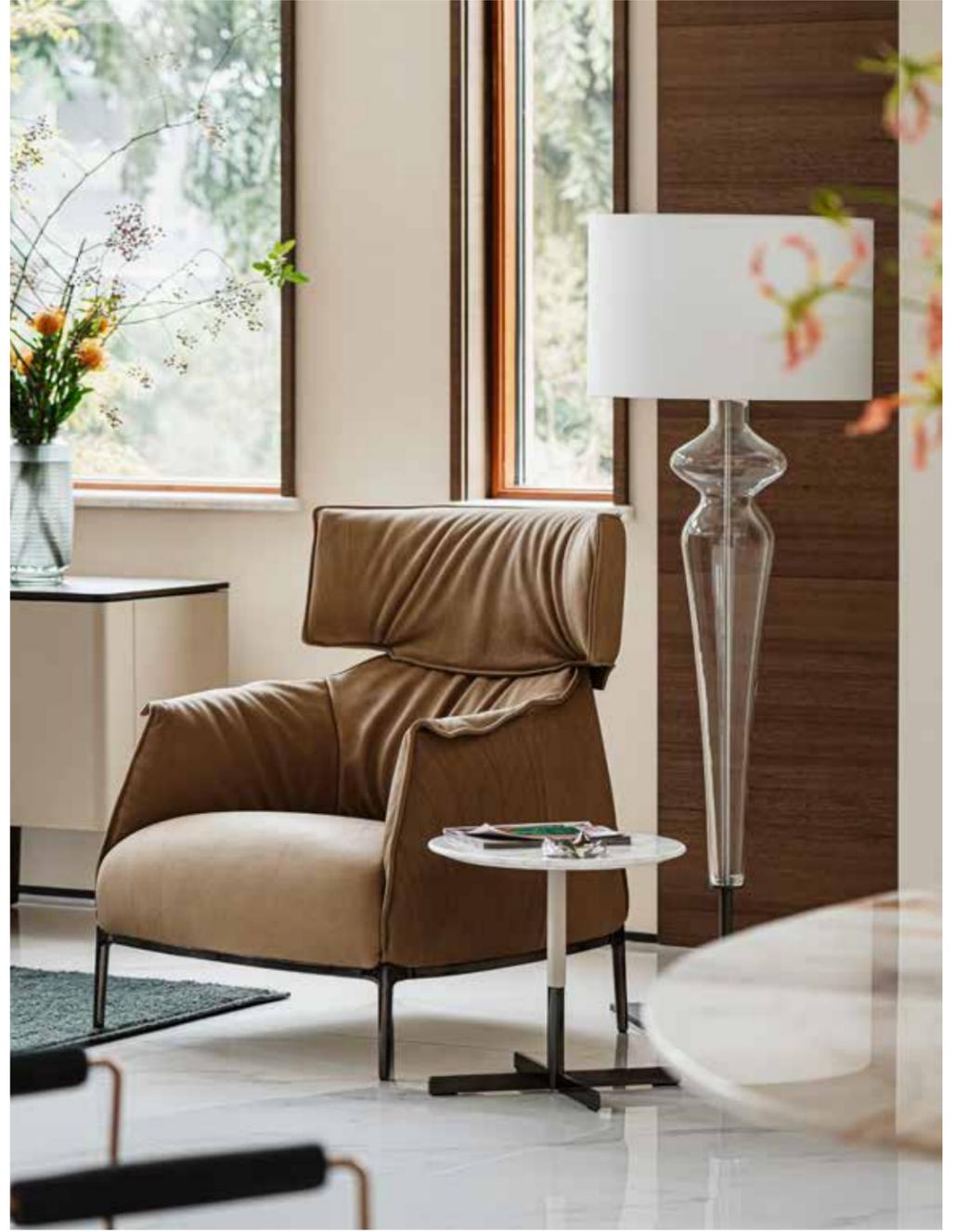
Archibald King



Dido



Poltrona Frau



Best of Bespoke

Living. Traveling. Working.

Hospitality and Residential



Othello



Fitzgerald



Rips



Pangu Plaza

The elegant curves and pure texture have created the overall charm of the space.

The leather material and craftsmanship details of the Poltrona Frau products inject exquisite soul into this ambience. Located adjacent to Beijing's Olympic Forest Park, you could overlook the beautiful National Stadium, which brings you a sense of joy and relaxation, both from the view outside the window and the comforting premium Poltrona Frau iconic products in the apartment.





1919



Blue Pallo



Zhuang



Chester Line



Vanity Fair



Scarlett



Cestlavie



Ren



Ilary



Fidelio
Small Tables





Archibald
Gran Comfort



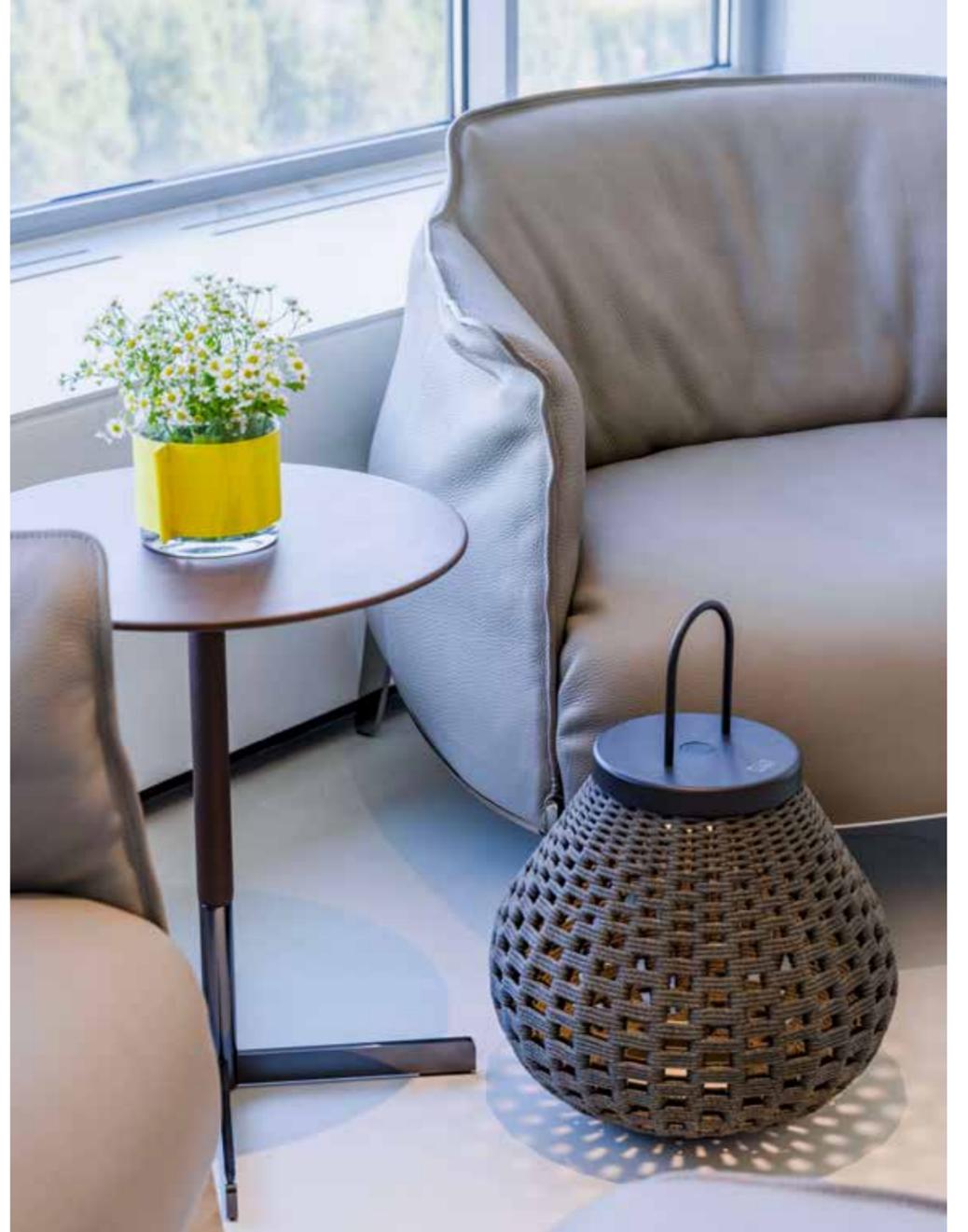
Bob

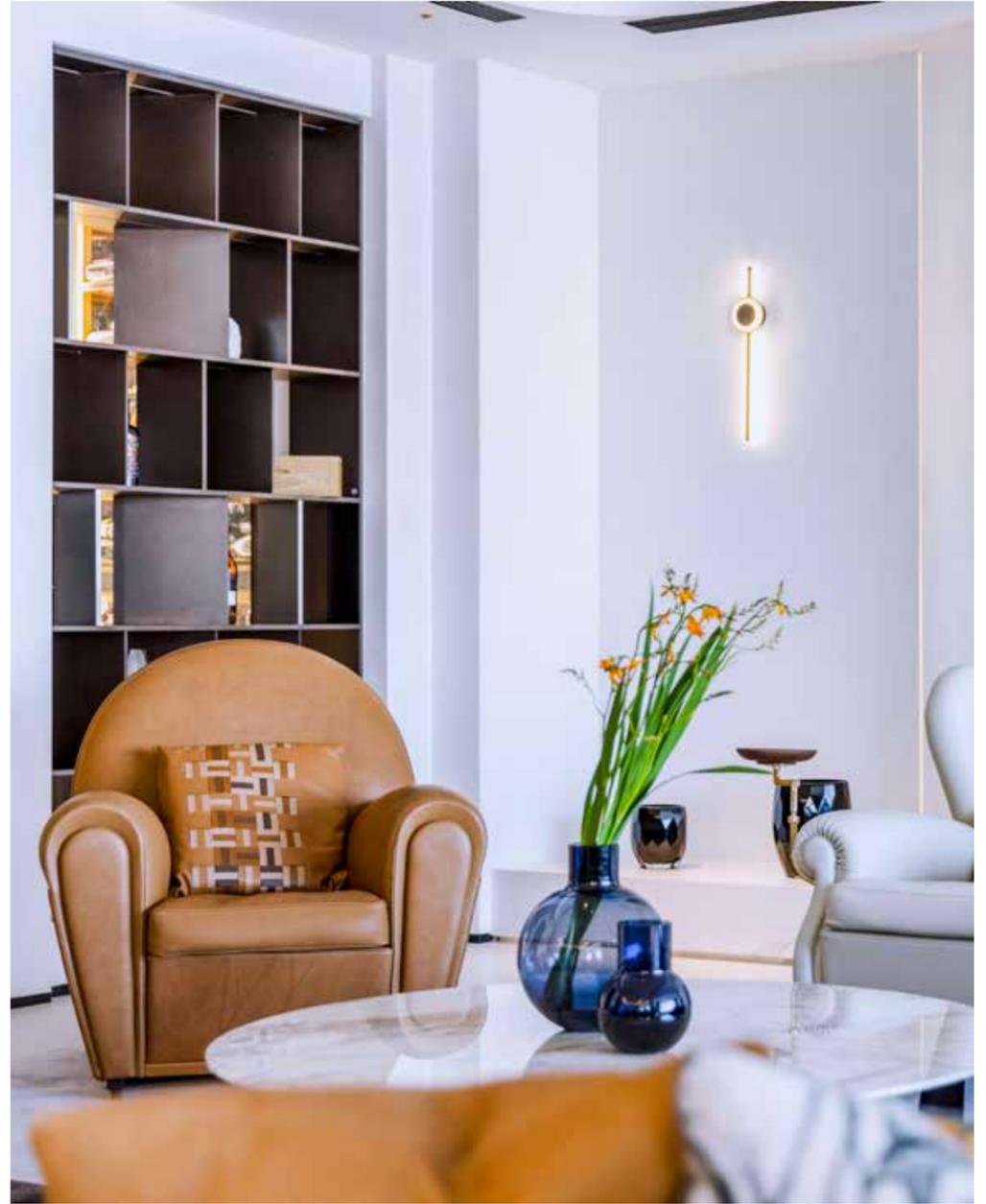


Sparkler



Leather Pot





Vanity Fair



Journey



Blue Pallo



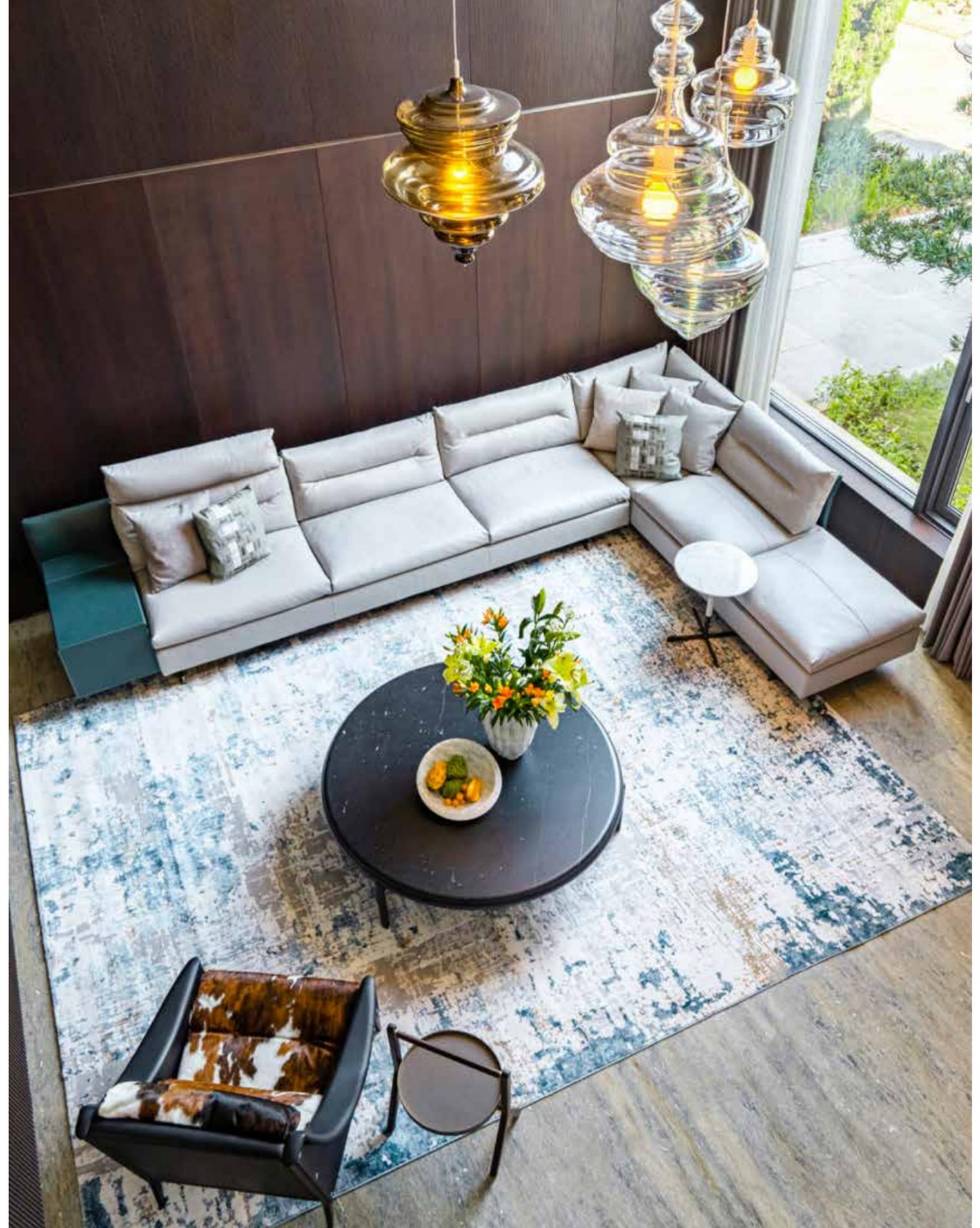
1919

Dongguan, Guangdong – China

project: Dongguan Jazz Design, Lin Zifeng

New World Garden

Prosperity is the background color of the city. The designer follows the preferences of the clients and integrate art and space within close proximity while meeting the functional needs of daily living. They employ top-tier brands like Poltrona Frau to highlight quality and style. It embodies a lifestyle that blends with nature, blends with space, and blends with quality.





Pura



Marianne



GranTorino



Dezza 48



Ren



Bob



Let it Be



Ilary



1919



Ren

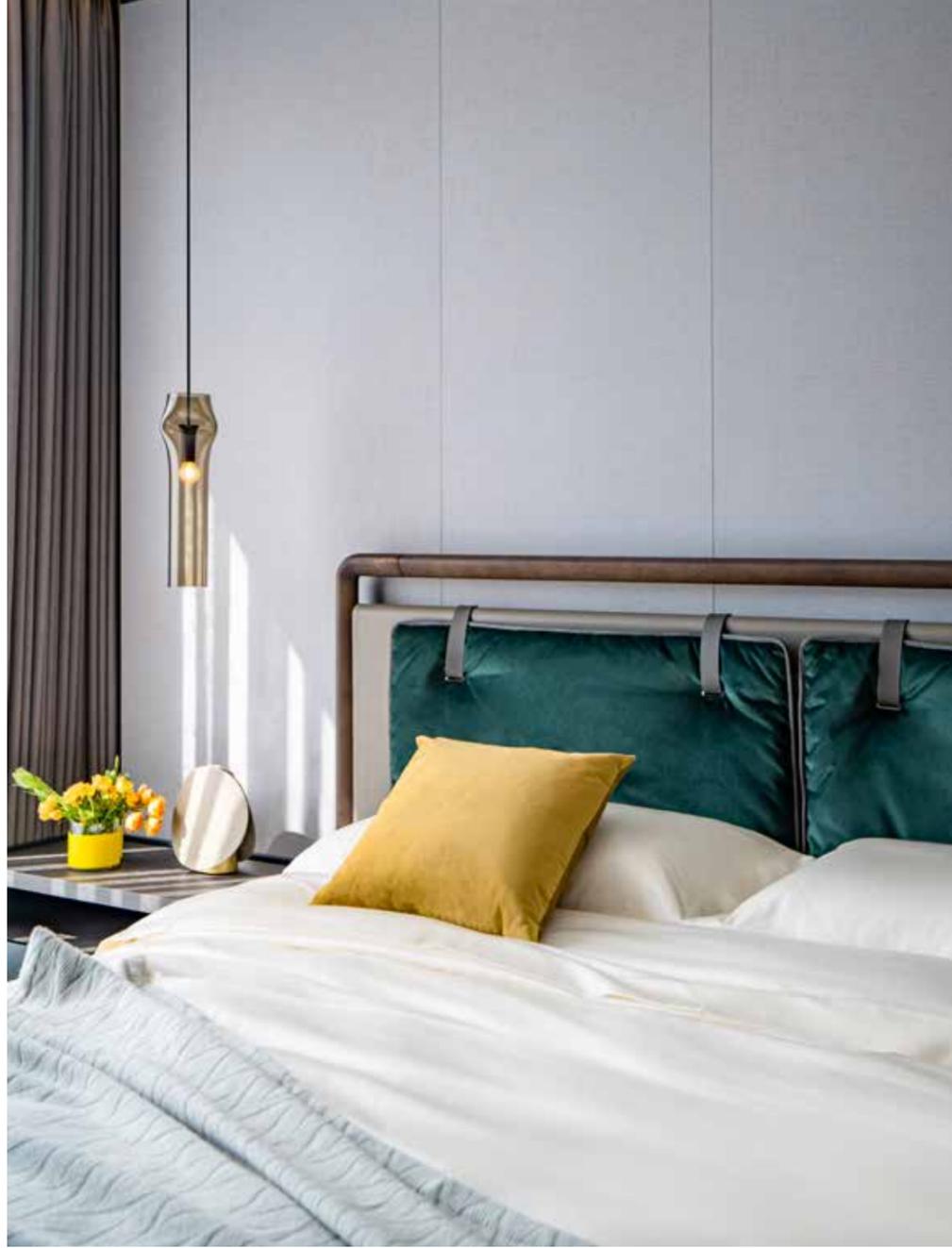


Blue Pallo



Decorative Cushions





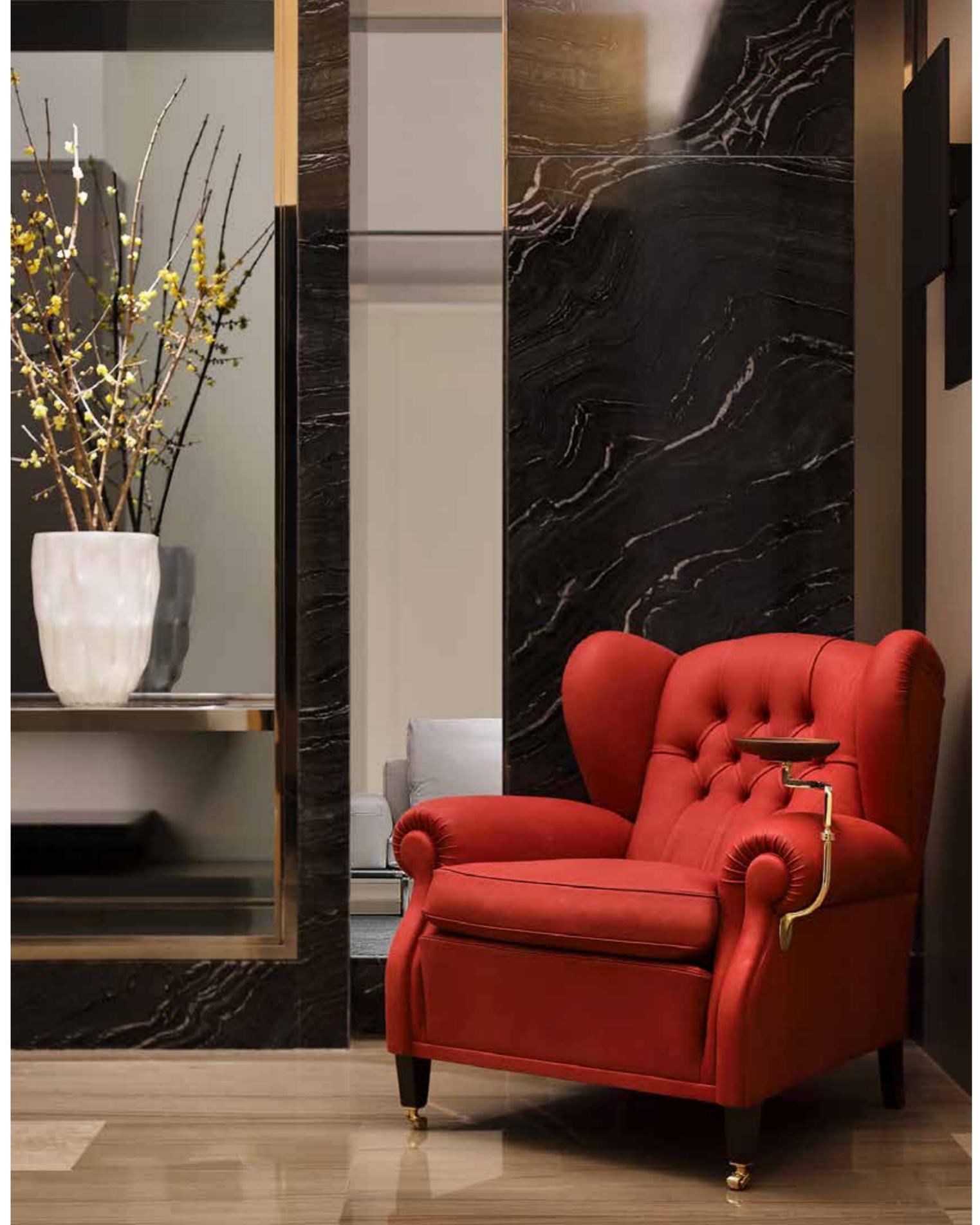
Volare Due

Chengdu – China

designer: Jun Yang

Yitaitianjiao

In the bustling CBD of the city, the homeowner seeks a home that is not just a physical shelter but also a place where one's inner self can reside peacefully, abundantly, and harmoniously. The designer adheres to the preferences of the homeowner and, based on meeting the functional needs of daily life, creates a warm and comfortable living environment using simple, clean materials and refreshing, soft tones.





Archibald King



Let it Be



Ilary



Rips



Bob

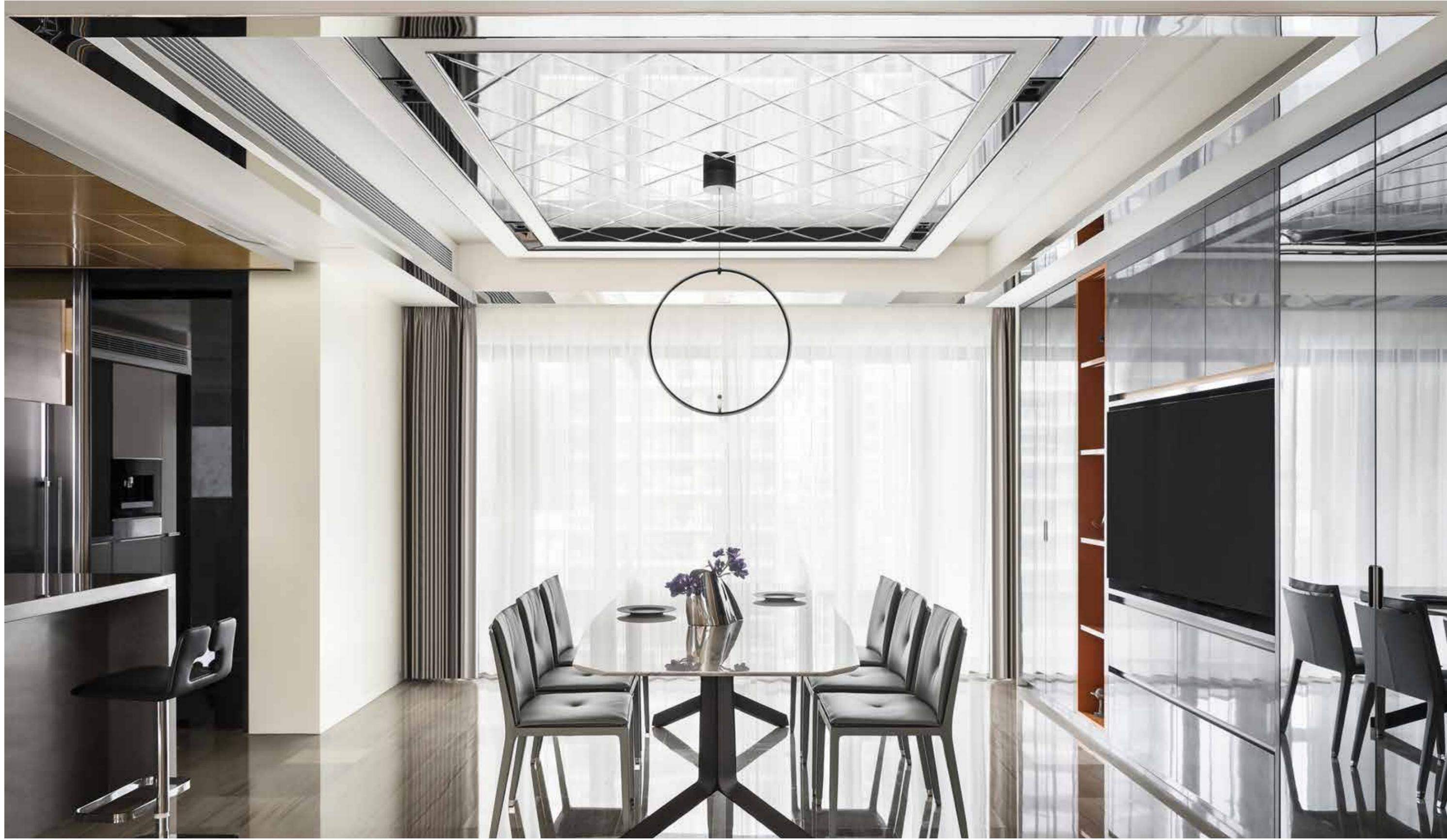




Arabesque



Hudson



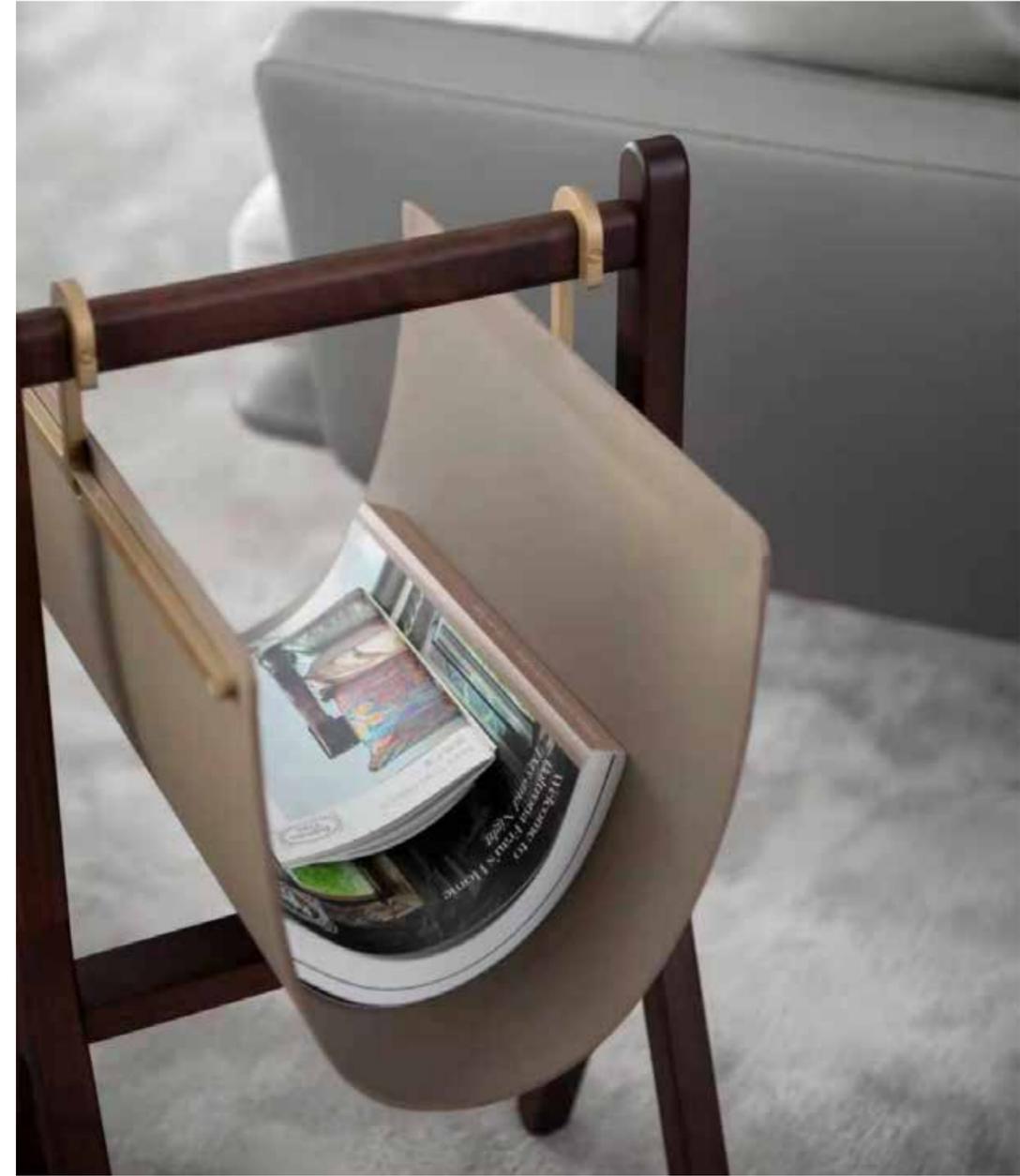
Yanxi Rose Garden

Located in the famous imperial garden site of the Tang Dynasty, it pays attention to the diversity of life, emphasizes ecological habitat, and pursues the concept of life, making the internal life of the house more harmonious with the community space.

The design ensures the vast landscape vision and sufficient family activity space, and tells the internal and external repair of quality life from the details.







Pillow



Mini
Vanity Fair



Ren



Get Back



Cestlavie



Ilary



Mamy Blue Bed



Nivola



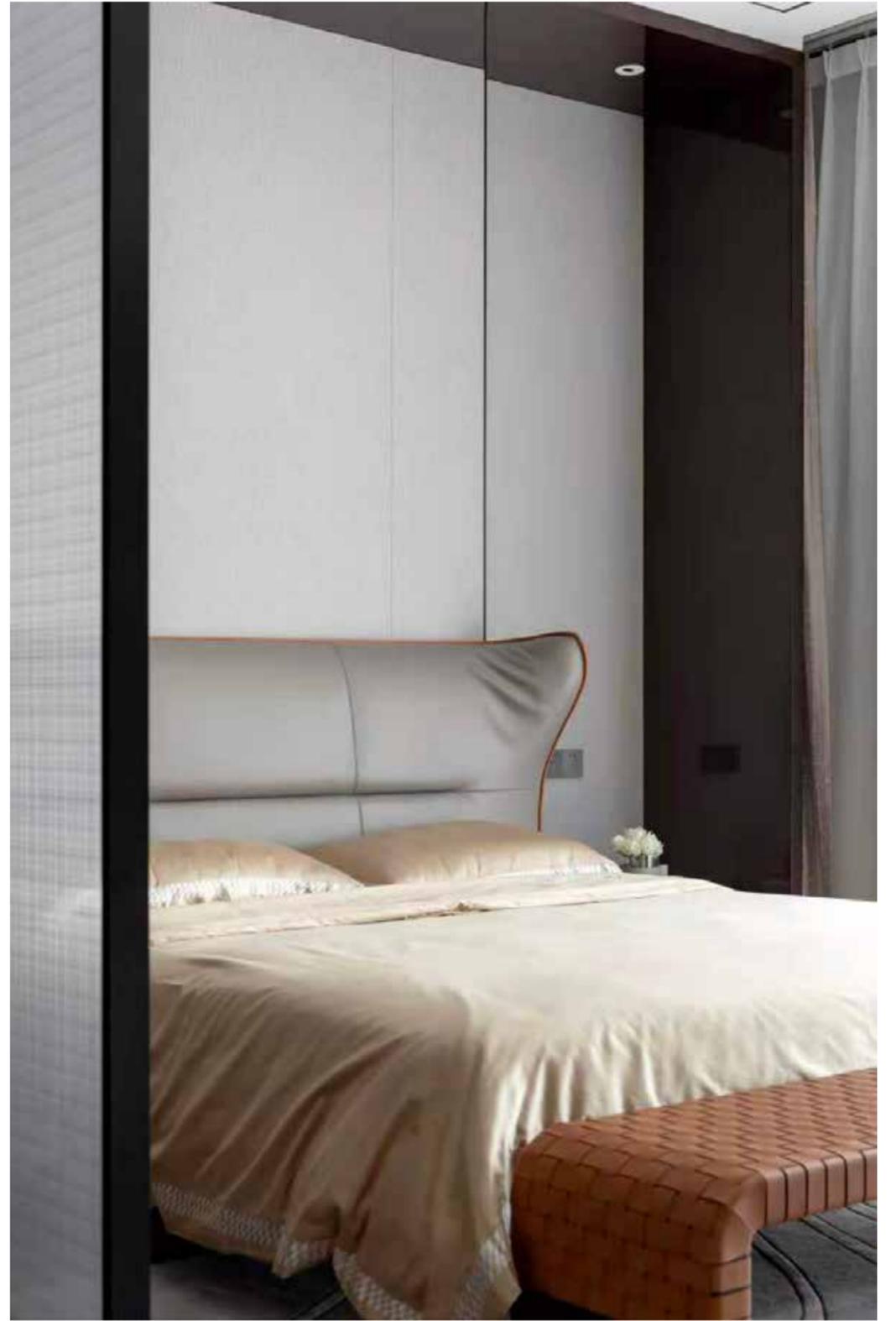
Fidelio Night



Xi lamp



Brera



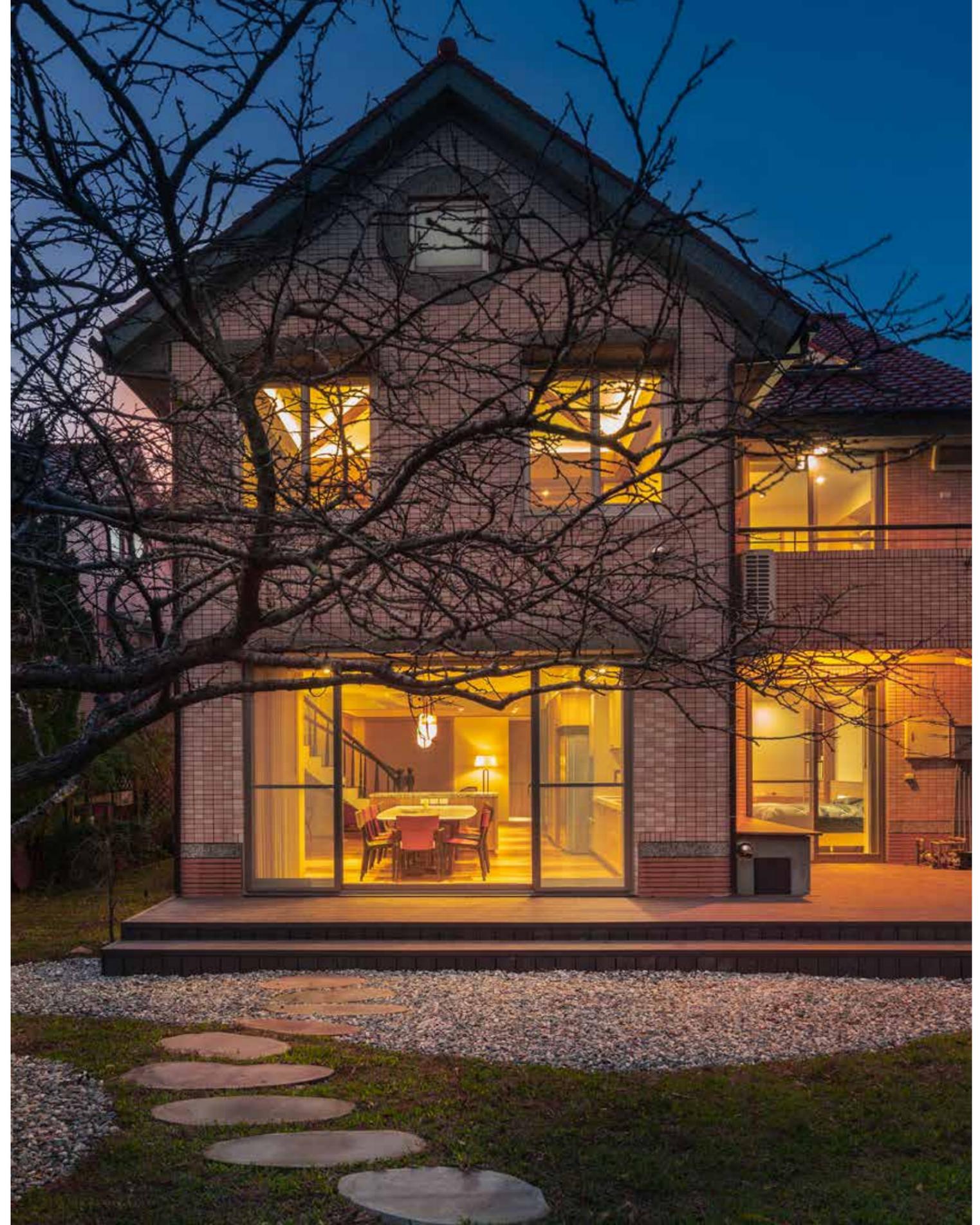
Longtan Taoyuan – Taiwan

credits: **Immortal Design**

A three-level villa house

A three-level villa house with spacious backyard is a dream house for lots of people. Furniture has always been the key element in a space. The owner was deeply in love with Poltrona Frau and with the hundred years of Italian craftsmanship.

The owner kept a space with the best natural lighting for it. The graceful and charming position of the chair easily makes people think it's an art.







Isadora



Bretagne



Dezza 48



Cestlavie



Viola



Xi



Bolero Ravel





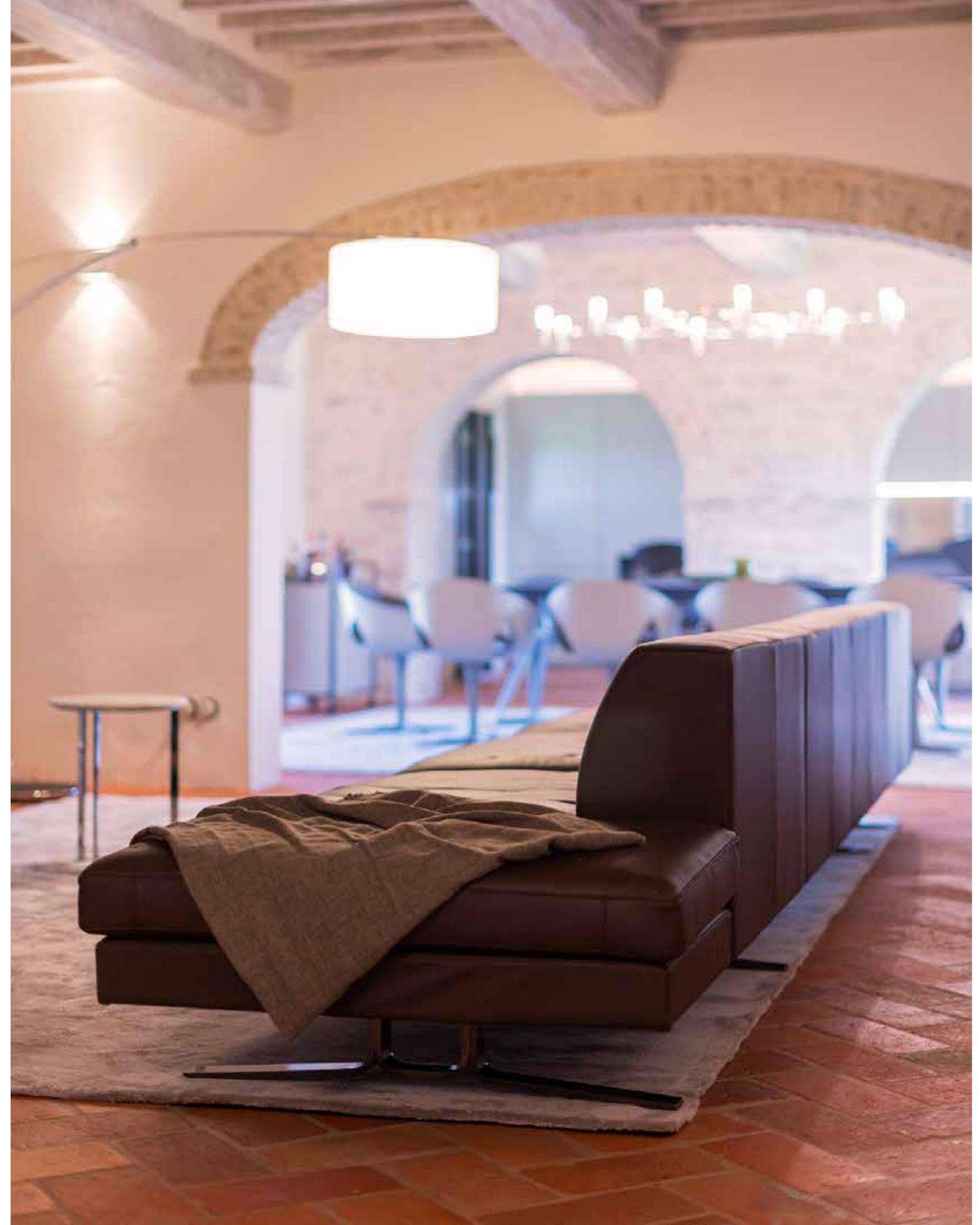
Cortona – Italy

architect: **Caputi Studio**

Casale La Madonnina

In the heart of Tuscany, among one of the most beautiful landscapes in the world we find Villa Cortona, a family estate wonderfully restored and furnished to welcome guests from all over the world.

Cortona is the main cultural and artistic centre of the Val di Chiana. It dates back to the Etruscan age, where it was a very powerful city thanks to its strategic position; during the Medieval ages it became a city state, and of course it also lived the splendours of the Tuscan Renaissance age.





Kennedee

Ginger Ale

The estate comprises of a main building with 6 bedrooms each with its private bathroom, a totally independent annex, and a third building with the SPA. A traditional structure which hides a modern yet welcoming atmosphere.

Poltrona Frau contributed to the furnishing, providing a long list of iconic pieces in cooperation with Mobilnovo, Interior Design, located in Rome. Its traditional craftsmanship joined with the modern and classic design by the most famous worldwide designers, perfectly match with the contemporary restoration of this old country mansion.

Roberto Lazzeroni's Ginger Ale armchair, Fred desk, and Volare bed, so amazing with its modern version of a canopy bed. Or Kensaro Oshiro's Iren desk, or Neri&Hu's MI cabinet and trolley. Contemporary and timeless at the same time, just like this gorgeous countryside that has dominated the landscapes for centuries, without losing its appeal.



- 
 Ginger
- 
 Fred
- 
 Lloyd
- 
 Volare
- 
 Fidelio Night



Tolentino – Italy

architect:

ORAstudio

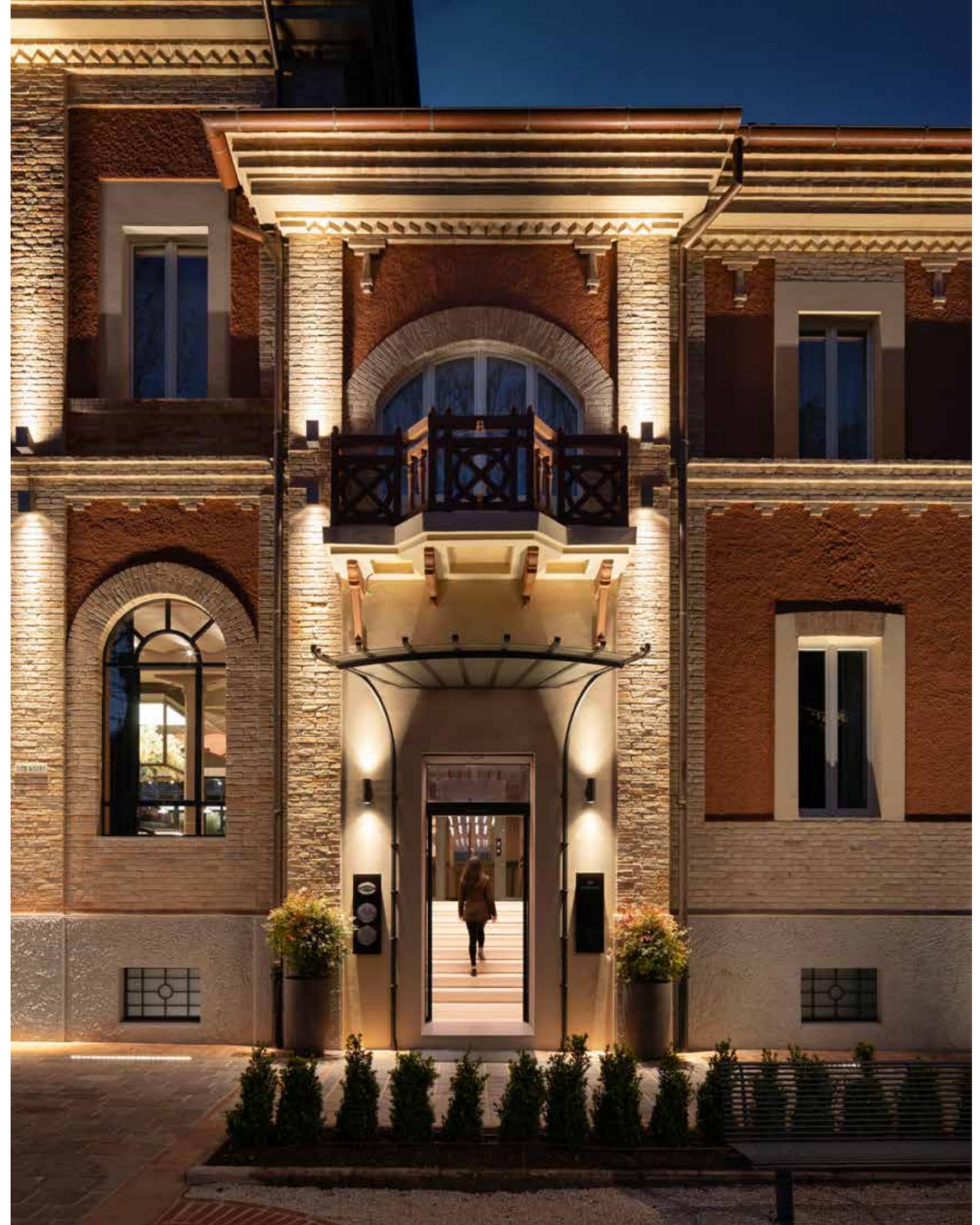
images:

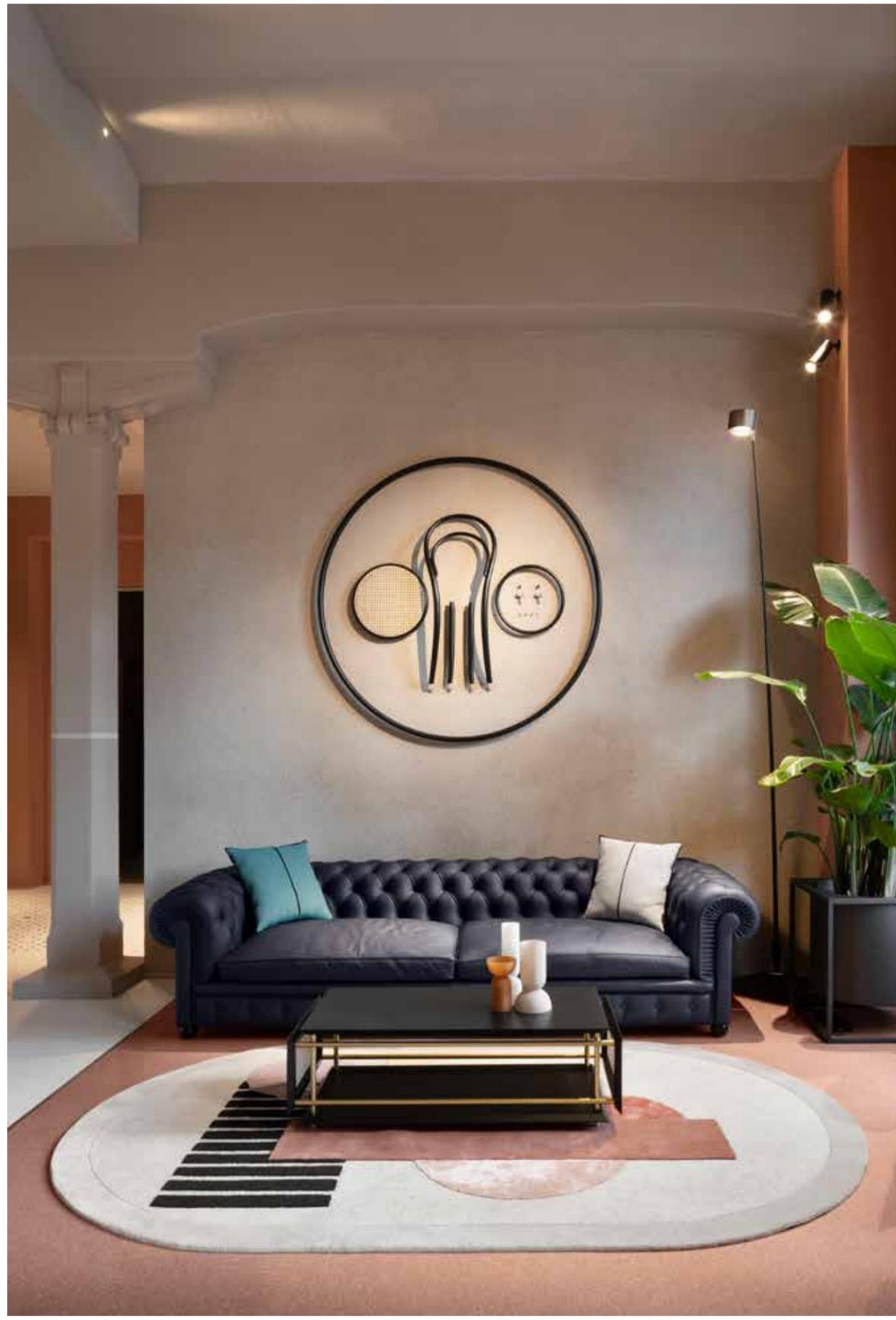
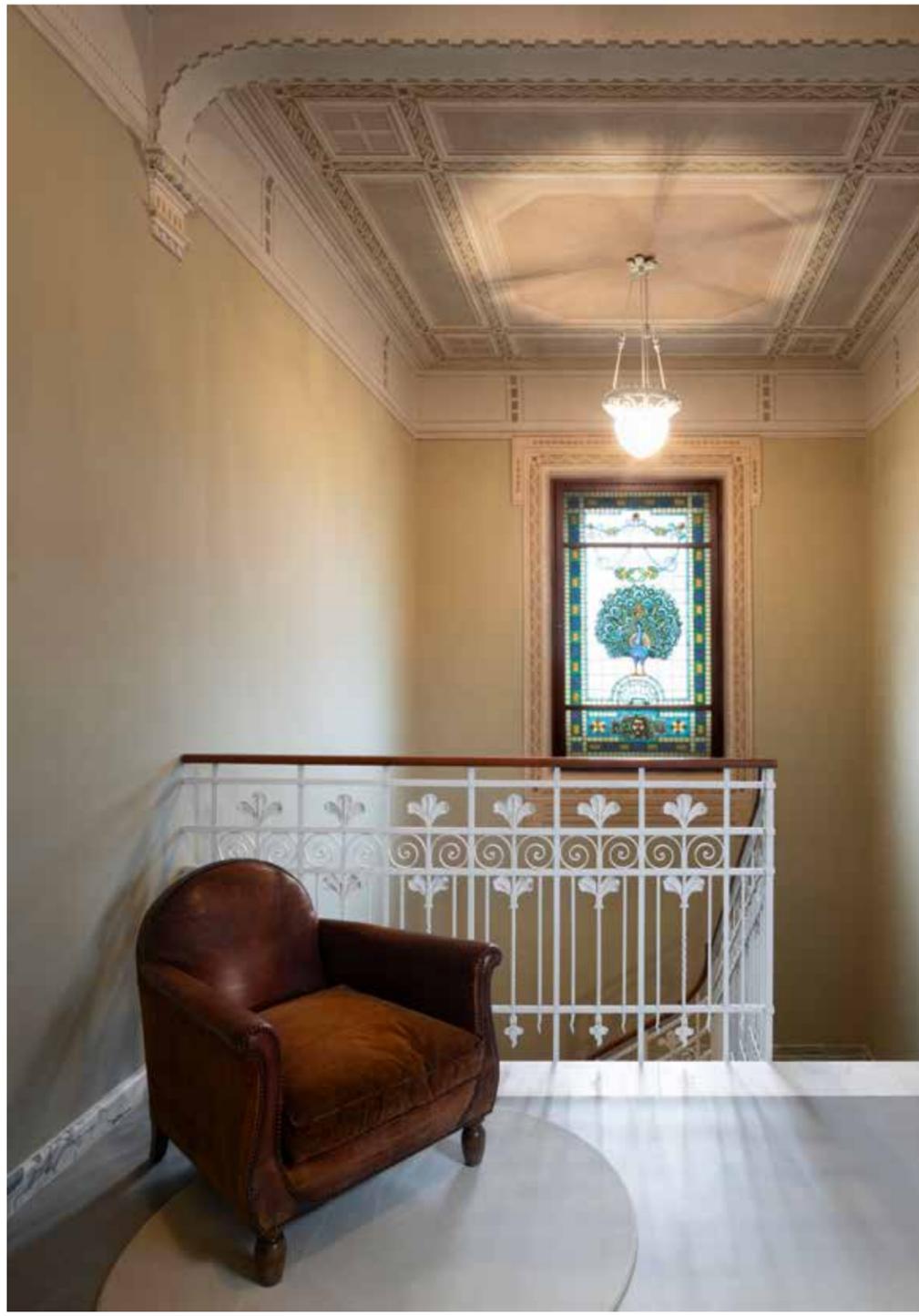
Cosé Manuel Rossi + German Bourgeat

Interno Marche

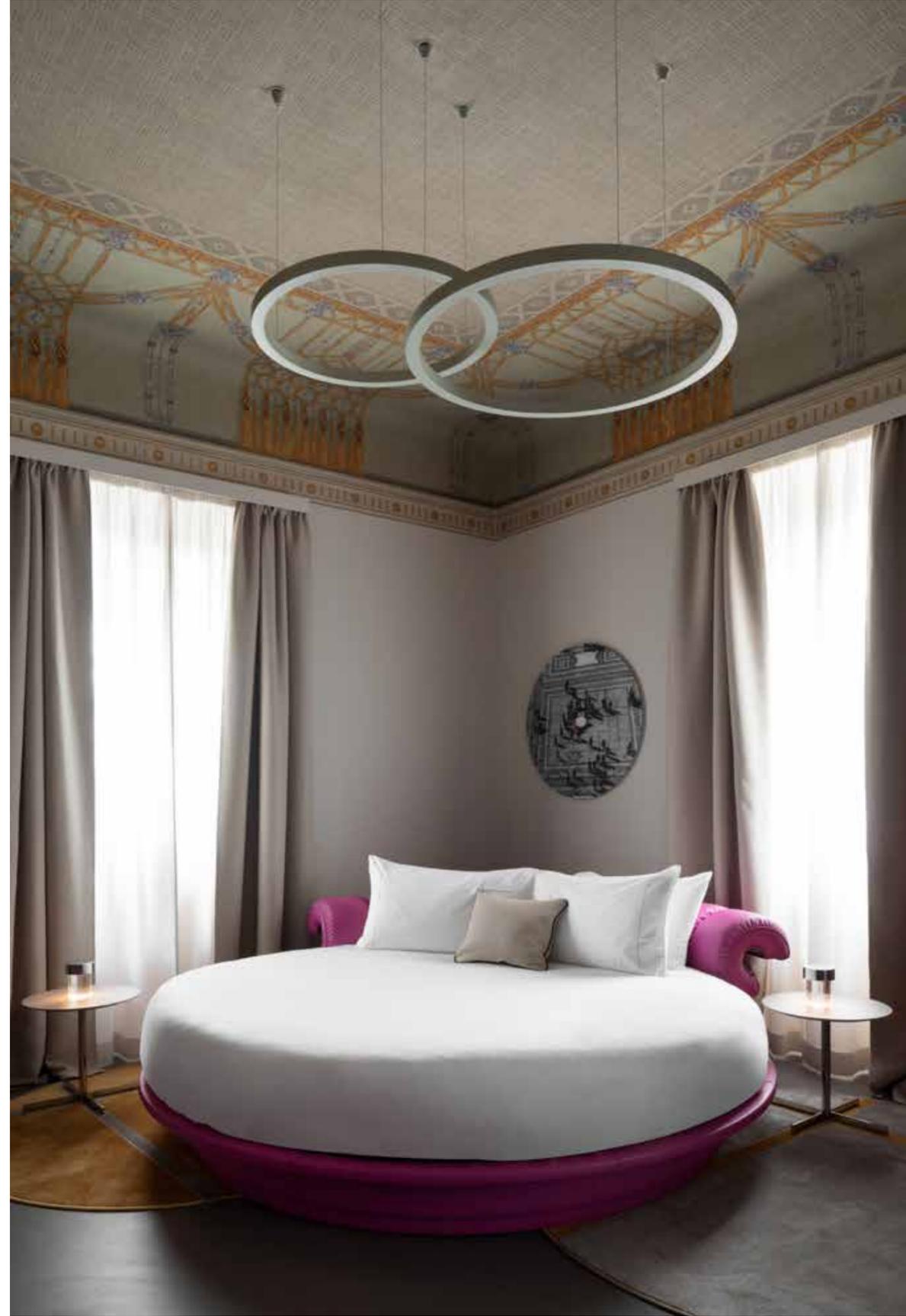
A boutique hotel, a home, a museum –Interno Marche is all this and much more. This late Liberty-style property, which housed Nazareno Gabrielli - Italian leather goods company - for over 60 years, later became the headquarters of Poltrona Frau.

Today, it's a one-and-only experience with 30 rooms, lounge bar, and spa where the history of Italian design is traced in every space. The hotel is the live representation of the taste and visionary insights of Franco Moschini, the entrepreneur that has made Tolentino the centre of Italian design. Castiglioni. Among the over 400 pieces, all carefully chosen, we can find several iconic pieces by Poltrona Frau.





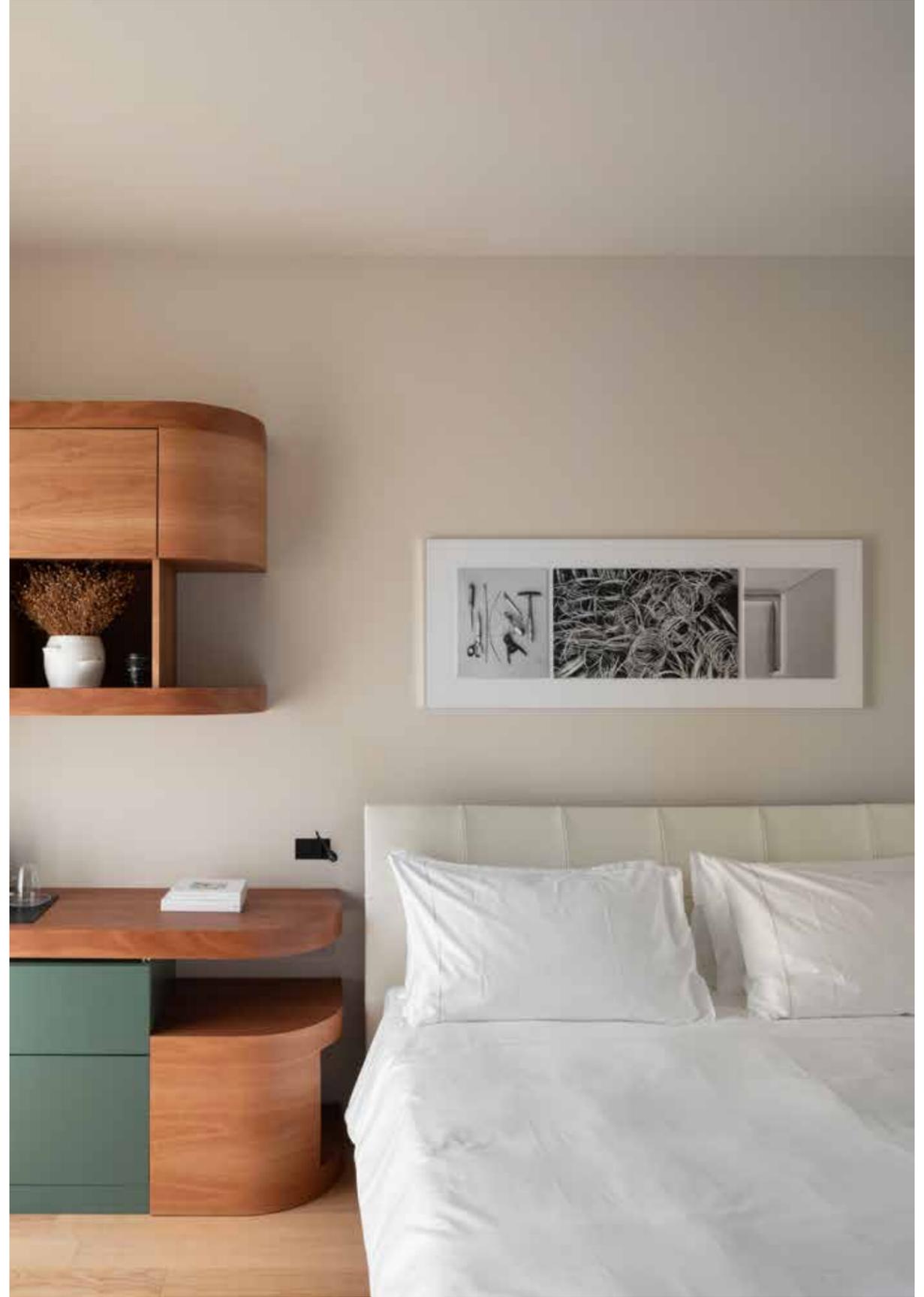
This amazing architectural project is the compendium of all the most important design icons of the last 60 years and more, where the furnishings by the most important architects and designers become part of everyday life; from Gae Aulenti, to Vico Magistretti, to Giò Ponti and Achille Castiglioni. Among the over 400 pieces, all carefully chosen, we can find several iconic pieces by Poltrona Frau. From the Dezza 24 armchair by Giò Ponti in the room that brings his name, to the Vanity Fair armchair and Bob coffee table in the Presidential Suite, to the THF armchair and Aurora Due by Tito

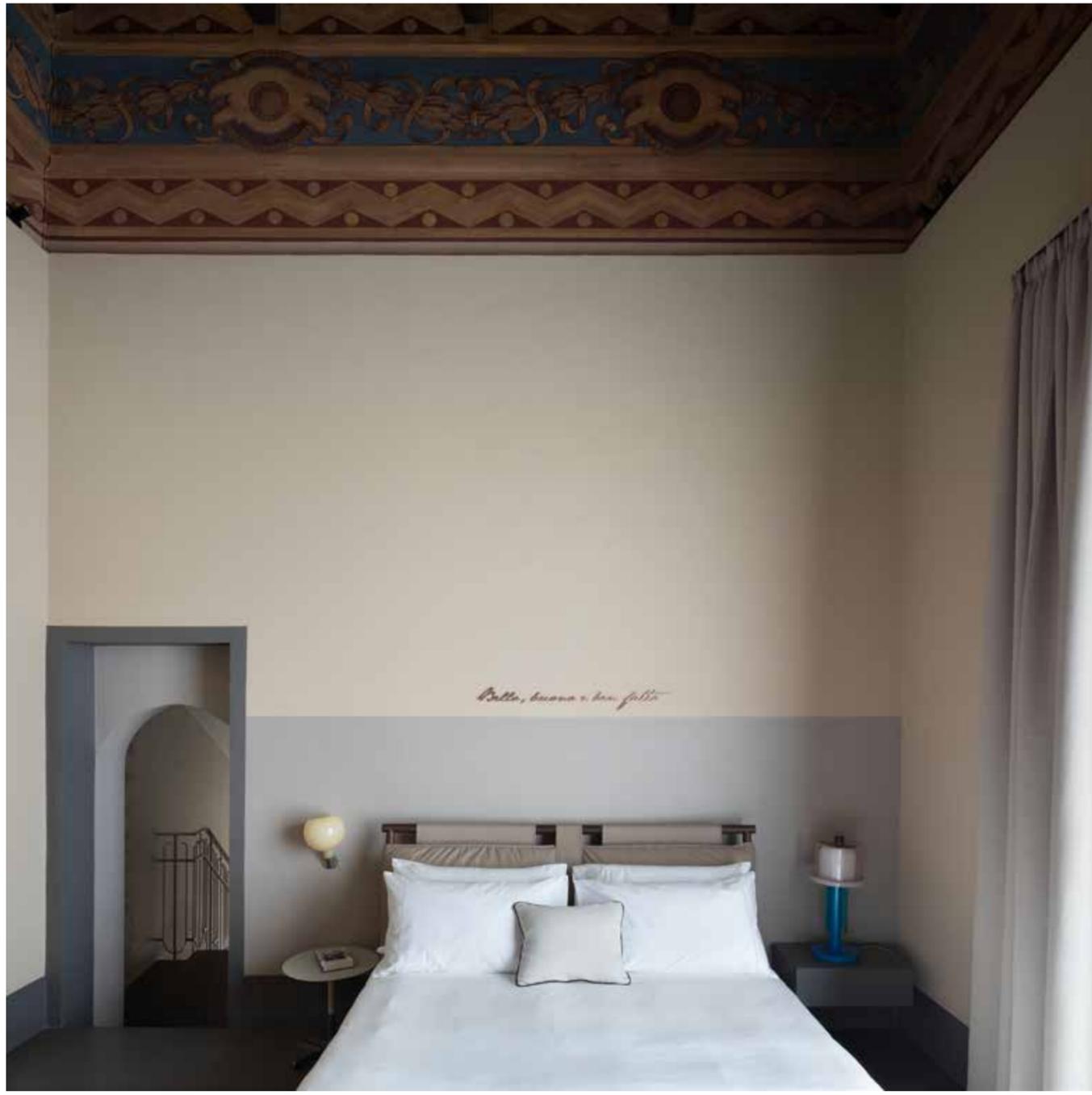






Agnoli, or the Lullaby round bed by Luigi Massoni, to the evergreen Chester One sofa by Renzo Frau himself. A hotel that can be described as a cultural project where territory and love for design blend together, giving an inspiring result. 7 architects, 14 engineers, 2 restorers, 4 geologists, 2 agronomists, 4 3D designers, 1 light design, 3 interior designers; perhaps no project can better represent Poltrona Frau and its passion for design and artisanal skills, than this live-experience of design in this hotel-home-museum that has no equal in the world.





Mexico City – Mexico

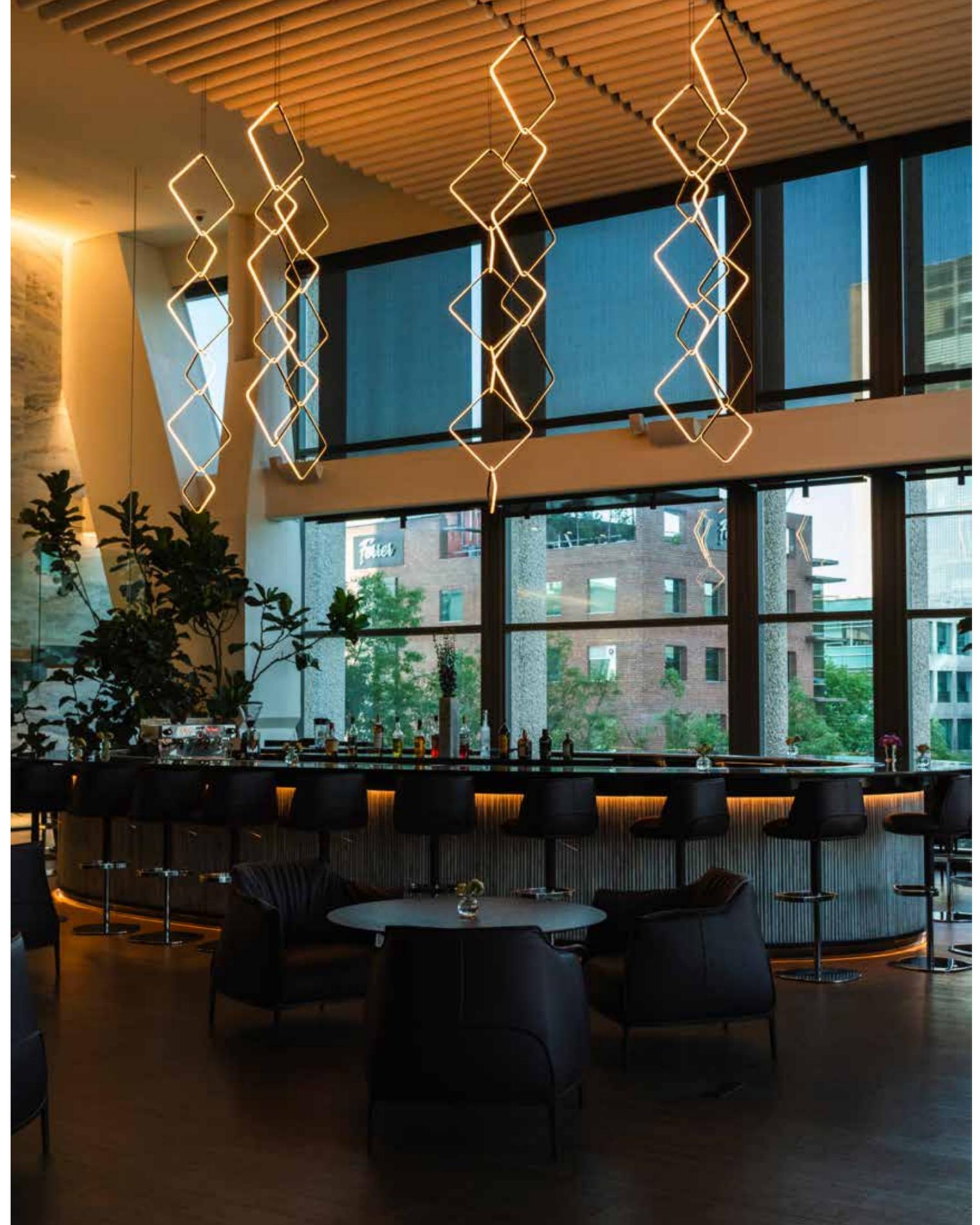
architects:
interior design:
stylist:

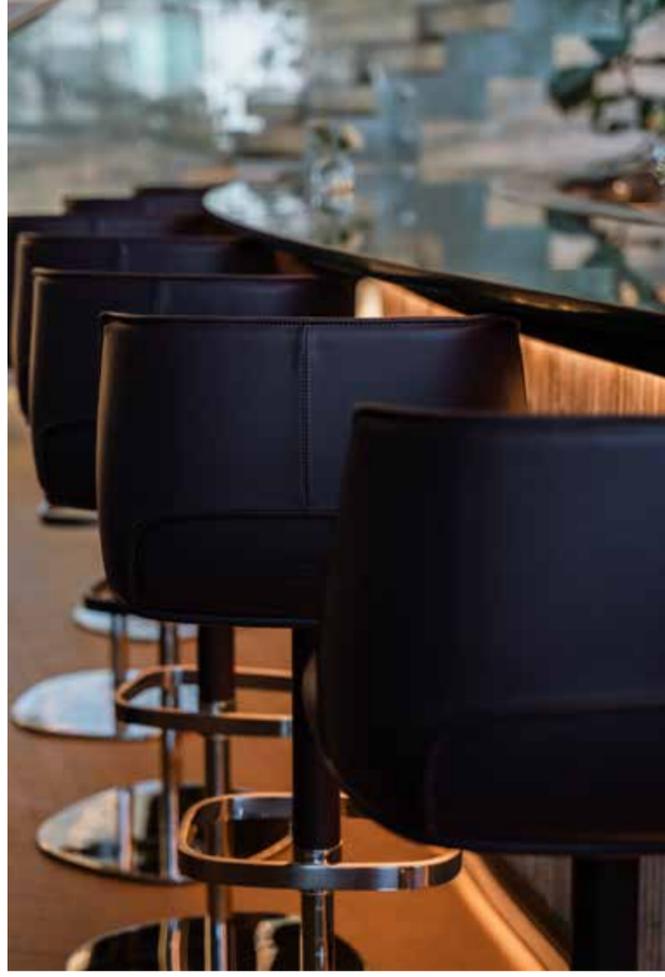
Grupo Arquitectura
Hajj DESIGNLESS®
Ambia Studio

Hotel Alexander

Located in the Torre Virreyes, considered one of the most futuristic landmarks of the city, Alexander Hotel is itself an experience in the experience. Alexander redefines the concept of luxury, where privacy and its exclusive elegance define its personality; from the size of its suites – over 50 square meters each –, to the high ceilings, to the custom-made details of the interior design, and of course to the Poltrona Frau furniture.

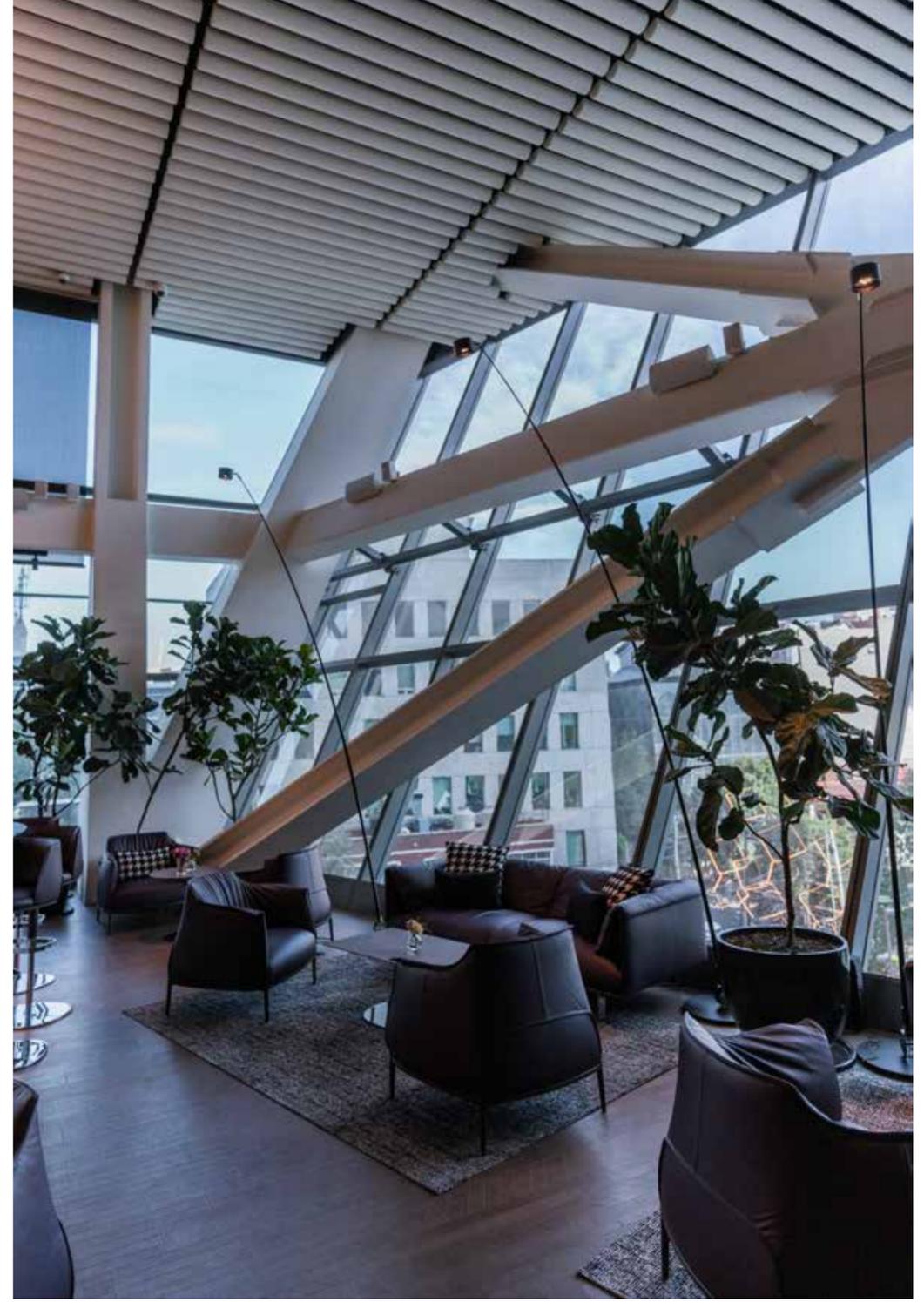
The hotel overlooks Chapultepec Park, one of the largest and most beautiful green landmarks of the city.

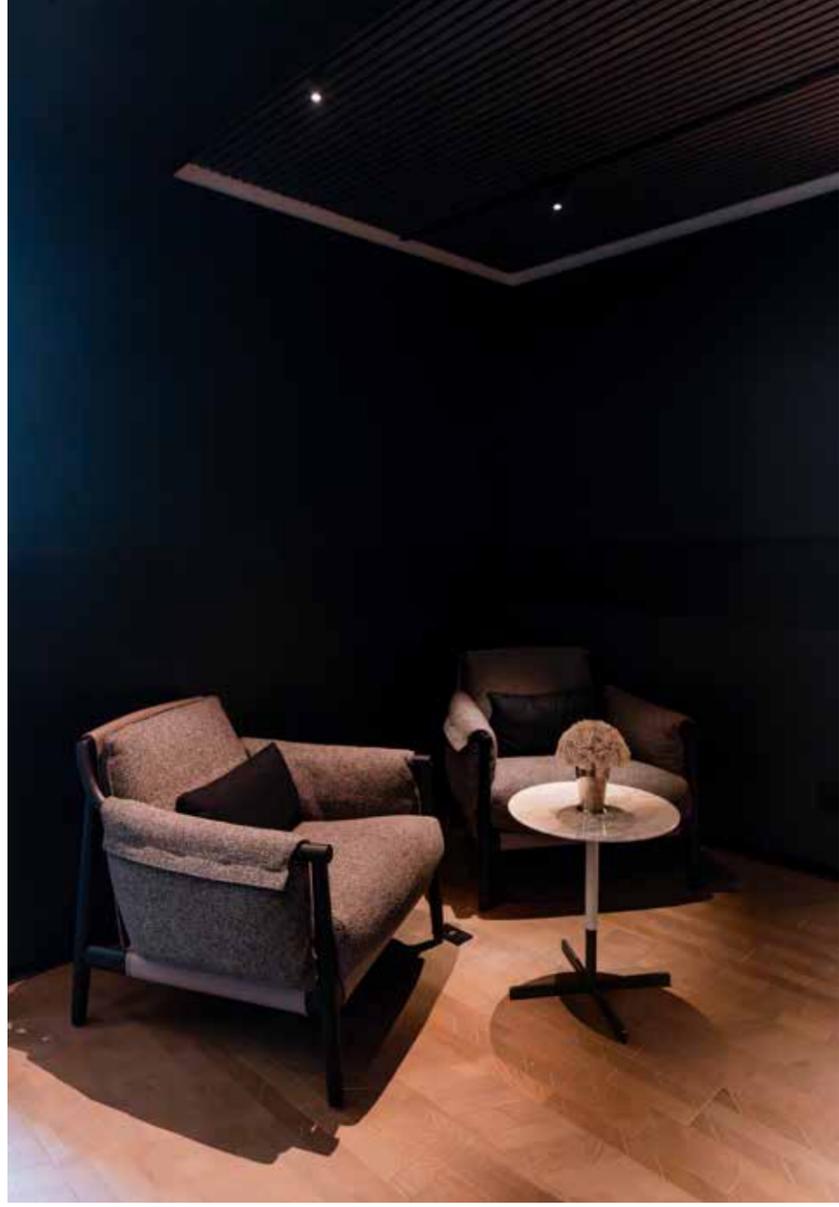




Every suite is an homage to design, where Poltrona Frau plays the main role, having provided some of its most famous and iconic pieces.

Like its world-renowned Archibald armchair and the stool from the same collection, designed by Jean-Marie Massaud, who also is the creator of the Bob side-table, and of the John-John bed which dominates the sleeping area. Other remarkable pieces complete the environments, like the Brera bench by Guglielmo Ulrich, or the Fidelio bench and the timeless Ginger chairs, or Isadora chairs in the dining area by Roberto Lazzeroni; while the beautiful Let it Be sofa by Ludovica Serafini + Roberto Palomba is the protagonist of the living area, and the Iren desk by Kensaku Oshiro and Ren bookshelves by Neri & Hu offer a quiet retreat to whomever needs to work or concentrate in solitude.









The passion for Italian design can be felt in every environment. The same passion that Poltrona Frau puts in every project with their artisanal excellence, timeless style and elegance, and premium quality materials. Poltrona Frau works side by side with the most famous interior designers and architects, helping them transform their visions into reality, and create unforgettable experiences for their customers.



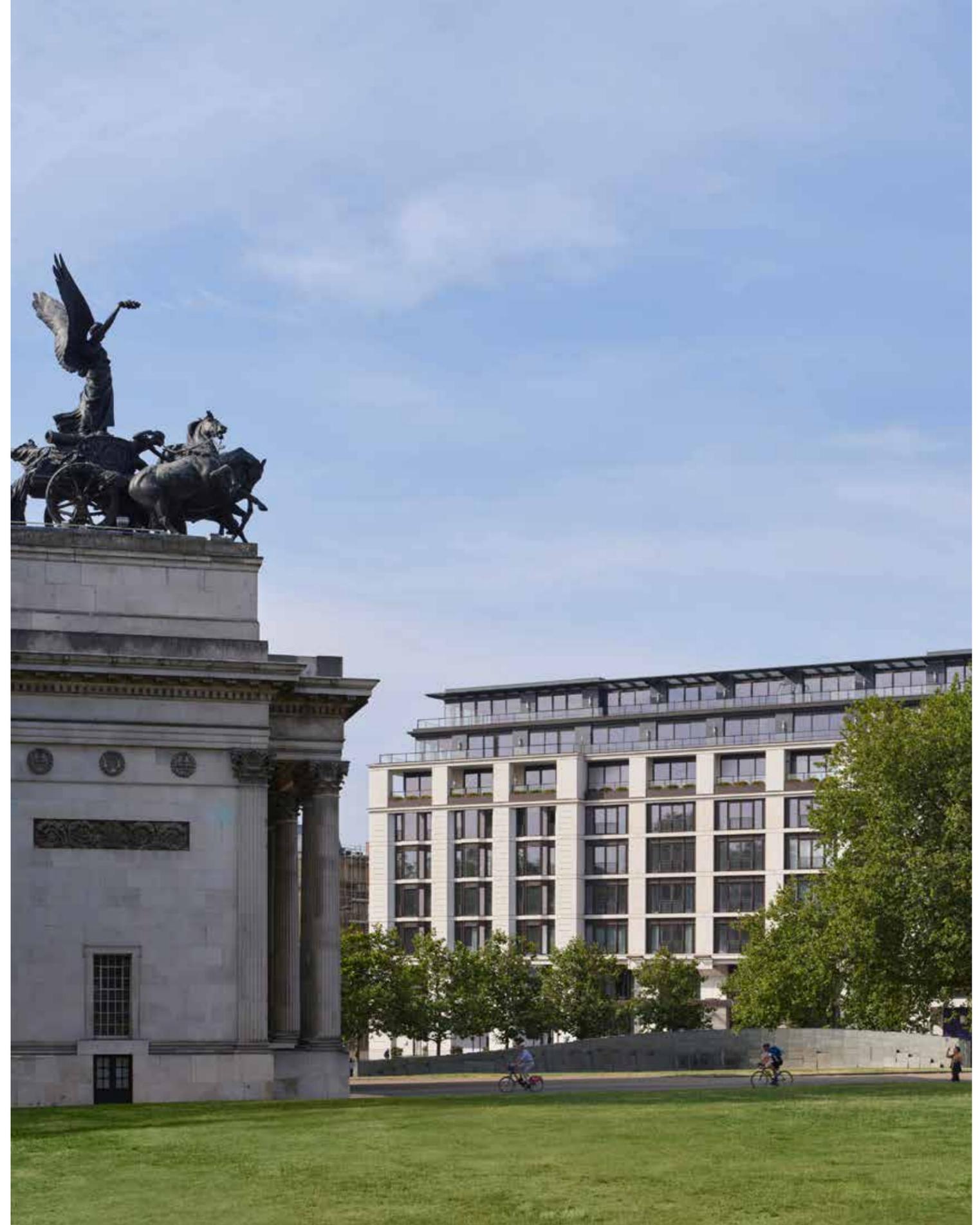
London – UK

architect: **Hopkins Architects**
products supplied: **bespoke furniture items**

The Peninsula Hotel

The Peninsula London is a luxury hotel located in the elegant neighborhood of Belgravia, in central London. The hotel overlooks three Royal Parks, the grounds of Buckingham Palace, and the Wellington Arch.

Designed by the Hopkins Architects studio, its “four-square” shape is freely inspired by the Renaissance Palazzo Farnese in Rome. The building is organized in four wings arranged around a beautiful courtyard with two 120-year-old Japanese maple trees, and climbing wisteria and jasmine plants.



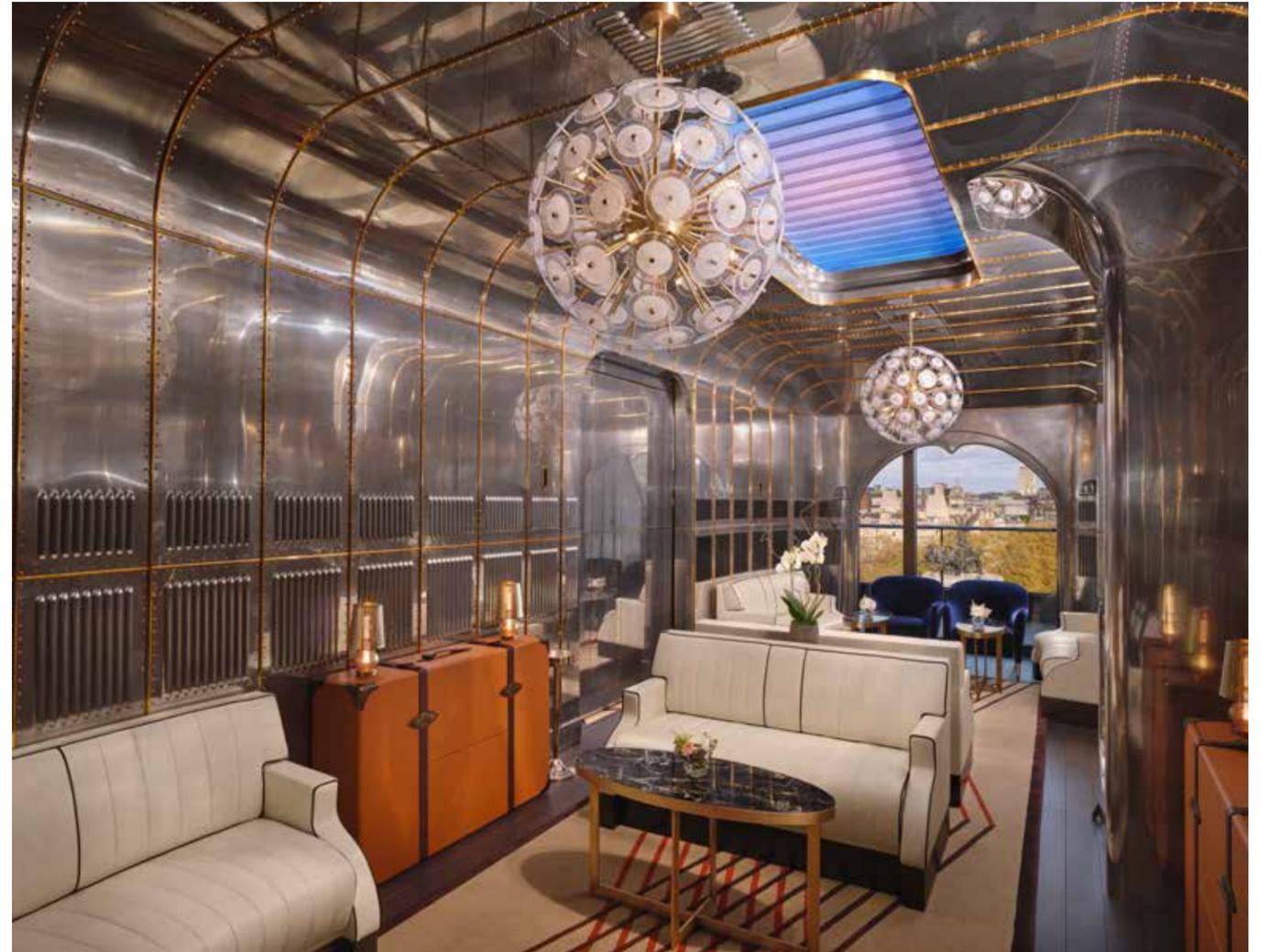


Poltrona Frau Custom Interiors contributed to the interior design of the rooftop restaurant, Brooklands. The restaurant's name is a tribute to the historic racetrack in Surrey, and the restaurant itself is an homage to British aviation and motorsport. The perfect setting for the modern and revisited British cuisine of Chef Claude Bosi.

Poltrona Frau created the custom-made waiter station, the dining tables, sofas, and sideboards all inspired by the fashion and style of the early 1900's.



The base of the tables suggests the lines of the early aircrafts, while the two-seat sofa is in white leather with black profiles, and the waiter stations have a smooth rounded shape typical of those years. Poltrona Frau Custom Interiors is the ideal partner for luxury interior design providing a solid historical background and a widespread expertise in custom-made furniture design and Hospitality & Residential design. This enabled them to interpret in the best way the desires and requests of the Hopkins architects and designers.



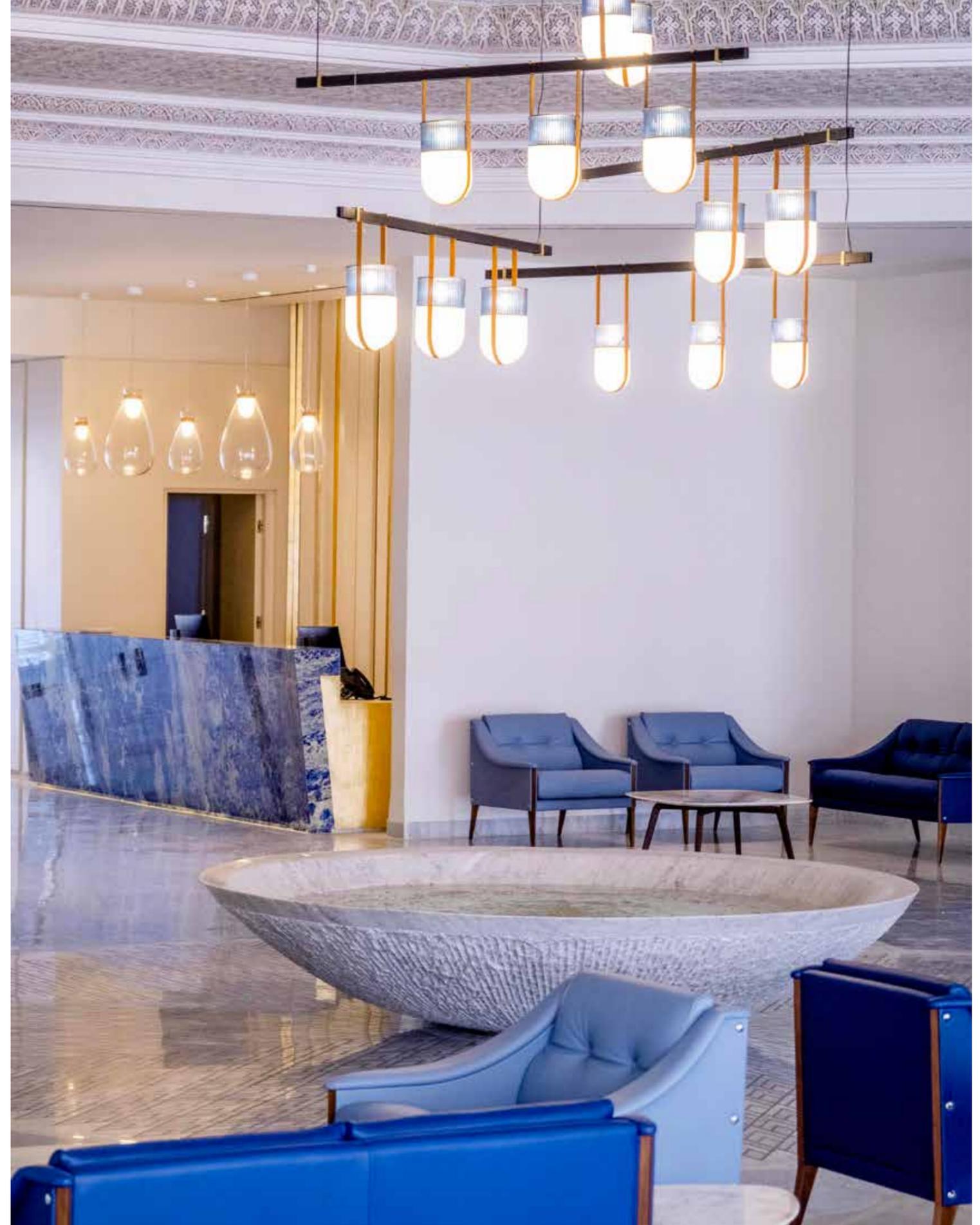
Hammamet – Tunisia

architect: Memia Taktak – Agence Dzeta
products supplied: Poltrona Frau collection products

Royal Azur Hotel

Located near the Medina of Hammamet, one of the most famous Tunisian holiday locations, the Royal Azur Hotel offers a unique 5-star experience. For this amazing project architect Memia Taktak, with the support of KBR, decided to furnish the reception, the Tunisian gastronomic restaurant and the waiting lounges, using some of the most renowned pieces produced by Poltrona Frau.

A real tribute to Italian design, with Gio Ponti's Dezza Armchair, Roberto Lazzeroni's Fiorile side table with Calacatta marble top, Poltrona Frau Style & Design Centre's Liz Chair, GamFratesi's Soffi Lamps, and XI lamps by Neri&Hu.





Gio Ponti's possibly most famous artwork was designed in 1965, and it embodies some of his most important design principles, like legs with a tapered triangular cross-section, or the modular system comprising of a limited number of pieces to assemble. The Dezza sofa and armchairs have been reissued in a refined new edition that exalts their formal beauty and unique style. Royal Azur Hotel has used both the armchair and the two-seater sofa versions.

The bright and luminous Tunisian sun is enhanced by the style and craftsmanship of Soffi glass lamp, blown by skillful Venetian artisans. Soffi lamp welcomes the guests at the reception with its main element in blown glass, closed by a refined Cuoio Saddle Extra leather strap. Xi suspension lamps illuminate the grand central hall. In Chinese Xi means "morning light" but also "in praise of wisdom". The same wisdom that has brought to the design of this resort, and the same morning light that awakens the guests for a new and peaceful day in this beautiful land closed between the Mediterranean Sea and the desert.



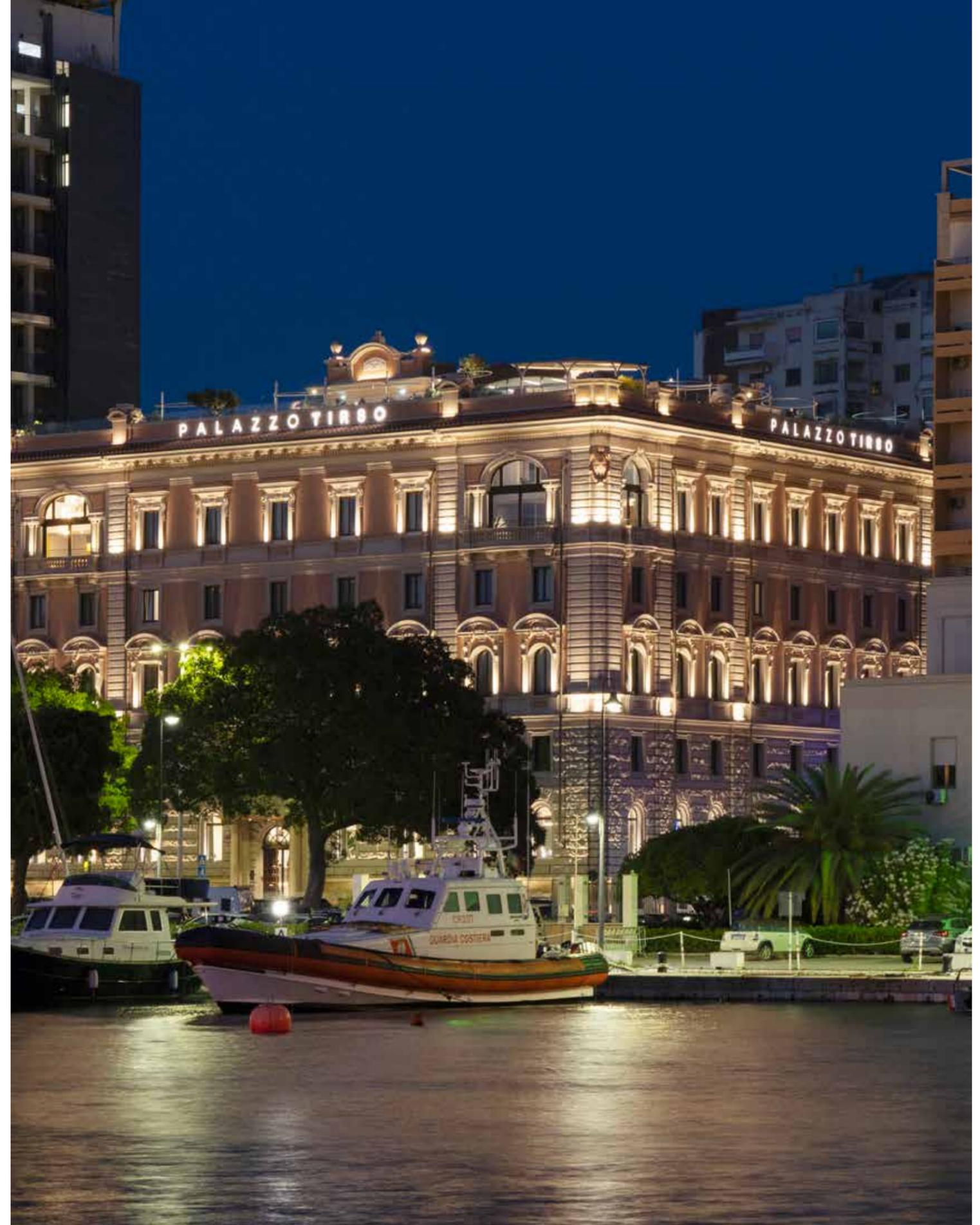
Cagliari – Sardinia, Italy

architect: Studio Marco Piva – arch. Armando Bruno, arch. Ferdinando Tedesco
products supplied: bespoke furniture items + Poltrona Frau collection products

Palazzo Tirso Hotel

The new 5-star lifestyle hotel Palazzo Tirso overlooks the picturesque harbor of Cagliari. It is a beautiful historical building dating back to the 1920's, originally the headquarters of the Sardinian Electricity Company.

The renovation project was developed by Studio Marco Piva, with architects Armando Bruno, also founding partner and CEO, together with Ferdinando Tedesco. They created a conceptual link between historical heritage and technological innovation, for a truly 5-star experience.





Martha



Clayton

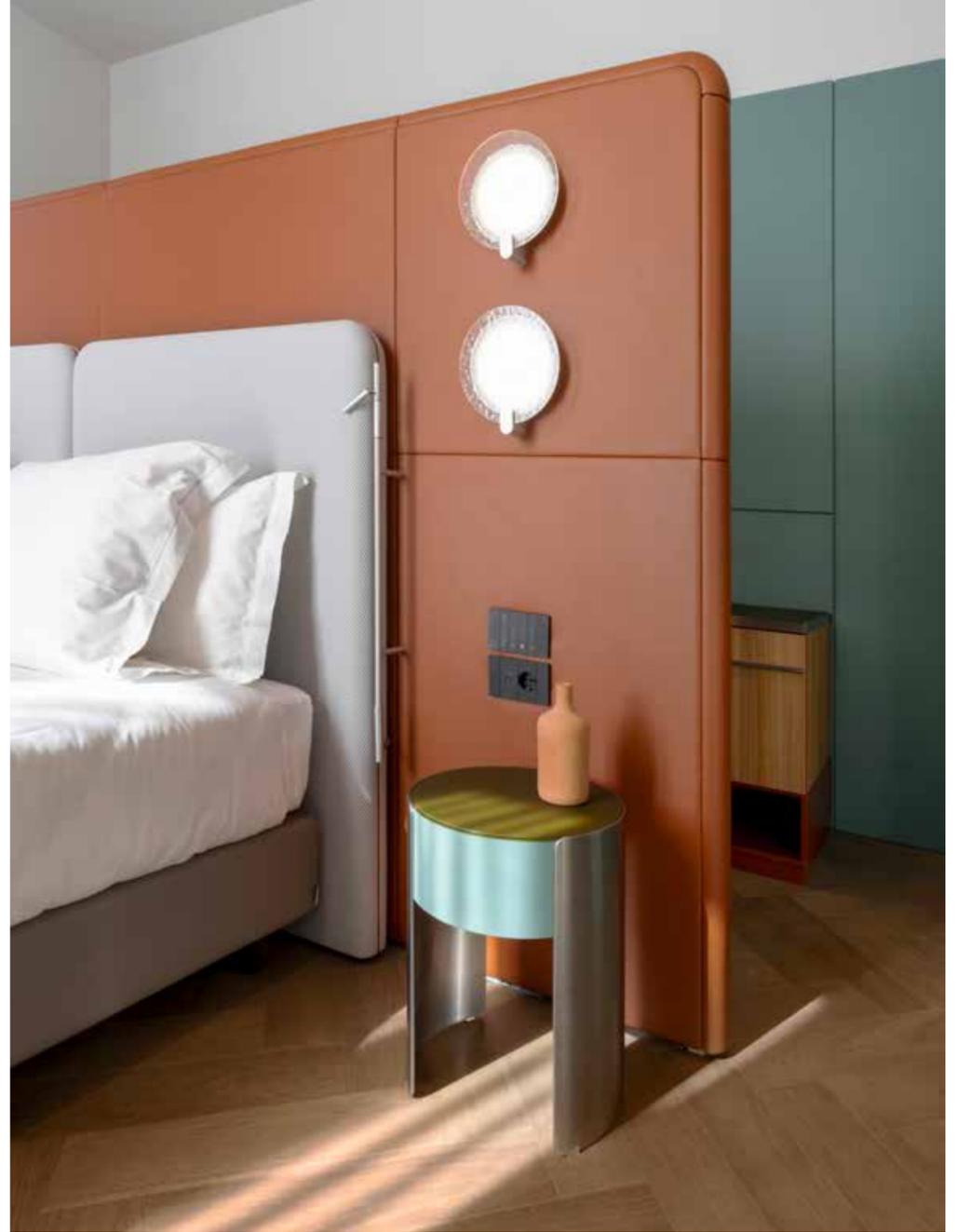
For the interior design, Poltrona Frau Custom Interiors business unit created most of the bespoke furnishings designed by Studio Marco Piva specifically for this project, supporting them throughout the design and production phases.

Poltrona Frau contributed to the glass work for the ground floor paneling, lobby, and restaurant and to the metal structures and components for bar counters, kitchen blocks, and dining areas of the two restaurants. While for the sleeping area the furnishings and accessories were designed by Studio Marco Piva and manufactured by Poltrona Frau considering all the technical and design features required by the hospitality industry: premium quality materials, fire-resistance, antibacterial and easy-clean fabrics.





Poltrona Frau also provided some limited-edition products exclusively for the hotel, as well as some existing catalogue pieces, such as the Archibald armchair, a reinterpretation of the Jane table for the wine cellar, the Clayton sofa and Marta armchair in the suites. Poltrona Frau gave a substantial contribution also to the Occitane Spa – located in the historic bank vault – for its custom-made reception counter and all fixed furnishings in the treatment areas.



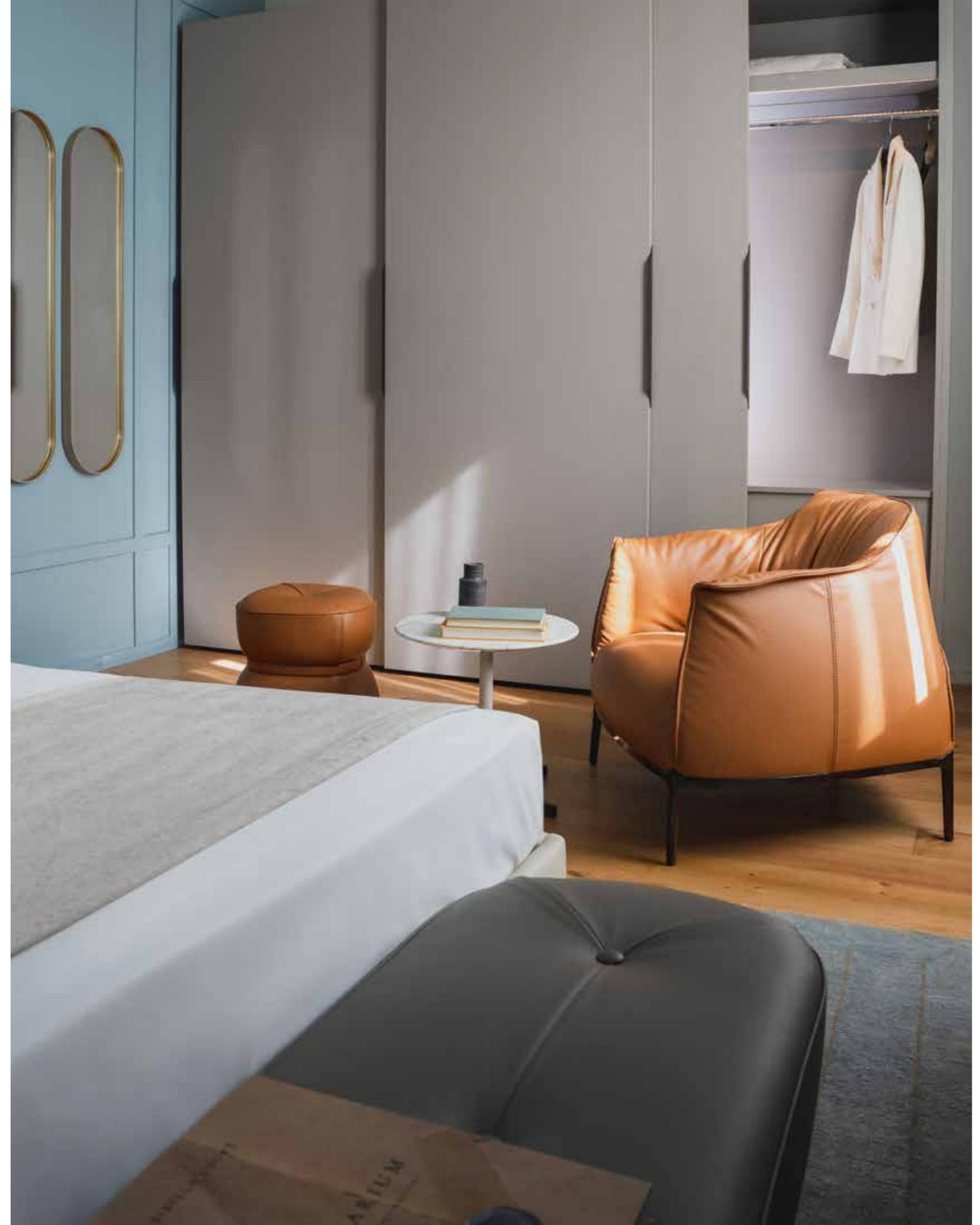


Palazzo Tirso is an amazing example of how Poltrona Frau Custom Interiors is not a mere supplier or executor, but an important partner where design, technology and manufacturing expertise perfectly blend with the architect's creative idea.

Hotel Mare Pineta

An iconic five-star resort dating back to the fascinating Twenties. Located in one of the most famous areas near the beautiful city of Ravenna, surrounded by a centuries-old pinewood.

An elegant and prestigious hotel, where design, comfort, and glamour find their natural environment. Poltrona Frau is one of the main protagonists of the resort, a partnership dictated by the same values and appreciation for design, beauty, and elegance.

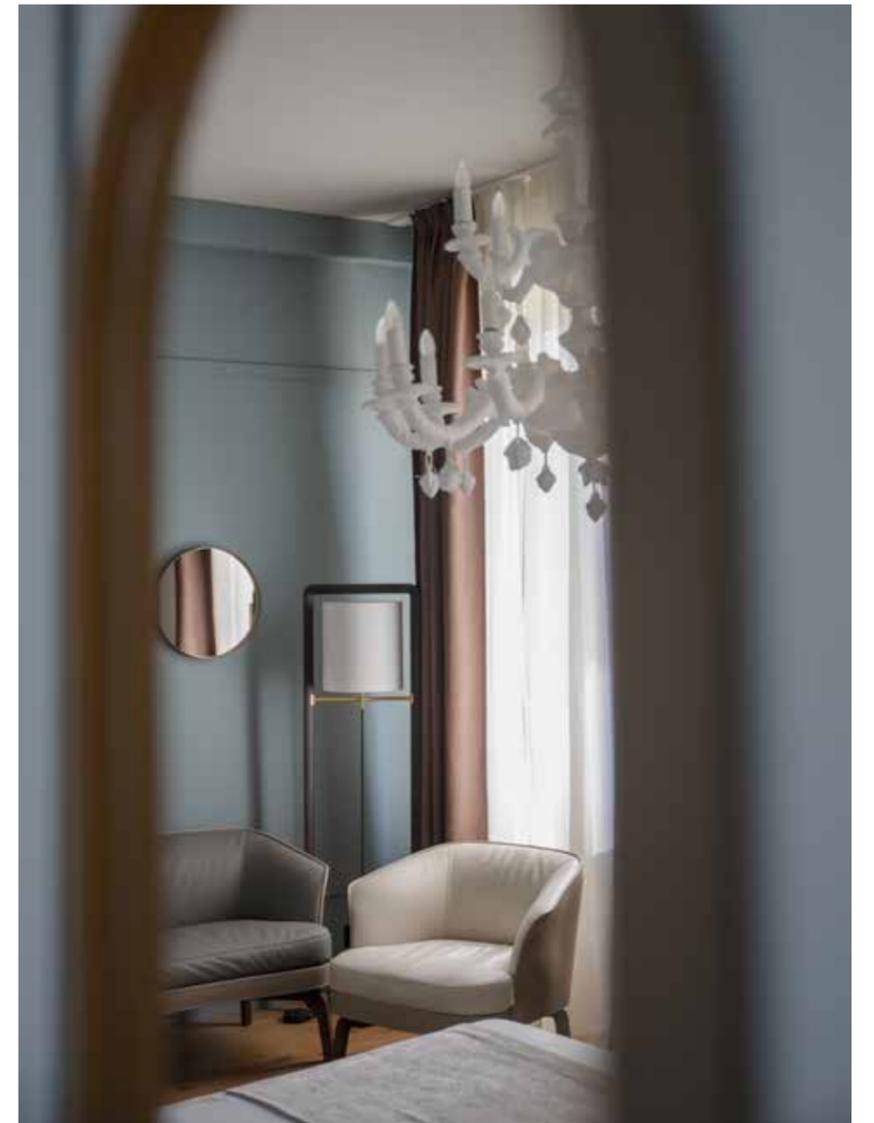




A widespread contribution both for the common areas, as for the furnishing of a dedicated suite, named Suite Poltrona Frau. 46 square meters completely furnished by Poltrona Frau with some of its most appreciated pieces that have made the history of design, like the Archibald armchair; Nivola sofa and armchair; Bob coffee table, here used also as a bedside table; Lepli ottomans; Fidelio Console; and Bluemoon bed. Several design objects complete the environment, like Ren mirrors, a Fidelio reading lamp, and XI bedside lamp.

Poltrona Frau also contributed to the furnishing of the Lounge and Gallery areas with its Come Together sofa, Aida and Nivola armchairs, and its new 2023 outdoor collection.

Poltrona Frau Residential unit is a dedicated team that works side by side with the most famous interior designers and architects, helping them transform their visions into reality, and create unforgettable experiences for their customers.





Paris – France

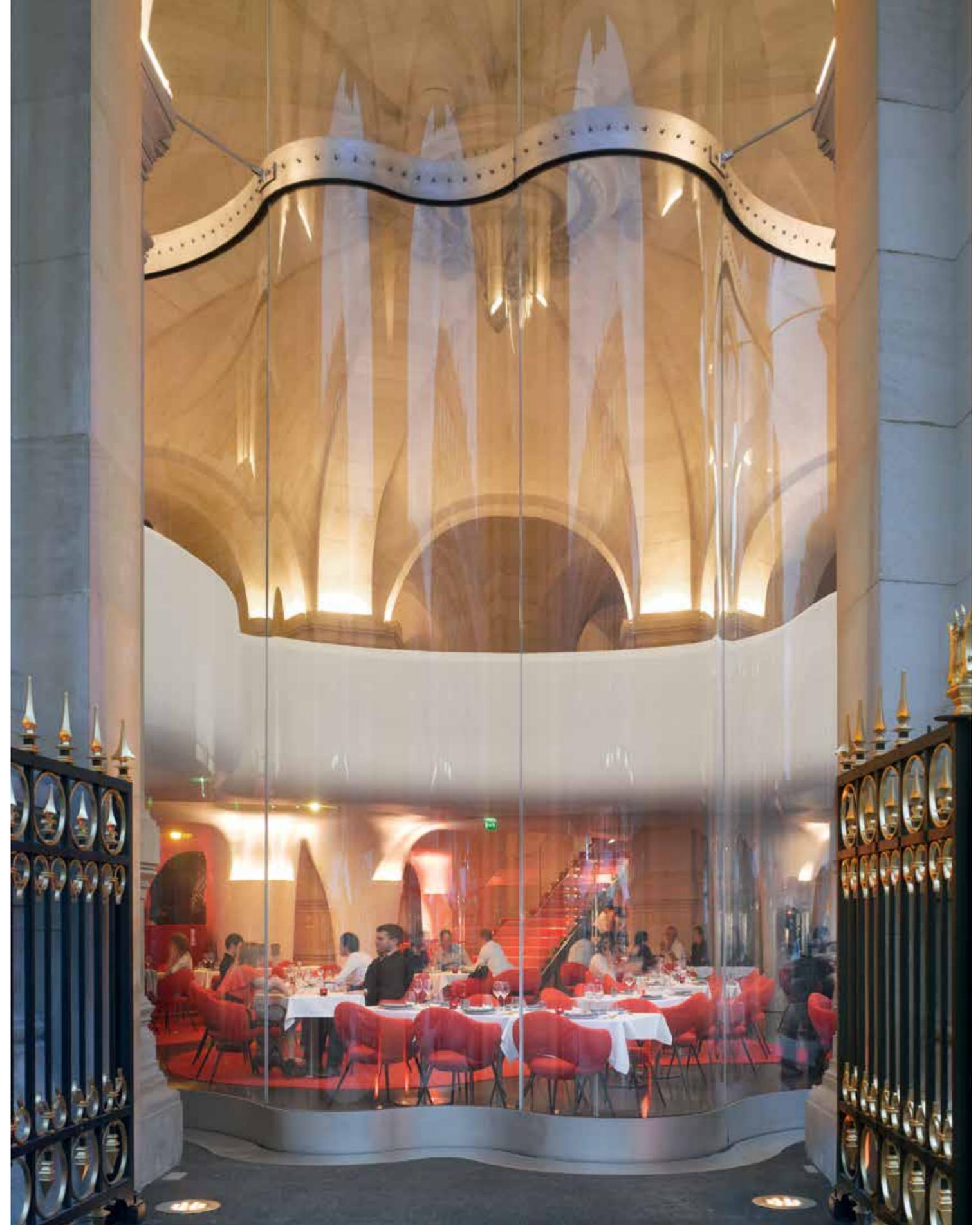
architect: Odile Decq
products supplied: bespoke furniture items

Opera Garnier Restaurant

The creation of a new space inside Opera Garnier in Paris meant closely following the guidelines that have shaped the monument's historic character.

The design of this project is based around the creation of a spacious area that gives prominence to the restaurant in Opera Garnier.

Poltrona Frau Custom Interiors supplied and installed the custom seats for the restaurant whose sinuous lines echo and exalt the curved walls of the area.







London – United Kingdom

architect: David Chipperfield
products supplied: bespoke furniture items

Hotel Café Royal

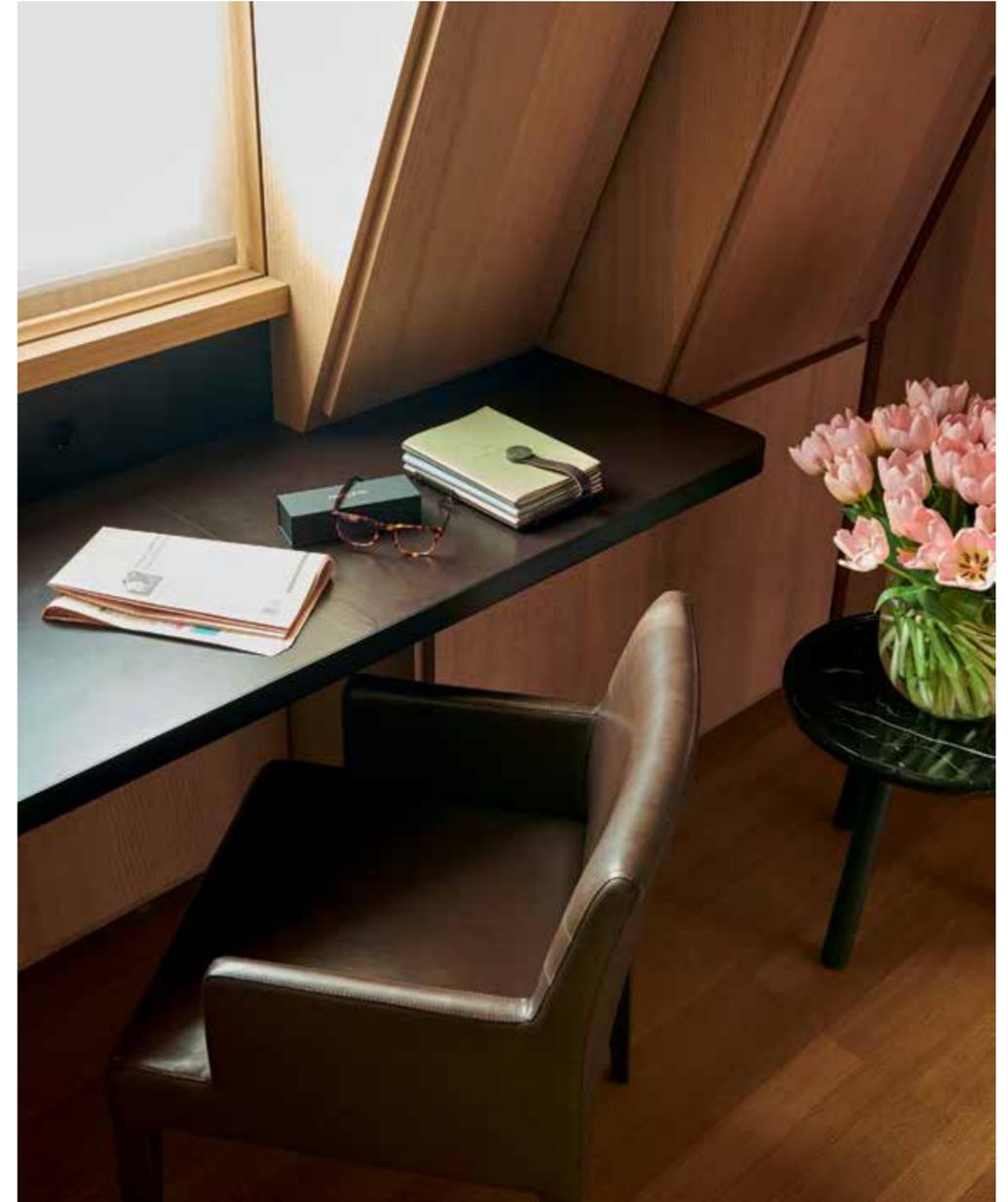
Located between Mayfair and Soho in London, the elegant Hotel Café Royal is an authentic part of the city's history. Visitors come here to enjoy the charm and undisputable allure of a building dating back to the mid-1800 which, with its over 150-year history, has seen personalities from every era stay in its rooms: Oscar Wilde, George Bernard Shaw, Virginia Woolf, Cary Grant, Elizabeth Taylor, Winston Churchill, and the great boxing champion Muhammad Ali, to name but a few.





In 2012, this historical location underwent a drastic transformation. The project by architect David Chipperfield, involved amalgamating the original Café Royal, which had been closed to the public in 2008, with two adjacent buildings, for the creation of one of the city's most remarkable hotels.

The Liz_B chairs with their simple lines and structure, are a discreet and elegant presence. Never overbearing even in such an imposing and magnificent scenario like the Café Royal Hotel. Poltrona Frau also provided custom-made and upholstered furniture like sofa beds, desks, daybeds, different size tables, benches and sideboards in the over 160 rooms and suites and public areas.





The result of this major architectural project was a hotel that praises the building's rich history and offers guests a luxurious, contemporary experience, where Poltrona Frau couldn't be but the best partner for its interior design project.

Poltrona Frau Custom Interiors was asked to provide a complete FF&E and upholstery project for the rooms and public spaces. Approximately 1000 pieces. Sofas and armchairs from the Linea A standard series, designed by Peter Marino.

A rigorous style, without giving up comfort. The perfect combination between modern lines and the traditional warmth of its dark colours.

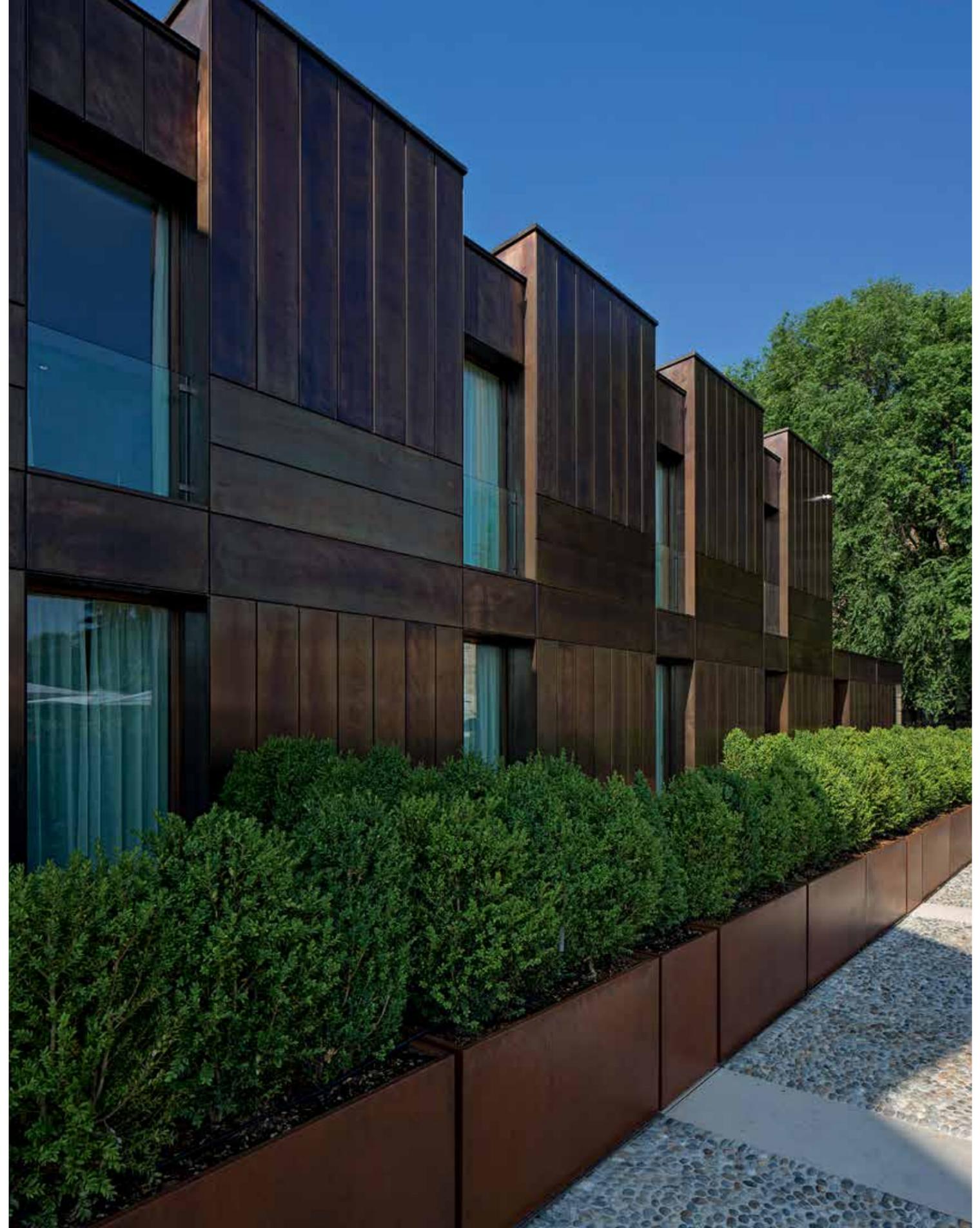


Bergamo Alta – Italy

architect: **Adolfo Natalini**
products supplied: **bespoke furniture items + Poltrona Frau collection products**

Relais San Lorenzo

Relais San Lorenzo, a charming jewel designed by Adolfo Natalini transformed into a 5-star hotel in Bergamo Alta, the historical high-part of the city. The complete renovation of this historical location created a perfect blend between history and contemporary style. The building is set in one of the most fascinating parts of Bergamo, overlooking the valley and the hotel itself incorporates the archeological site of the antique Roman and Medieval ruins of the city. Poltrona Frau supplied some iconic pieces for all the public spaces, rooms and suites, furnished with taste and simplicity.





These were conceived in different tones of brown and cream, creating a warm and refined atmosphere. The pieces coming from Poltrona Frau collection have been chosen referring to design history and they contribute to the creation of the magic union between art and culture, ancient times and future which characterizes the uniqueness of the hotel.

Like the Intervista armchairs, by Lella and Massimo Vignelli, that can be found in the hotel's entrance hall, in the suites and in the restaurant; or the Dezza armchair by Gio Ponti, and Kennedee modular sofa by Jean-Marie Massaud which also welcome the guests, giving an immediate connotation to the hotel's style.



Dezza

Holly

Intervista

Kennedee





Ginger



Fitzgerald



Le Spighe



Other iconic pieces, like the Ginger armchair by Roberto Lazzeroni, or Regolo and Geometrie coffee tables, or the Fitzgerald and Ring chairs, and Quadra sofa complete Poltrona Frau's contribution to the creation of an environment where time is suspended between the historic reminiscence of the city of Bergamo and the history of Italian design.

Paris – France

architect: **Jean-Michel Wilmotte**
products supplied: **bespoke furniture items**

Hotel Lutetia

After four years of renovation by architect Jean-Michel Wilmotte, the famous and only grand hotel of the Left Bank has reopened. Located in the heart of the French capital, the Hotel Lutetia unveils its incomparable atmosphere. Poltrona Frau Custom Interiors supplied loose items for all the rooms of the historic hotel: Pelle Frau® desk chairs with solid walnut painted in eucalyptus; large armchairs and cannage armchairs and all the méridiennes covered in fabric. The sofas have also been customised with different precious fabrics for each suite. Each armchair has a custom design with an inner shell covered in fine fabric and the outer shell in woven leather customized according to the architect's design.





The custom-made furniture manufactured by Poltrona Frau for Hotel Lutetia was designed by architect Jean-Michel Wilmotte and his design studio, Wilmotte & Industries.

In addition, Poltrona Frau icons (eight Chester by Renzo Frau and 10 Dezzas by Gio Ponti) are representing the devotion to quality materials, expert craftsmanship and comfort. The number of rooms has been also reduced from 233 to 184, freeing up the space to create 47 magnificent suites including 7 signature suites, to meet the modern requirements of a luxury hotel.



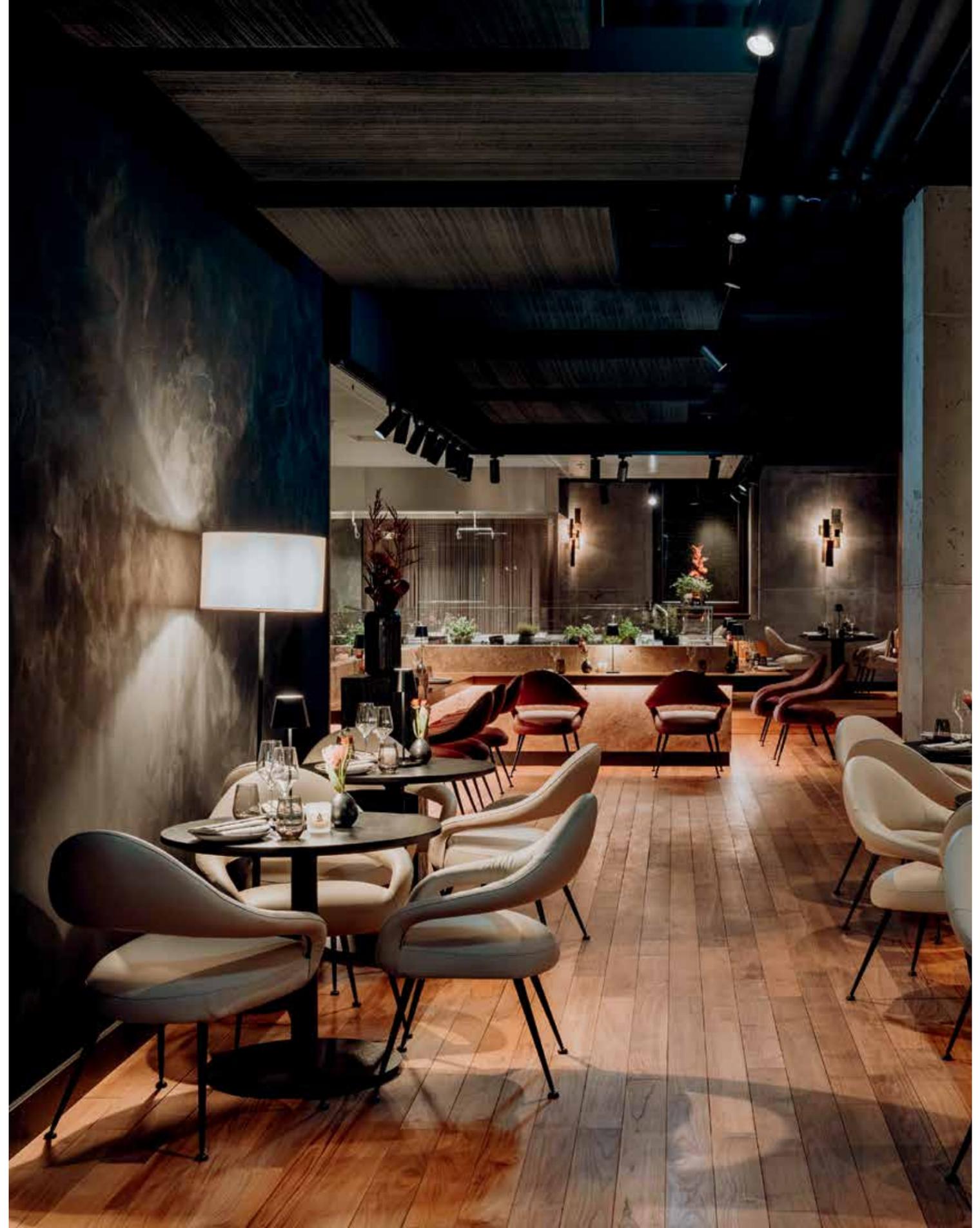


Munich – Germany

architect: DO&CO
products supplied: Poltrona Frau collection products

DO&CO Munich

DO & CO has been managing the VIP and public area of FC Bayern Munich since 2014. This cooperation has reached a higher level with the opening of one of the most prestigious boutique hotels in Munich. Guests can experience the exclusive combination of international progressiveness and Bavarian charm. 31 individually designed rooms where Poltrona Frau provided over 200 pieces from its collection for the furnishing of the rooms. Like the Coupè bed, by GamFratesi which as its name suggests, pays homage to the classic padded elegance of the great sports cars.

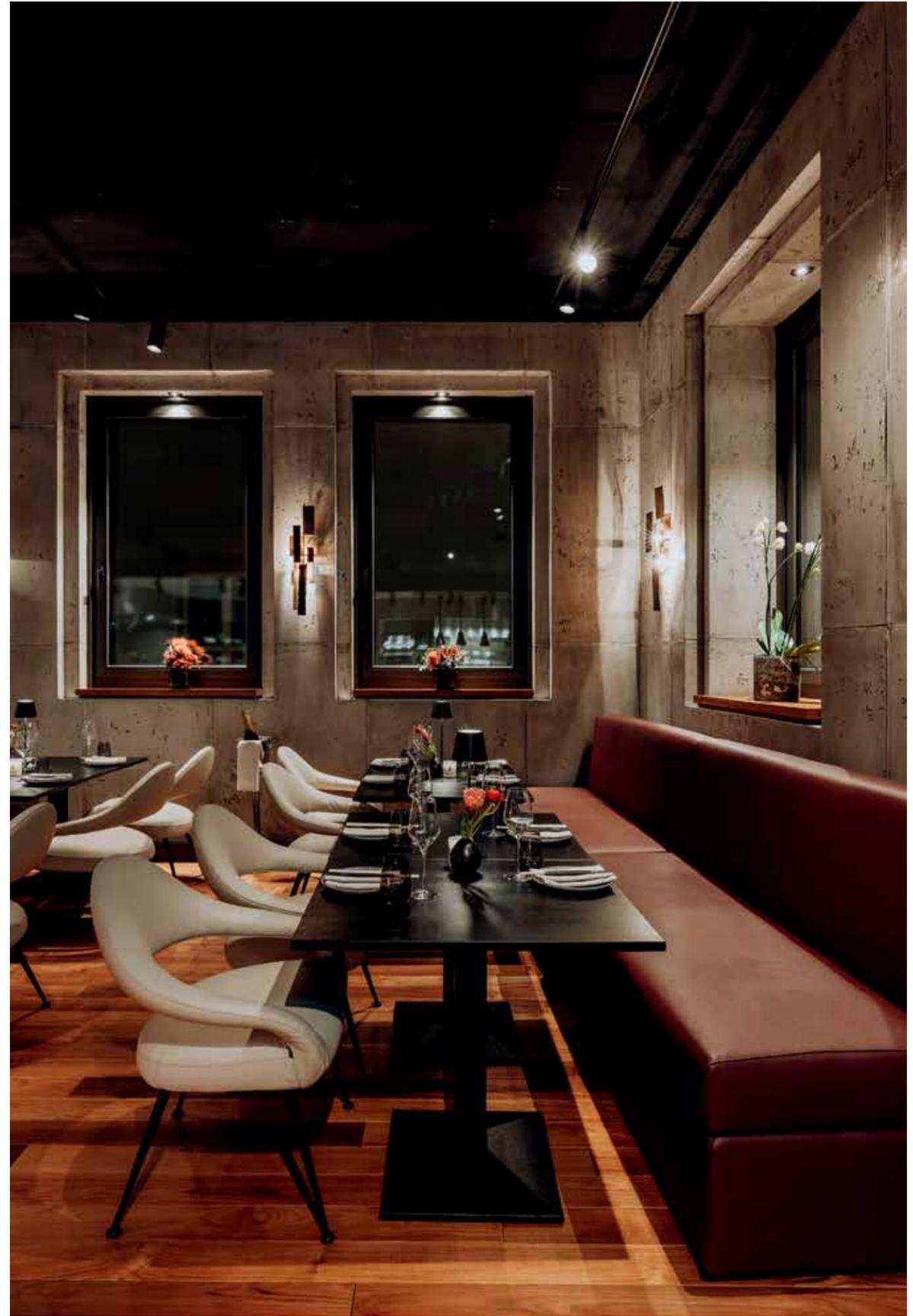




Montera



Letizia





Clean and distinct aerodynamic lines, upholstered by hand using soft Pelle Frau® leather, delineate an intimate and comfortable space designed for two, especially when far away from home. The Archibald armchair by Jean-Marie Massaud, a Poltrona Frau classic, cannot be missed. Its embracing design makes it the ideal place for relaxing after a day shopping or sightseeing.

Our list of beauties is completed by the 85 Letizia armchairs. Elegance, style, 1950's atmosphere, this is Letizia which perfectly embodies the creative ferment of those years. Designed in 1954 by Gastone Rinaldi, Letizia is characterized by a light and graceful personality.

Poltrona Frau provided also 30 Montera chairs, the famous chairs by Roberto Lazzeroni, which with their sinuous shape, confer a light and elegant touch without renouncing to comfort.



Archibald



Archibald Dining



Fiorile



Coupè bed



Canazei – Italy

architect: AB Studio – Moena and Alberto Buffolino
products supplied: bespoke furniture items + Poltrona Frau collection products

Locanda degli Artisti

La Locanda degli Artisti Art Hotel, owes its own name for its artistic vocation. Emanuela and Sergio Rossi, with their family have created a little jewel set in the beautiful Dolomite mountains. Their story starts as mountain lodge, transformed with great passion, first into a renowned restaurant then in into a lovely hospitality experience.

Art, comfort and nature share the same spaces. Their exclusive Junior Suites and Meditation rooms offer incredible views over the Dolomite mountains, natural masterpieces, while offering a close artistic experience.





Poltrona Frau Custom Interiors designed the custom-made headboards, sofa beds, cushions, and benches. In addition, Poltrona Frau contributed with numerous designer pieces, like Ilary coffee tables, Albero bookcase and Nivola armchairs and sofas in the common room, near the fireplace where wood, leather and cream/brown shades create a warm, soft, and comfortable atmosphere. "Alla Locanda" gourmet restaurant has a lively and informal personality, where Amelie chairs in 3 bright colours inspired by a mountain fall season match the soft back of the wood benches.

Design and nature combine themselves in a triumph of colours with a contemporary sophisticated style. Montera stools are the perfect companions at the Bistro Artù, the hotel's bar, surrounded by art pieces and a convivial atmosphere. La Locanda degli Artisti hosts other Poltrona Frau pieces, like their Ren bookcases, Fidelio tables and Lepli pouf benches.

Art, design, gourmet food, breath-taking nature. These are the ingredients that contribute in making La Locanda degli Artisti a unique place where Poltrona Frau has given substantial input in creating a truly unique environment.





Ilary



Albero



Nivola



Amelie



Montera



Montera Stool



Lepli



Ren Bookcase



Fidelio Small Tables



Yatching & Transportation

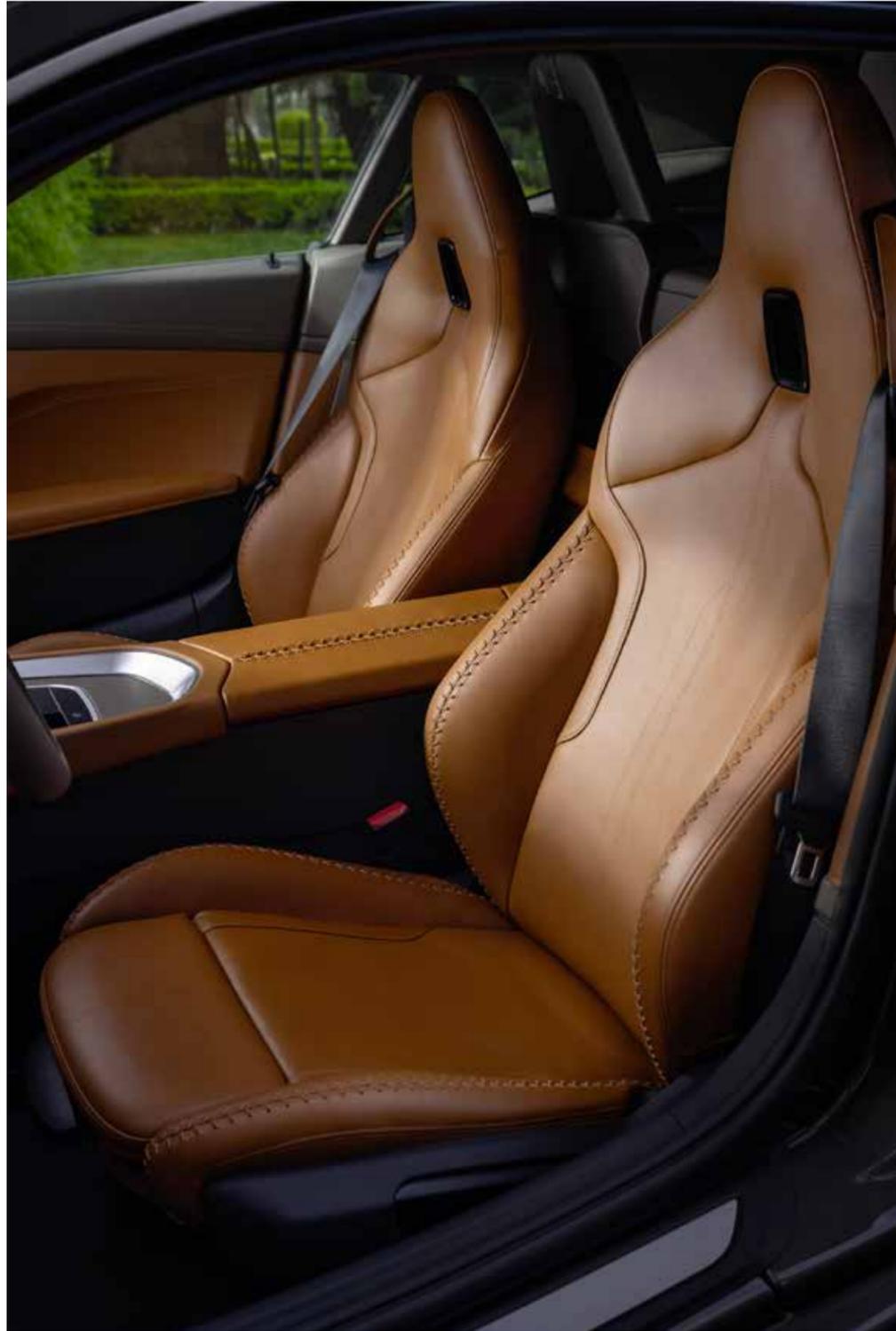
276	BMW Concept Touring	340	Pershing 64
282	Alfa Romeo 33 Stradale	344	Cigarette AMG59
288	FIAT 500 “Collezione 1957”	350	Ocean Alexander Puro 35P
294	Ducati XDiavel	358	Maiora 30 Walkaround
300	Scrambler 1100 Ducati	366	Solaris 50
306	Riva Anniversario	370	Blue Jeans
310	Ferretti Seat Program	374	Mangusta
314	Pershing GTX116	378	Beond Airlines A319
318	Pershing P108	384	Singapore Airlines A380
324	Pershing P9X		
330	Pershing P8X		
336	Pershing P72		

BMW Concept Touring

Who else if not the new BMW Concept Touring Coupé could have been presented at the opening of the Concorso d'Eleganza Villa d'Este 2023? A two-seater, developed for one-off production, following the design and style of BMW's legendary classic, the famous BMW 328 Touring Coupé that won the Mille Miglia endurance race in 1940.

The hand-crafted new BMW Concept Touring Coupé is an experience that goes beyond the road, it starts from the car itself, outside and inside.





Its interior design finds an ideal partnership with Poltrona Frau Interiors in Motion. Expert craftsmanship, premium quality materials, style, and timeless design. These are the characteristics that Poltrona Frau shares with BMW and that are the main features for this particular model. Exclusive bi-color leather which divides the interior horizontally in two distinct color segments.

The designers used a dark brown tone for the upper part of the cockpit because it supports concentration while driving; and light saddle brown for the lower part to give a welcoming and comfortable atmosphere to the interior. The same leather has been also used for the trunk, to enhance the overall elegance of the vehicle.



BMW has always been a symbol of freedom where style and elegance have met the joy of driving and travelling. The perfect match with Poltrona Frau Interiors in Motion, the business unit dedicated to the design and style of luxury means of transport where leather interprets its time while maintaining its everlasting allure.

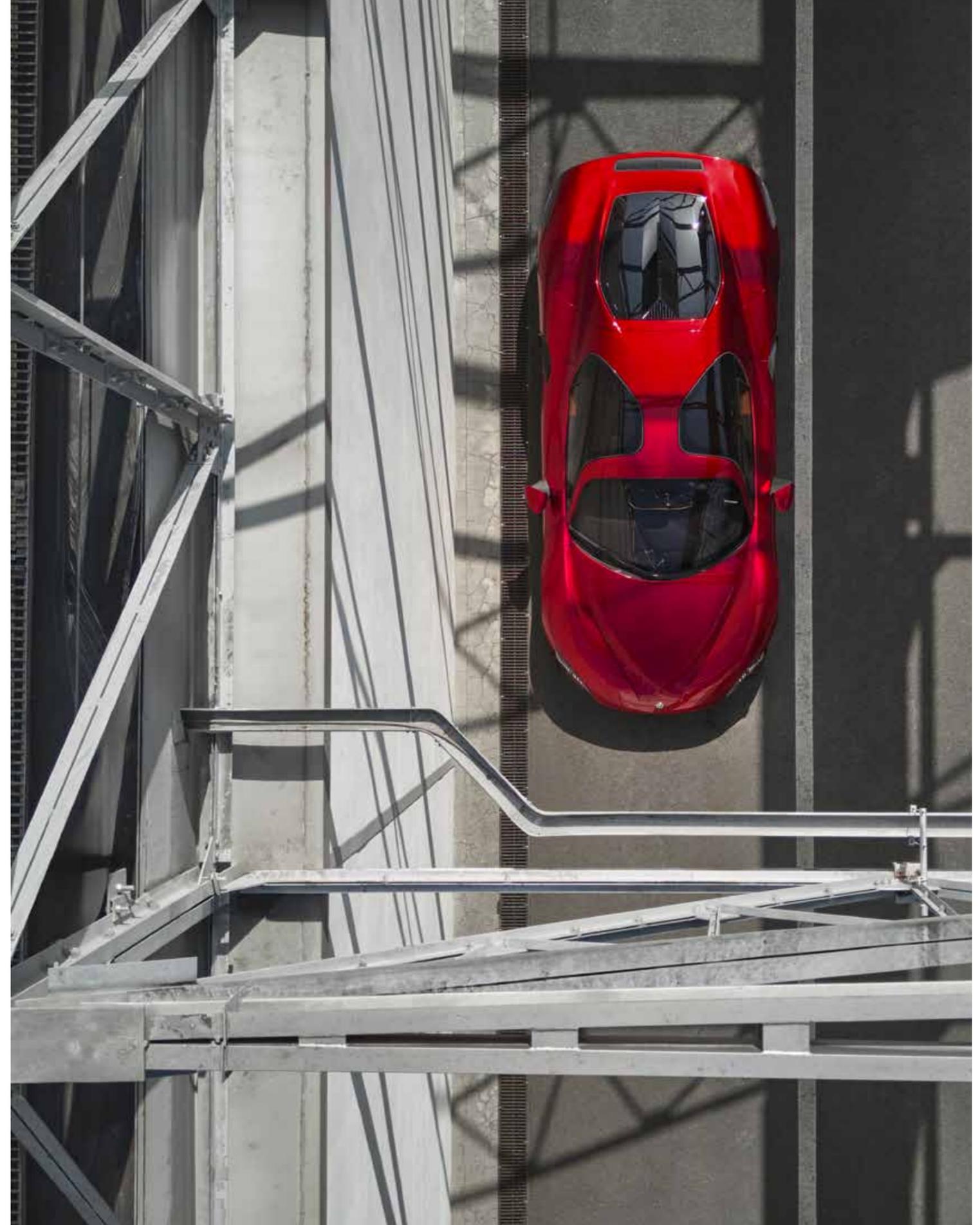


client:
Designers:

Alfa Romeo
Alejandro Mesonero-Romanos – head of Alfa Romeo design team

Alfa Romeo 33 Stradale

Alfa Romeo 33 Stradale is a limited-edition car produced by Alfa Romeo in the mid-sixties. Today, the Italian car company decided di produce 33 new cars inspired by the original version born in 1967 and exhibited in the Alfa Romeo Historical Museum, at the company's headquarters in Arese, not far from Milan.





The 33 owners of this amazing supercar had the opportunity of working side-by-side with the Alfa Romeo Bottega, a specialized team led by Jean-Philippe Imperato – the brand's CEO – expressing all their desires. A team of engineers tested their feasibility; therefore each one of the 33 cars resembles the taste and personality of its owner.

Driving the new Alfa Romeo 33 Stradale is a multi-sensorial experience, where the driver and the car become a single entity.

Premium technology and craftsmanship, Alfa Romeo 33 Stradale and Poltrona Frau share the same historic values, enhanced, and upgraded by state-of-the-art engineering and design. The door panel, the steering wheel, the central tunnel, and of course the seats are all upholstered in Poltrona Frau® leather. In particular, the seats follow the original design of the first model, with the traditional “Cannoli” tubular stitching.



Poltrona Frau Interiors in Motion cooperates with designers to find the best solution for their projects, whether it is a yacht, an aircraft, a motorcycle, or a prestigious limited-edition car. Poltrona Frau will elevate even the highest aesthetic standards, thanks to the prestige, and unparalleled quality of its products.



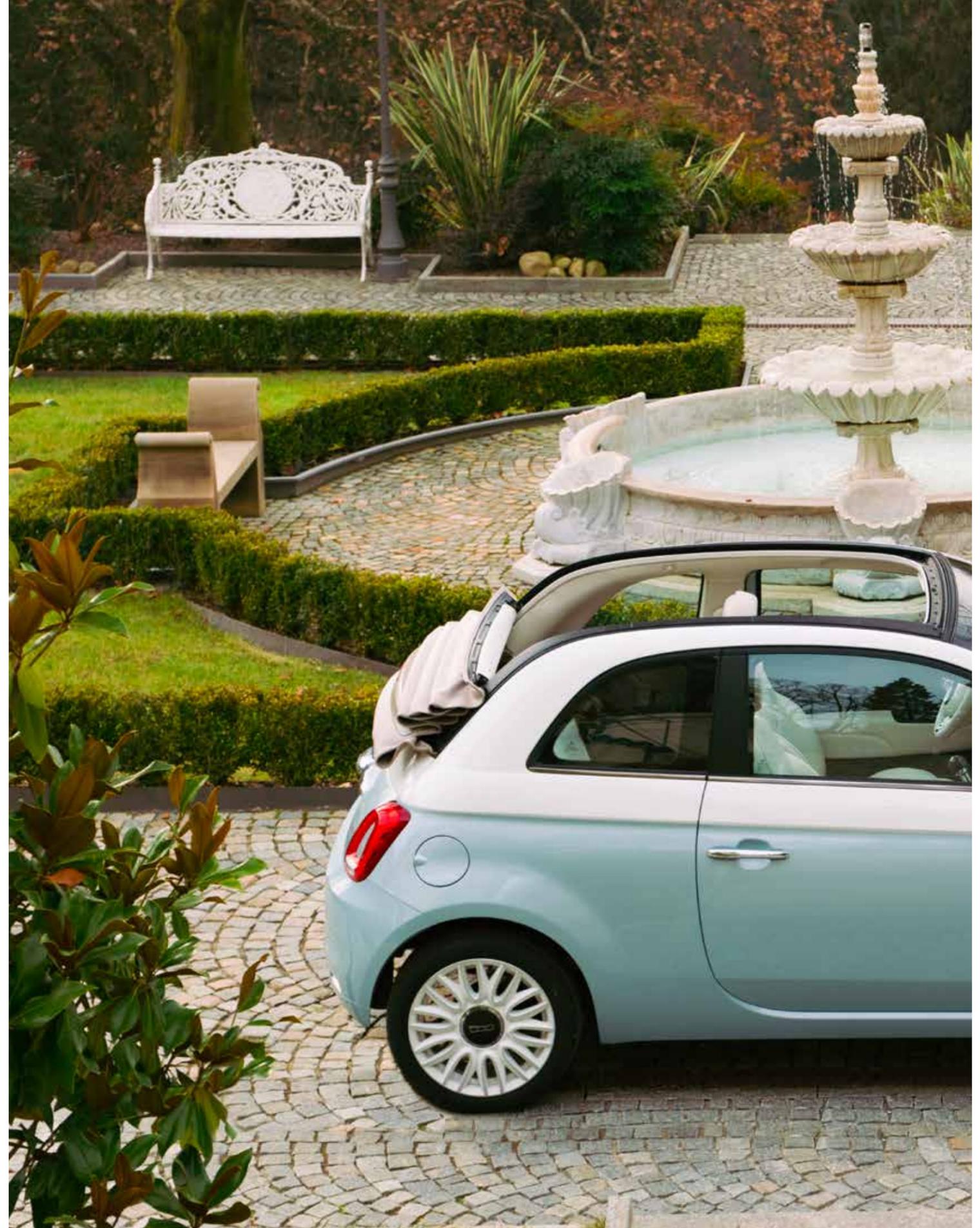
Italy

client:

Fiat

FIAT 500 “Collezione 1957”

Launched for the first time in 1957, Fiat 500 has become the emblem of mass motorization. The story of this small but great car is closely linked to the name of the famous designer Dante Giacosa, for which he won the “Compasso d’Oro” in 1959. The new 500 Collezione 1957, produced in just 1957 units, wants to be a tribute to that first vehicle, that has given so much to Italian society.



The Fiat 500 Collezione 1957 stands out with its design and exclusive details with a “One of 1957” embossed logo, wooden dashboard, and a dedicated numbered plate on the central tunnel. Poltrona Frau, with its Interiors in Motion unit, gave its contribution for the ivory-wrapped seats with Pelle Frau® leather inserts.

The 500 Collezione 1957 version comes after a previous Fiat 500 Spiaggina, with seats resembling vintage rattan chairs so typical of the luxury design furniture in the 1960's. Poltrona Frau cooperated with Centro Stile Fiat on the central part of the seats to recreate the “weave” pattern like the original rattan, using leather and twine.





Both models want to celebrate the famous DolceVita times when luxury, design, and a flamboyant style dominated the scenes, becoming a timeless emblem of elegance still in these days.

Poltrona Frau Interiors in Motion is the right partner for such challenging design projects. Thanks to its unique experience, constant research, and profound design knowledge it blends the great craftsmanship tradition and attention to details, typical of Poltrona Frau, with the most advanced and innovative trends in the automotive, nautical, railway, and aviation sectors.

client:

Ducati Motors

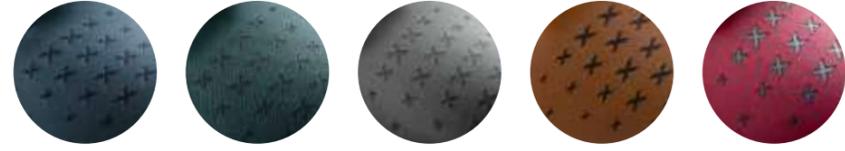
Ducati XDiavel

Ducati XDiavel Nera, with its elegant black-on-black lines, is the perfect blend between design, artisanal craftsmanship, and technological innovation, with a 100% Made in Italy personality.

XDiavel Nera is a technocruiser motorcycle which combines the strong and powerful character of a Ducati motorcycle with a relaxed pace of a cruiser.



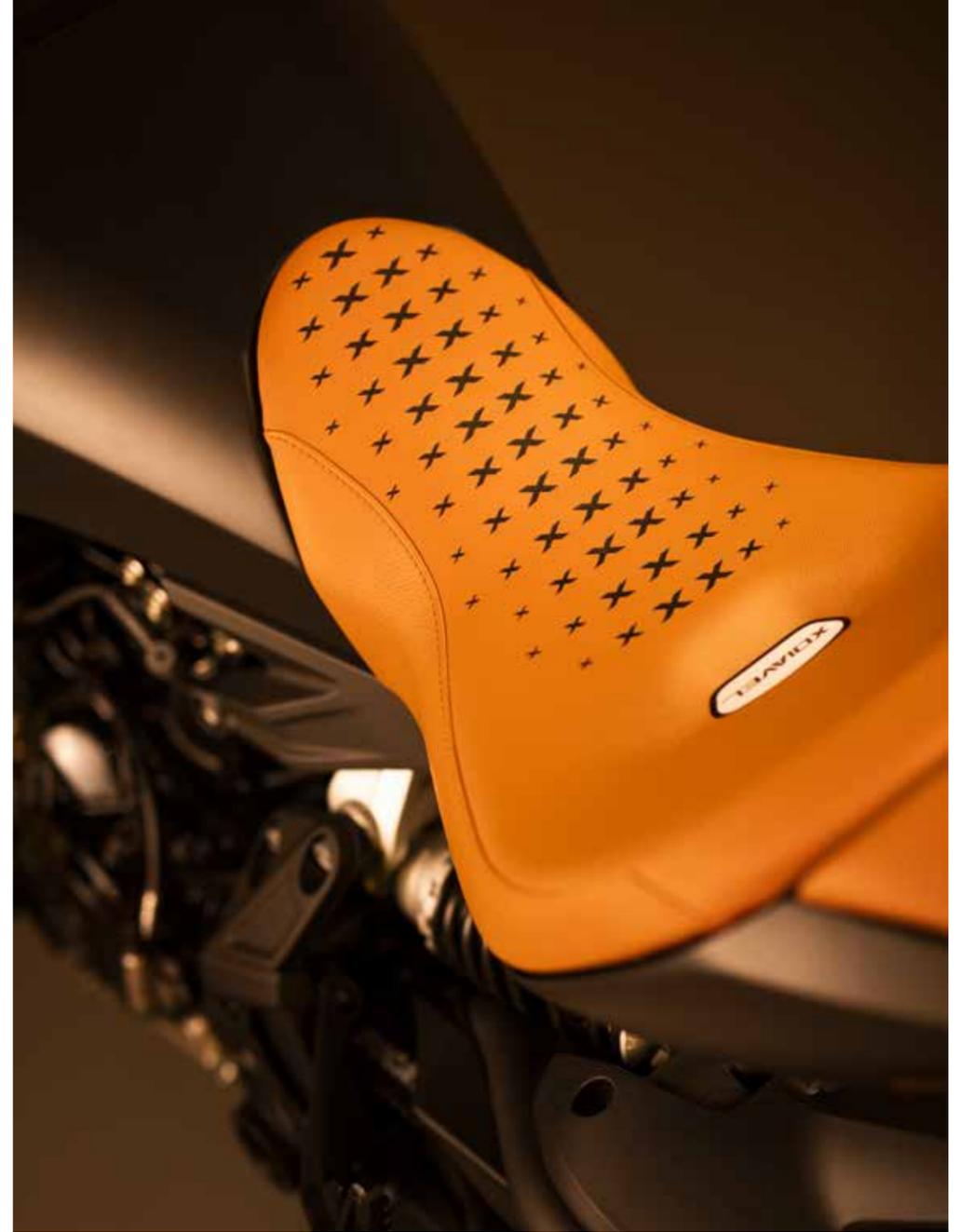
The project is the result of the encounter between two Italian excellences, two ambassadors of Italian design in the world. After a previous cooperation for the Scrambler® Club Italia project, the two Ducati Motors and Poltrona Frau brands join again sharing their values and know-how for the creation of a unique experience on two wheels.





Produced in a limited edition of 500 pieces, XDiavel Nera comes with a Poltrona Frau leather saddle, together with an exclusive set containing a leather key chain and document case in the same Pelle Frau® color of the saddle. The saddle is customized with a series of X symbols, engraved with a sophisticated laser process. The five colors of the saddle are the result of a specific chromatic study. Besides the iconic Poltrona Frau Siam Red color, the study identified a Steel Blue, Cement Grey, India Beige, and Forest Green.

Poltrona Frau Interiors in Motion is the business unit specialized in the design of interiors for the premium transportation industry. They guarantee Poltrona Frau quality, innovative design, and continuous research for new materials that can satisfy the technical, safety and aesthetic requirements for each means of transport, from a car, to a plane, to a yacht, and of course an exclusive motorcycle.



client:

Ducati Motors

Scrambler 1100 Ducati

Scrambler 1100 Ducati Club Italia® is a limited-edition motorcycle created exclusively for members of Scuderia Club Italia, a prestigious association founded in 1989 by vintage/racing car drivers and lovers. All members, maximum 80, are united by a great passion for motors and cars, and the association organizes sporting events and shows promoting Italian historical automotive and motorcycle companies, such as Ducati. Scrambler motorbikes are essentially road motorcycles that are also suitable for off-road tracks.



Scrambler 1100 Ducati Club Italia is the most exclusive and prestigious scrambler ever designed by Ducati, characterized by its red saddle in refined Pelle Frau® leather (SC 128 Carminio Automotive version) with the “Club Italia” logo embroidered on the back.

Two Italian excellences for the first time together, where the concept of seating acquires new and challenging boundaries.



A partnership, or rather an elective affinity, created by the Interiors in Motion division of Poltrona Frau, founded in 1984 and dedicated to interior design projects for prestigious automotive, yacht, train, helicopter and airplane companies that often require sophisticated and innovative interior design ideas.

Once more, Poltrona Frau leaves its unmistakable mark in the design world, and this time we can really say, an unmistakable mark on-the-road.

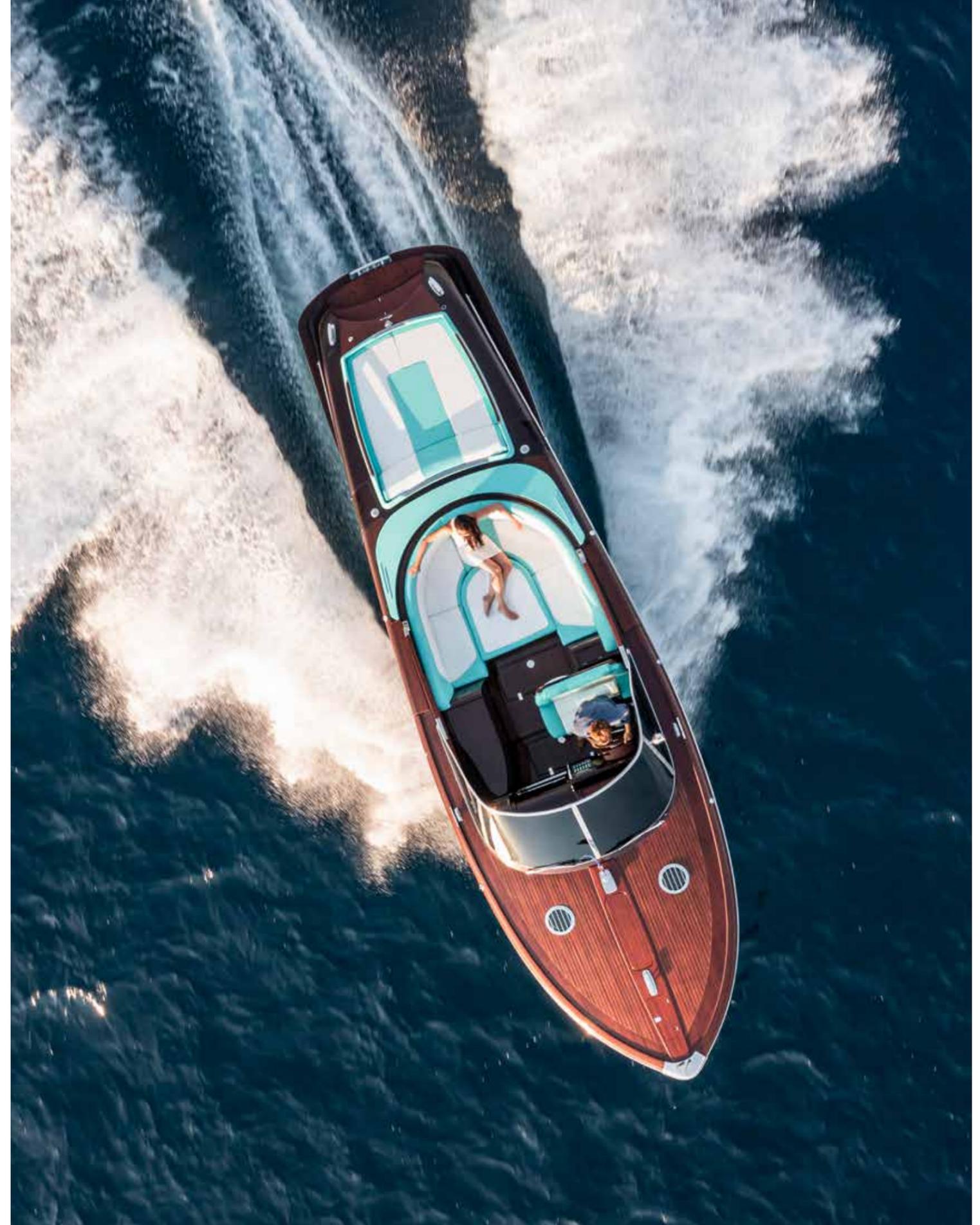




client: Ferretti Group
designer: Mauro Micheli – Sergio Beretta (Officina Italiana Design)/
Ferretti Group Engineering Department
product supplied: bespoke furniture items

Riva Anniversario

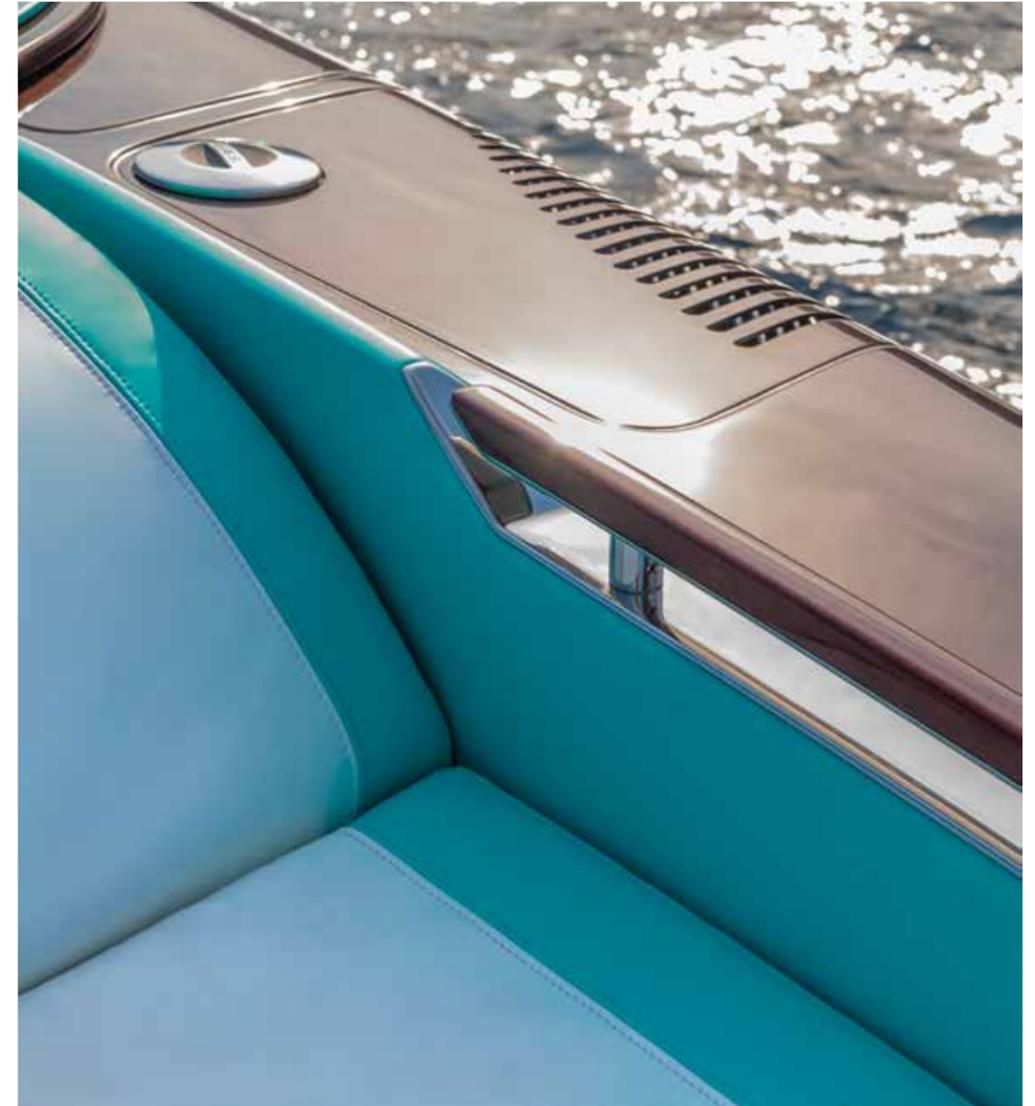
Riva Anniversario, only 18 exclusive open powerboats, created to celebrate the 60th anniversary of the legendary Aquarama and 20th Aquariva. A tribute to design and outstanding technological appeal from the 180 years-old shipyard that evokes style and elegance just by mentioning its name. Its sleek silhouette, designed by Officina Italiana Design and the in-house engineering team of Gruppo Ferretti, finds its aesthetic complement in the interiors.





Riva and Poltrona Frau share the same desire of creating beautiful and timeless icons, while featuring an outstanding modern style, combined with innovative and advanced technology. Poltrona Frau provided a bespoke version of its outdoor leather for the nautical industry and resistant to the salty sea water in a dedicated color palette in Riva aquamarine, white, and mahogany, with an added special coral orange.

The Interiors in Motion team also designed the aft sundeck, the cushions, the leather upholstery for the cabin, and the upholstery for the woodwork. This specialized unit creates, produces, and supplies distinctive leather interiors in the premium automotive, air, rail transport and offshore navigation industries. Thanks to its widespread experience and continuous research, Poltrona Frau Interiors in Motion guarantees the quality of artisanal craftsmanship and attention to detail typical of Poltrona Frau, together with the most advanced and innovative trends in the sector.

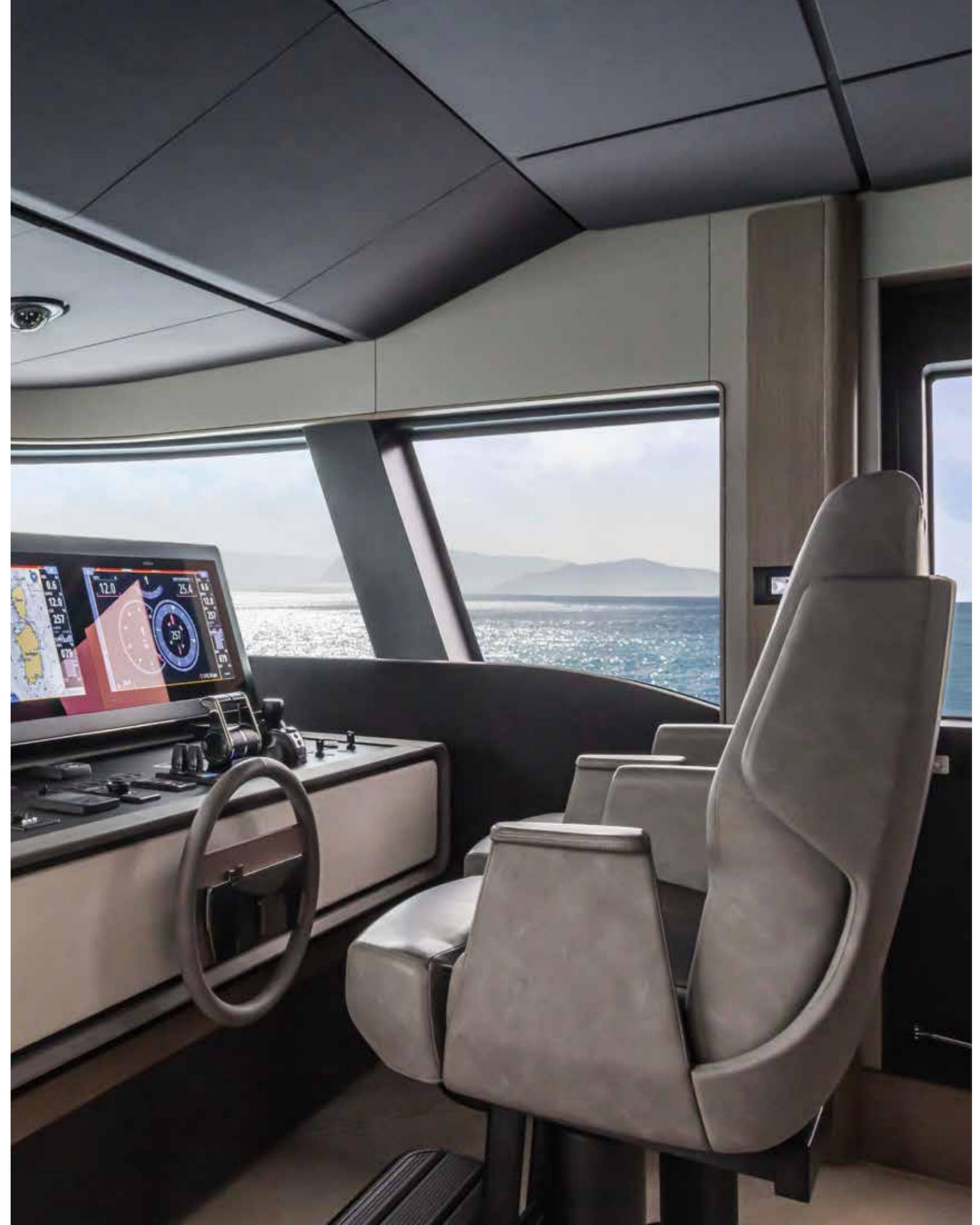


client:
product supplied:

Ferretti Group
bespoke furniture items

Ferretti Seat Program

In the past 20 years Ferretti Group and Poltrona Frau have established a solid and constructive partnership. The support given to the famous Italian shipyard by the Interiors in Motion division of Poltrona Frau goes beyond the mere consultancy for refined interiors or the use of their special nautical leather studied for marine outdoors.



Their cooperation started with Pershing P72 yacht since 2005, where Poltrona Frau worked directly with the shipyard's engineers and designers for the creation of a bespoke seating for the pilot house, and then evolved with the design of seats also for two important brand of the group including Ferretti and Wally.

This is not a customization process, like for the rest of the yacht's interiors; the pilot seating and the entire bridge area require specific engineering know-how that are blended with the design expertise that Poltrona Frau has gained in over 100 years in seat-design. Seating but not just seating, Poltrona Frau Interiors in Motion helps design every part of the pilot house, from the structure to the upholstery, to the customization of every detail like the armrests where the joystick is housed.



For the first time, the pilot house is considered part of the interiors and therefore it must match and equal the style and aesthetic care given to the rest of the yacht's environments. Poltrona Frau and its Interiors in Motion unit have proved to be the right partner for any nautical or yacht design project; their premium quality materials, their artisanal craftsmanship, and timeless design meet the most advanced technological skills, creating a unique and unrivalled product that only a brand like Poltrona Frau can provide.

client: Ferretti Group
designer: Piero Ferrari – Fulvio De Simoni Yacht Design – Ferretti Engineering
Department
product supplied: bespoke furniture items + Poltrona Frau collection products

Pershing GTX116

In the past years Ferretti Group and Poltrona Frau have crossed several times. This time it's for the new disruptive and innovative GTX116, a new Sport Utility Yacht which joins the brand's high performance and sporty attitude enhanced by an extreme comfort and livability.

35 meters of aerodynamic elegance with a generous interior. Two decks, an upper sportfly which can accommodate up to 10 guests, five cabins, and extra three cabins for the crew.



The interiors, designed by Fulvio De Simoni Yacht Design, follow the same attitude: bold modern design, embracing the sun, seas, and skies thanks to its wide and open spaces.

For this model, Poltrona Frau gave a substantial contribution adding its style and elegance to the environments. From the upholstery of the custom-made woodwork in the living area, to the leather sofa in the main deck saloon, to the furniture frames, headboards, and bed frames in the cabins. Some catalogue pieces were also included in the furnishing, like a Let-it-Be sofa for the living area; Isadora chairs for the dining area; and Ginger chairs in the cabin.



Once more, Poltrona Frau has proved to be the right partner for any nautical or yacht design. Interiors in Motion is the dedicated unit of Poltrona Frau, specialized in the design and manufacturing for the transportation industry. Whether it is a limited-edition automobile, or motorcycle, an aircraft, or luxury yacht, they have the expertise and knowledgeable craftsmanship to provide unique and innovative solutions that turn special projects into an outstanding product.



Ginger



Let it Be



Isadora



client: Pershing – Ferretti Group
designer: Fulvio De Simoni – Ferretti Group
products supplied: bespoke furniture items + Poltrona Frau collection products

Pershing P108

Pershing P108 yacht combines power, elegance and versatility, 30 meters of sporty elegance. The key word for this amazing yacht is personalization, and nobody can better understand such concept than Poltrona Frau Custom Interiors.

Of all the boats developed by the Poltrona Frau Ferretti Group partnership, the Pershing P108 yacht has the biggest surface area of leather. In this project the large dimensions of the yacht made it possible to use free-standing sofas and tables from the Massimosistema collection.





Here we can admire the unconventional design of the Feluca vanity dresser by Andr e Putman, and the simple and geometric lines of the Segreto desk by the same designer. The cabin is completed by a comfortable Ginger armchair in saddle-leather and Pelle Frau® leather. Pershing P108 and Poltrona Frau have created a new standard in the yachting world, the owner and the guests become the real protagonists of a new space and dimension where elegance, style and technology find their home on the seas.



Fitzgerald



Lepi



Obi

Designed by Poltrona Frau Style & Design centre, Massimosistema is a modular sofa with simple and perfectly balanced lines, for an urban and elegant style even in open sea. Guests are welcomed at the entrance by an Archibald armchair by Jean-Marie Massaud, who also designed the Fitzgerald chairs which give a timeless Kennedy-inspired elegance to the environment, together with a Palio dining table by Ludovica and Roberto Palomba. In the cabin area, Poltrona Frau also upholstered the bed frames and furniture tops in saddle-leather, while the wooden elements are upholstered in ivory-coloured nautical leather.





Palio



Brera



Massimosistema



client: Pershing – Ferretti Group
designer: Fulvio De Simoni – Ferretti Group
products supplied: bespoke furniture items + Poltrona Frau collection products

Pershing P9X

The second “X Generation” Pershing yacht reaffirms the creative vitality of the most exciting yacht brand on the international scene. The interior design project was completely handled by Poltrona Frau with whom Pershing celebrated a 10-year partnership in 2017.

The project features a lounge, a dining area and the Pilot House, stunning both aesthetically and functionally. This masterpiece of design – an amazing combination of elegance, technology and sportiness – consists of three independent seats, the dashboard and integrated helm station.





For this new model, Poltrona Frau Interiors in Motion decided to saddle with leather an aluminium structure, on which each piece was then mounted. This innovative system proved to be a winning choice, confirming Poltrona Frau's expertise in the Yacht interior design sector when concerning leather and leather products. Poltrona Frau also took care of the ceilings and bulwarks of the main deck.

The living area of the Pershing P9X yacht is furnished with GranTorino seats in grey shades of Pelle Frau® leather to give it a sporty and elegant look, in line with the technical attributes of the boat. Other Poltrona Frau products include the Fitzgerald dining chairs, and the Montera chair in the master suite; the custom-made head boards for the beds in the 4 suites and the design evolution of the Lepli system of poufs with the detail of a central band, made exclusively for the Pershing 9X.



Montera

Fitzgerald





The Pershing 9X yacht is the result of a close cooperation between engineers and designers, and only an experienced company like Poltrona Frau could interpret and execute such project, where style, elegance and cutting-edge technology find their home, on the seas.



Fitzgerald

Montera

Lepi

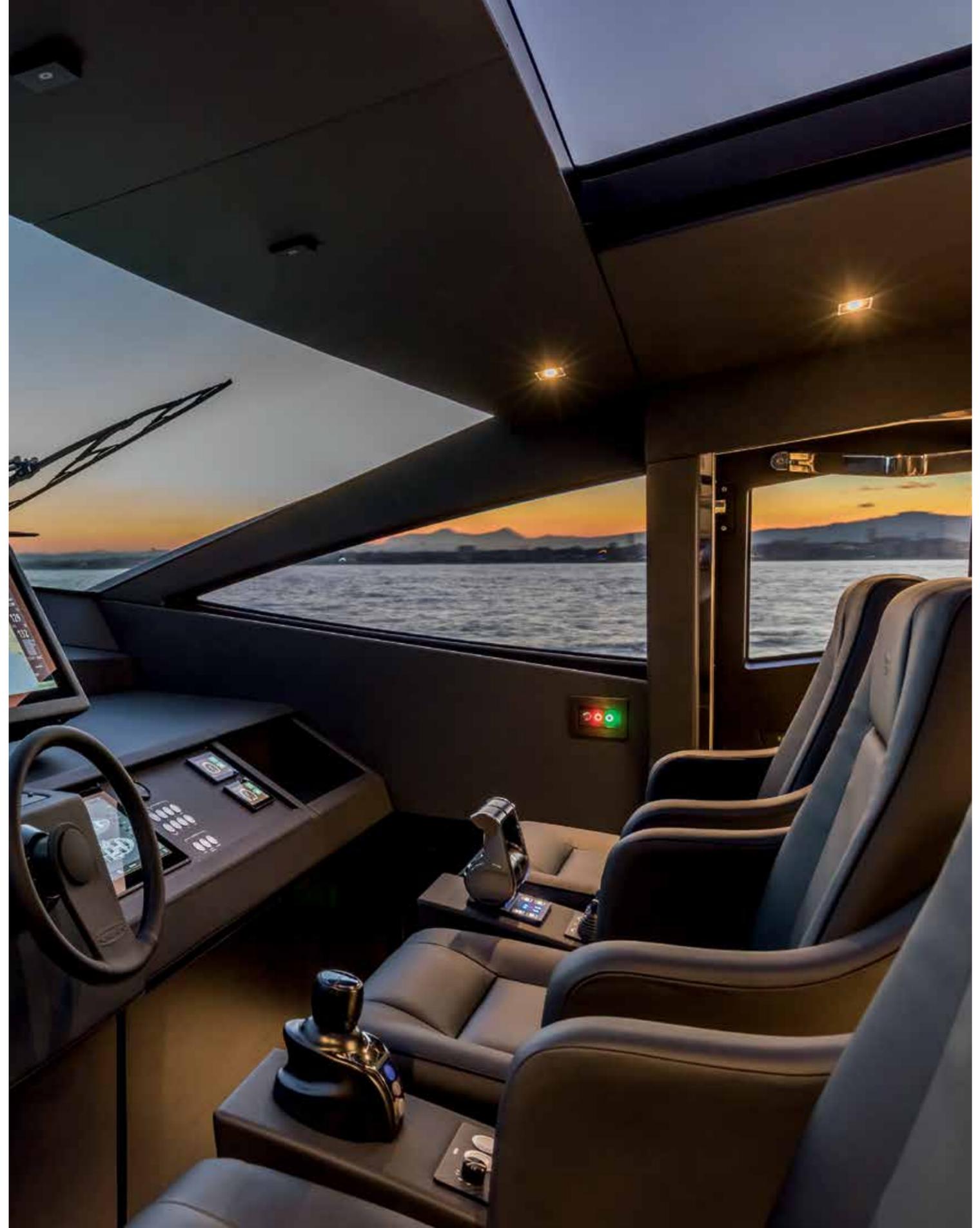
GranTorino



client: Pershing – Ferretti Group
designer: Fulvio De Simoni – Ferretti Group
products supplied: bespoke furniture items + Poltrona Frau collection products

Pershing P8X

Pershing P8X is defined the Carbon Fibre Revolution. This yacht combines advanced nautical technology with on-board comfort. As for other Pershing yachts, Poltrona Frau contributed to the design of the Pilot House, which comprises three independent chairs and an integrated bridge, upholstered in Pelle Frau® nautical leather. The ergonomic design of this yacht allows to create a spacious living area, approximately 50 square meters, where we can find Poltrona Frau's Bosforo sofa, by Segzin Aksu and Silvia Suardi, in a specifically modified modular version.





The adjacent dining area is completely furnished by Poltrona Frau. Here we can find a Mesa Due table designed by Lella and Massimo Vignelli, with customized clear-glass top, surrounded by Montera dining chairs by Roberto Lazzeroni. An elegant urban style, where dining and entertaining on the sea acquires a new dimension and space. Poltrona Frau also took care of the furnishing and upholstery of the cabins, in particular of the beds' head boards. A Lepli pouf, by Kensaku Oshiro, in ivory white Pelle Frau® leather, and a Poltrona Frau chaise longue complete the features of the sleeping area. Looking at the amazing results, it is not difficult to understand why Ferretti Group and Poltrona Frau have established such a long-lasting partnership.





Montera



Lepi



Bosforo



Mesa Due

Nobody supports designers like Poltrona Frau, transforming into reality their ideas. Poltrona Frau is actively involved in the entire development process, seeking technical and aesthetic solutions to improve product performance level.



client: Pershing – Ferretti Group
designer: Fulvio De Simoni – Ferretti Group
products supplied: bespoke furniture items + Poltrona Frau collection products

Pershing P72

The Pershing P72 yacht was the first Poltrona Frau Interiors in Motion nautical project, also launching the partnership between the Ferretti Group and the Tolentino-based company.

The Pershing P72 is a mass-produced yacht in which Poltrona Frau designed the lounge area and cabins as well as the entire control deck. Known as the Pilot House, this area seamlessly integrates the entire bridge area, the instrument panel and the captain's seats with the lounge zone.





For the first time, the indoor living area is brought near the outdoor one, therefore creating the possibility of one large living space, instead of two smaller separate ones.

The living area is also provided with the Kennedee sofa by Jean-Marie Massaud. The width and the height of the sofa were specially adapted to fit the living area. The modular nature of this sofa, and its modern and cosmopolitan allure perfectly resemble the personality and style of the yacht. For the Pershing P72 yacht, Poltrona Frau also designed a series of innovative seats with an assemblable rotational mould which served also for all of the captain's seats in future crafts.

A central seat with short armrests and side seats with long and short symmetrical armrests to facilitate the use of the throttle and joystick tillers mounted on the command panels. In addition, Poltrona Frau's design decreased the seats' weight from 72-73 kg to only 16 kg, an important asset in nautical design. Since this first project, Poltrona Frau has been cooperating with Ferretti Group on several more models, proving that Poltrona Frau is not just a mere supplier but a real partner for the nautical design industry.



Donald



Kennedee



client:
products supplied:

Pershing – Ferretti Group
bespoke furniture items + Poltrona Frau collection products

Pershing 64

Presented on the Naviglio Grande in Milan during the 2008 Salone del Mobile, the Pershing 64 yacht is the most compact vessel developed by Poltrona Frau in collaboration with the Ferretti Group Pershing brand. As for the Pershing P72 model, even in this case Poltrona Frau designed the captain's bench, and the entire bridge area. The Eos sofa, from the standard furniture collection, was also revisited as part of the project.



Maintaining the identity of the original design by Luciano Pagani and Angelo Perversi, Poltrona Frau created a C-shaped version of the sofa with much larger seating than normally found on yachts of this size.

For this occasion, Poltrona Frau Style & Design Centre created a special type of leather suiting nautical needs, for its resistance to UV rays, suntan lotion creams and abrasions. Extreme care was also dedicated to the colour schemes, such as the ivory white of the sofas and lounge in the living area, or the Heritage black leather details in the cabins and the chocolate brown of the steering wheel.



Poltrona Frau Interiors in Motion provides high-end leather-wrapped products and uniquely crafted leather seats covers, helping create distinctive interiors for the automotive, aircraft and yachting industry. Poltrona Frau is actively involved in the entire development process, seeking technical and aesthetic solutions to improve product performance levels. For this reason, Ferretti Group has chosen Poltrona Frau as their partner for all their interior design projects, since 2007.



Miami, Florida – U.S.A.

designer: **Giorgio M. Cassetta**
products supplied: **bespoke furniture items**

Cigarette AMG59

Power and style, this is Tirranna 59'. Cigarette Racing and Mercedes AMG together for a 59-foot and six 2,700 HP power engines of beauty over the seas. Poltrona Frau was the natural partner for this powerful project, beyond the boundaries of design, where style, elegance and technological know-how was a must.

The upholstering of the interiors and exteriors and the seating of the yacht are all signed by Poltrona Frau. Pelle Frau[®], in fact, guarantees all the standards of quality, resistance and aesthetics for the nautical industry.





Poltrona Frau Custom Interiors has given life to every creative request of Giorgio M. Cassetta, yacht designer, bringing the concept of custom-made products to a superior level, where every yacht has its personal colour palette and dedicated finishes. In the cockpit we find seven seats, for the helm, co-driver and second-row passengers. All seating may be flipped upward to allow for a standing, bolstered, position. The cabin is completely upholstered in Pelle Frau®, and includes pop-up TV, a full-size California king sized bed, a leather sofa that turns into an extra bed, and large windows providing flooding natural daylight.

Poltrona Frau Custom Interiors has a long-lasting experience in the production of customized projects in numerous fields, including yacht design. Designing for the yachting industry requires a great technological know-how, both in terms of quality as for the safety requirements that these products must necessarily respect. Poltrona Frau thanks to its globally recognised brand, is a synonym of prestige and style, the perfect partner for any custom-made interior design project.





client:
designer:
product supplied:

Ocean Alexander
Giorgio M. Cassetta & Andrea Agrusta - NavalHEAD
Poltrona Frau collection products

Ocean Alexander Puro 35P

As its name speaks, Puro represents the pure essence of luxury yacht design. A timeless style, where elegance, functionality, technology are perfectly balanced, and nautical design reaches its peak.

The same values that identify Poltrona Frau which once more, confirms itself as a valuable partner thanks to its knowhow and expertise in interior design projects for the nautical industry.





Poltrona Frau Interiors in Motion business unit supports nautical designers and shipyard engineers in every creative phase; from the first lay-out to the final project, including all the logistics and specific regulations required by the industry.

For this specific project, Poltrona Frau provided several standard items, like their famous Archibald and Ginger armchairs, Isadora and Montera chairs, Bob coffee tables, and three different sofas, Grantorino, Souvenir d'Italie and Nivola.





The history of Italian design in one yacht. An evergreen elegance that will never go beyond the trends, that can be also found in the custom-made pieces, where Poltrona Frau's nautical experience gives its best. The saddle leather, the wood and all the upholstery is specifically treated for nautical requirements.

Poltrona Frau has a vast experience in terms of materials, safety requirements, resistance, and of course elegance and style; and nobody like Poltrona Frau collects all these characteristics in one partner.

client: Next Yacht Group
designer: Shipyard designers
products supplied: bespoke furniture items + Poltrona Frau collection products

Maiora 30 Walkaround

Over the years, Poltrona Frau has proven its know-how and expertise in interior design projects for the nautical industry. These types of products require a vast experience in terms of materials, safety requirements, resistance, and of course elegance and style. Nobody like Poltrona Frau collects all these characteristics in one partner.





Poltrona Frau also provided a long series of standard products, therefore contributing to the complete design of the interiors. In the main deck saloon, we find the living area and dining area. In the first one there are several iconic pieces like the L shaped Let it Be sofa, the Archibald armchair, the Lepli ottoman, the Fidelio multimedia cabinet with a TV, and the Trust cabinet specifically customized for this project.



Montera



Bolero Ravel



Trust cabinet



Lloyd



Fidelio multimedia cabinet

For this specific project, Poltrona Frau designers cooperated in first person with the architects and designers of the Maiora shipyard, custom designing the upholstery of the head boards of the beds in Pelle Frau® ColorSphere® leather, as well as the bed's framework, the Saddle leather desk top in the master cabin, and drawers and bedside tables in the 5 cabins.





The dining area is provided with a Bolero Ravel dining table surrounded by the famous Montera chairs. In the Wheelhouse we find a smaller Lepli ottoman, while in the main deck foyer a Lloyd cabinet gives extra storage space. These pieces of furniture are part of the standard catalogue, and have made the history of design.

Created by famous designers and architects who over the years have contributed to Poltrona Frau and its clients' prestige like Ludovica and Roberto Palomba, Jean-Marie Massaud, Roberto Lazzeroni and Kensaku Oshiro. In the owner's cabin, Poltrona Frau's contribution is given by Clayton armchairs, Ilary coffee table, and a Ginger armchair in the master cabin.



Ginger



Clayton



Ilary



Lepli



Let it Be





client:
designer:
product supplied:

Solaris Yachts
Javier Soto Acebal – Studio Roséo Design
bespoke furniture items

Solaris 50

Poltrona Frau and Solaris have been successfully cooperating since 2021 with the first Solaris 50, confirmed today with the new version of the same line.

The partnership between the two brands originated from the desire of offering refined and special interiors, aligned with the quality of the design and construction of the yachts.

Poltrona Frau allows a complete customization of the Solaris 50's interiors, ranging from the navigation seating to the owner's cabin, offering infinite variations of colors to meet specific needs and preferences of owners.





This cooperation has definitely exceeded expectations, with numerous owners choosing Poltrona Frau to personalize their boat. This adds value to the bright and astonishing interiors of the Solaris 50, born from the creativity of Argentine designer Javier Soto Acebal and the elegant, functional interiors designed by Stéphane Roséo and the team at Studio Roséo Design.

Attention to detail, excellence in finishes, premium material quality, and aesthetic sensitivity in a design that combines beauty and comfort, lightness, and performance—these are the shared values driving the collaboration between Solaris Yachts and Poltrona Frau, resulting in an even more special and sophisticated line of interiors.



client:
designer:
product supplied:

Van der Valk Shipyard
Guido de Groot
bespoke furniture items

Blue Jeans

Blue Jeans is a 34-metre superyacht produced by the Dutch shipyards Van der Valk. It is one of the most sophisticated and complex projects, completely custom-made. It has a sleek and stylish profile and bespoke interiors which feature a fusion of Northern European and Asian style.

Poltrona Frau, already partner in other occasions, has contributed to the creation of the interiors in cooperation with designer Guido de Groot and the Van der Velk interior design team.



Built for entertainment, Blue Jeans has exceptionally high ceilings in the main deck and a raised bow. Particular care has been given to the design of the living room, where Poltrona Frau has contributed with the manufacturing of custom-made modular sofa, designed for the occasion by the multi-awarded designer Guido de Groot; while for the dining area Poltrona Frau contributed with one of its most successful chairs: Ginger Ale, by Roberto Lazzeroni. In this case, in the version with metal four-spoke base and leather upholstery for the seat.



Poltrona Frau supports designers transforming into reality their creative ideas, adding a proven expertise in the interior design for the nautical industry. This implies a vast experience in terms of materials, safety requirements, resistance without overlooking elegance and style. Poltrona Frau is actively involved in the entire development process, seeking technical and aesthetic solutions to improve product performance level.



client: Overmarine Group
designer: Engineering by Overmarine Shipyards – P.L.A.N.A Design;
Interior Design by Alberto Mancini Yacht Design
product supplied: bespoke furniture items + Poltrona Frau collection products

Mangusta

The Overmarine Group is a prestigious Italian company, with three shipyards in Tuscany. Mangusta Oceano is a line of displacement yachts designed for long-travelling, without compromising style nor comfort.

The last born, Mangusta 50, is a 50-meter yacht offering wide and comfortable spaces, both indoors and outdoors, perfect for welcoming friends and guests. Six cabins; three sun-decks and Beach Club terraces; a fitness area and two outdoor pools.





Within this frame, Poltrona Frau Custom Interiors was called to be a partner for the interior design. In this case, Poltrona Frau contributed to the living area with its Let-it-be sofa and in the cabins with its Archibald armchairs and Ilary coffee table. The first, is a modular sofa designed by architects Ludovica and Roberto Palomba. The purity of its lines gives a light and fresh feeling to the environment, like an evening sea breeze. The armchairs and coffee table give personality to the cabins. Both designed by Jean-Marie Massaud, they are iconic pieces from the standard collection by Poltrona Frau, and a landmark in the history of design.

Mangusta 50 offers its clients complete customization of the interiors, and it's not a chance that Poltrona Frau Custom Interiors is a partner in this service. Over the years and the projects, Poltrona Frau has built a solid reputation and expertise in the marine industry. Their continuous research for materials, technological solutions and of course style, makes them the ideal counterpart for reaching the owner's maximum satisfaction.

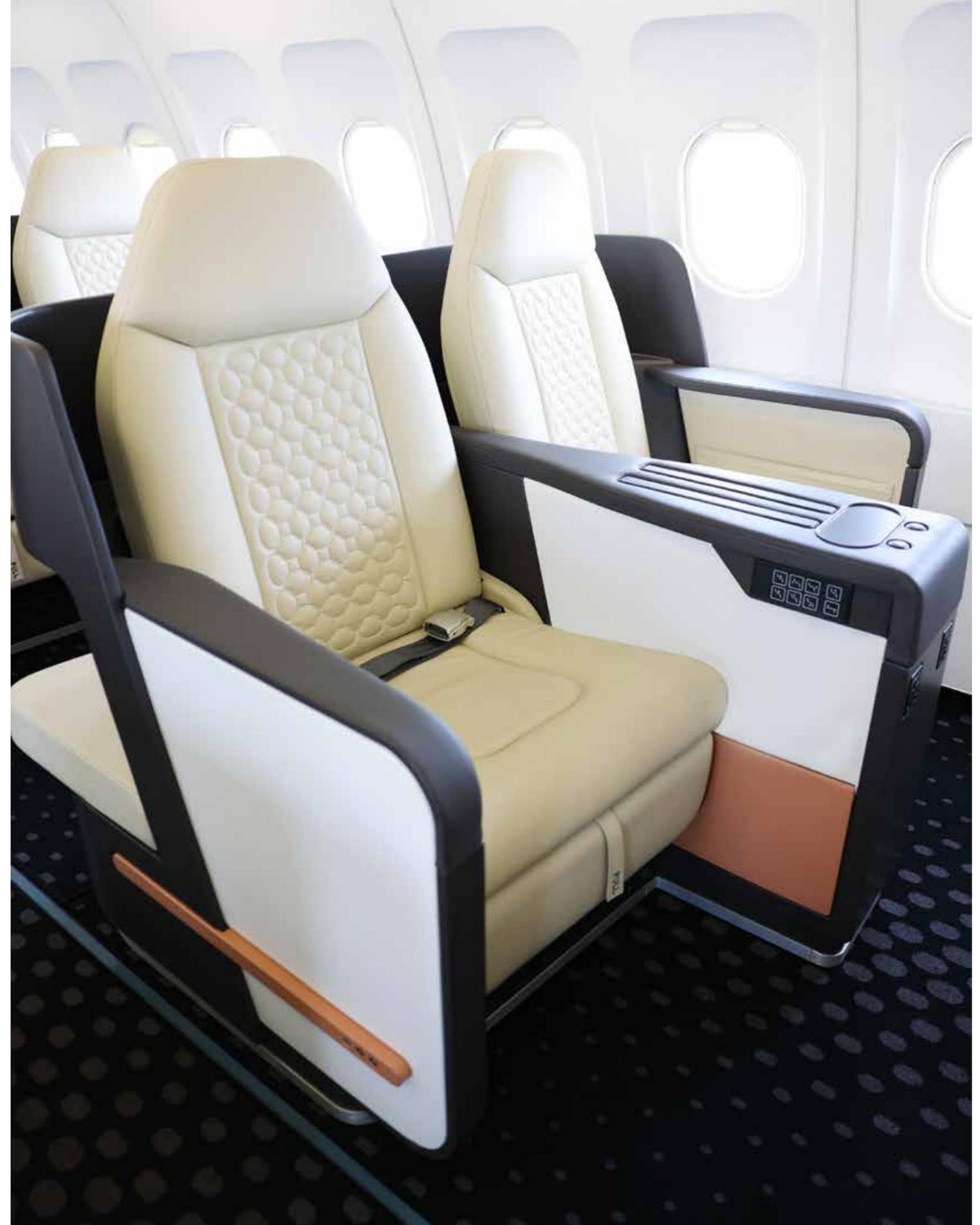
client:
products supplied:

Beond Airlines
bespoke furniture items

Beond Airbus A319

Beond Airlines, is the world's first premium leisure airline, and nobody could take care of the design of its first aircraft on the Milan Malpensa – Malé route, if not Poltrona Frau.

The project is a cooperation with Optimares, design company specialized in the interior design for aircrafts, that go beyond the concept of travel, focusing on the customers' comfort and satisfaction.



The Beond aircraft is a specially designed Airbus A319 with an elegant dark charcoal and copper livery, which incorporates many elements of Italian design, including the luxurious white leather seats featuring top-quality full-grain Pelle Frau® leather. Poltrona Frau Interiors in Motion business unit played a central role in the color and trim decisions, the study of the artwork, and the construction and stitching system of the seat covers.



The central artwork on the backrest not only has aesthetic value but also provides significantly higher physical and perceived comfort compared to a typical aircraft seat, thanks to the quilting system. The color theme and finishes used for the interiors echo the aircraft's fuselage, fully respecting the timeless value and tradition of Poltrona Frau seats.

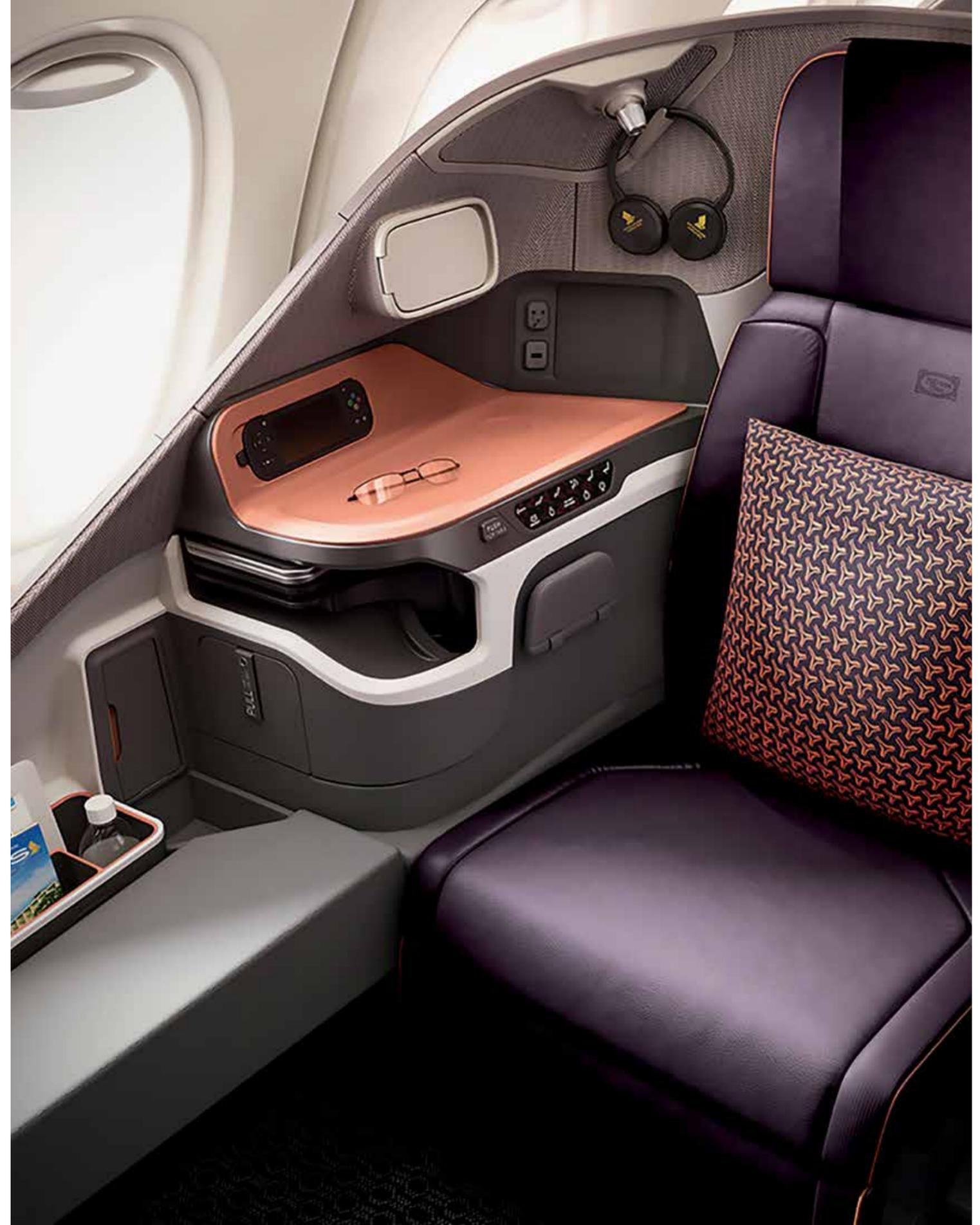
Poltrona Frau Interiors in Motion is the business unit specialized in the design of interiors for the premium transportation industry demonstrating Poltrona Frau's ability to translate over 110 years of craftsmanship in furniture into other highly specialized sectors such as aviation, luxury automotive, and the marine industry.



client: Singapore Airlines
designer: JPA Design
products supplied: bespoke furniture items

Singapore Airlines A380

Singapore Airlines and Poltrona Frau partners again for the restyling of the First and Business Classes on the A380 fleet. The new cabins offer more space and privacy for a relaxing and exclusive travelling experience. Poltrona Frau plays a protagonist role providing the seating, each with its own characteristics but joined by a refined and contemporary style, in full respect of all technical and safety requirements. The six First Class Suites, located in the front cabin of the upper deck, come with lavish furnishing and finishes.



“First” chair draws its inspiration from a famous Poltrona Frau product: Pillow. For the occasion, Poltrona Frau created this model in dark taupe grey, with seams and beige piping. The swivel capability of the chair (between 135 and 270 degrees) with recline up to 45 degrees provides added flexibility for dining and relaxation. A side pocket and back cushions provide extra comfort for the long hours in flight. In addition, every suite comes with a separate full-flat bed with adjustable recline.



Even the most demanding travellers will find their rest in such a welcoming environment. Poltrona Frau, also “dressed” the Business class seat. Expertise and style derived from the luxury automotive experience, is here displayed at its maximum potential. 78 large-size seats for large-size comfort, all reclining into a comfortable flat-bed or in a “sundeck” position to watch movies on the 18-inch, high-definition touch-screen monitor.

The aubergine colour leather with special micro-rombus embossing on the pillows, confer a modern, elegant atmosphere to the entire cabin. Poltrona Frau and Singapore airlines, because flying across the world is a priceless experience, but traveling in the comfort of a five-star hotel makes the flight itself an unforgettable experience.





Airports

- 392 ITA Airways hangar lounge
- 398 Casa Alitalia
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- 420 Guglielmo Marconi Airport
- 426 Narita International Airport
- 438 Caselle Airport
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- 450 Eindhoven Airport

client:
architects:

ITA Airways
Robilant e Associati

ITA Airways hangar lounge

Ambassadors of Made in Italy and Italian excellence, this is what Poltrona Frau and Ita Airways have as a joint commitment. The new Hangar Lounge at Leonardo da Vinci Airport in Fiumicino near Rome, inaugurated in 2023 for the Business Class clients, Executive, Premium Volare and Elite Plus Skyteam members, is a clear example.

The two companies share the same mission and values, offering their clients an elegant, comfortable, and prestigious experience.



The Hangar Lounge was designed by the Italian design company, Robilant e Associati. 980 square meters representing Made in Italy style in all its different features, from the furniture, to the staff's outfit designed by Brunello Cucinelli, to the food served at the buffet with the amazing menu created by Chef Gian Piero Vivalda.

Poltrona Frau provided two iconic pieces from its classic collection: GranTorino HB sofa and Archibald stools, both designed by Jean-Marie Massaud.





GranTorino is a sofa that manages to combine compact, well-calibrated volumes, which minimize its overall dimensions, with extremely comfortable seats. Its extra-tall backrest with large-size cushions allows total privacy for work or relax. For this occasion, the sofas have been upholstered in blue Pelle Frau® leather

The lounge bar area is surrounded by Archibald stools. Their sleek and clean design gives a stylish allure to the environment, and the curved and welcoming shape of the seat is an invitation for a quick meal or drink before the flight.

Poltrona Frau Custom Interiors unit has a long-lasting experience in the airport furniture segment having taken part in many projects all over the world. Their experience goes beyond undisputed aesthetic and style features, it involves all the design, technological, safety, and regulatory processes that are so important when designing, an airport lounge, or the seats for the waiting areas.

Roma, Milano – Italy

architect: **Studio Marco Piva**
products supplied: **bespoke furniture items + Poltrona Frau collection products**

Casa Alitalia

The first two Casa Alitalia lounges have been opened to the public: Poltrona Frau, through its Custom Interiors Division, supplied custom and collection furniture as part of a design project overseen by architect Marco Piva that prioritised a meticulous attention to detail, elegant materials and ergonomics.

The Casa Alitalia lounges represent the apex of the recent relaunch of the national company. The first phase of the partnership between Poltrona Frau Custom Interiors and Alitalia regarded the creation of the Italian company's long-haul Business Class seats upholstered in Pelle Frau® leather.





Even stronger, the partnership has then continued, with the supply of furniture for the Casa Alitalia lounges in Rome and Milan. It is a stimulating collaboration that has seen Poltrona Frau support Alitalia in all development phases, from design to production and through to final delivery.

The main lounge is furnished with the Archibald armchairs by Jean-Marie Massaud.



Archibald



Archibald King



Mamy Blue



Ginger



Montera



Ilary



Bretagne





The restaurant and bar area is furnished with Montera and Ginger stools and chairs, while the relaxation zone features the sinuous Mamy Blue chairs designed by Roberto Lazzeroni.

All of the furniture is in warm and welcoming colours: yellow, brown, tobacco, redcurrant and beige were the shades chosen from the coordinated range of the 73 colour variants of Pelle Frau® leather.

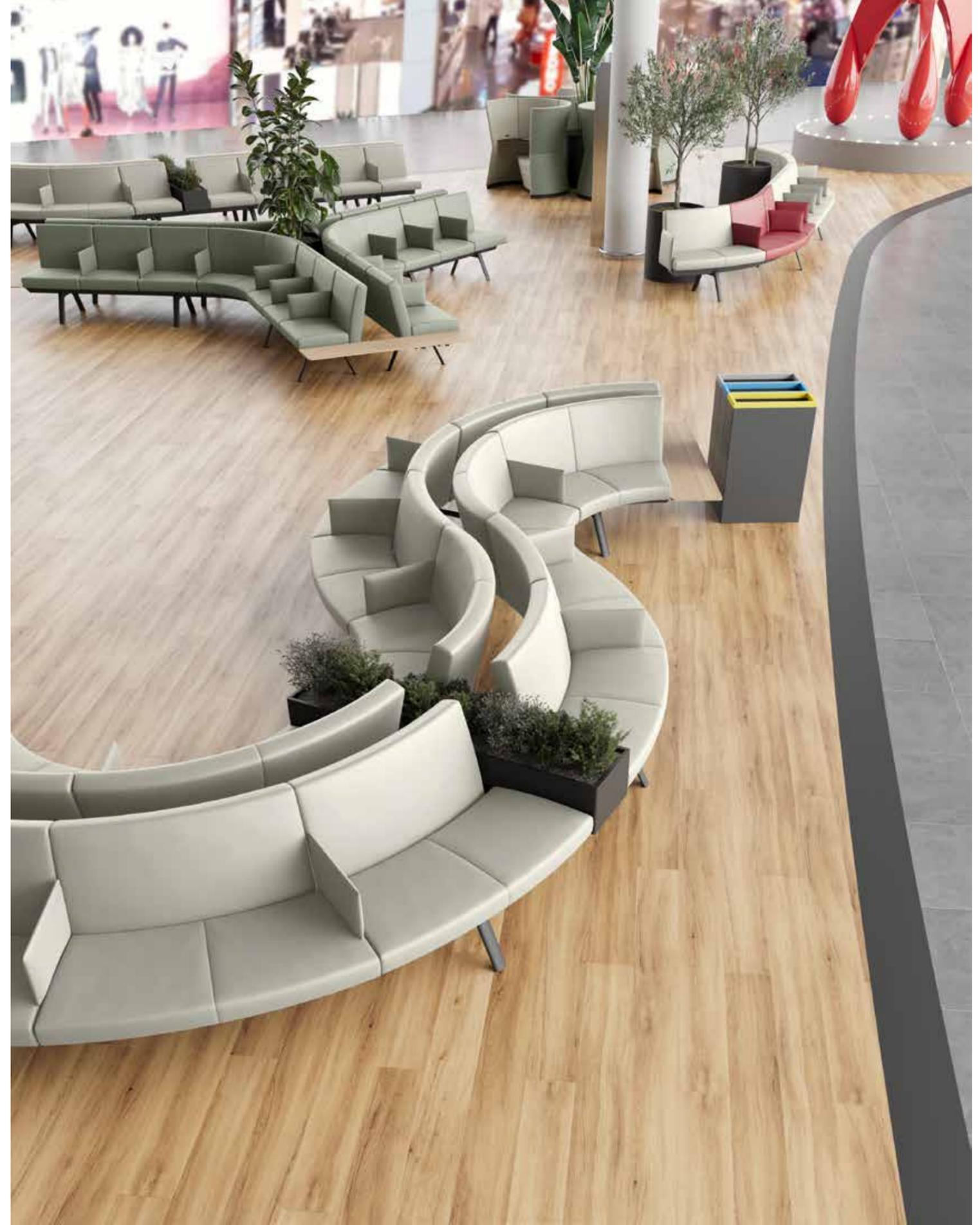
Brussels – Belgium

client:

Brussels Airport Company NV/SA

Brussels National Airport

Airport life is always busy; airports never go to sleep and waiting areas are the centre of this everchanging life experience. They are the passport identifying the style of an airport, and Brussels Airport chose to offer a new experience to its travellers in their Connector area, located in the Schengen terminal. In this common area, where travellers can linger, rest, or work before acceding to their gates, we have an amazing space with 89 seats from the new Bay Lounge seating system, designed by Foster & Partners in cooperation with Poltrona Frau Custom Interiors Business Unit, completed by 8 Cove armchairs, also designed by Foster & Partners.







Bay System

Cove

Bay Lounge is a unique, modular system that allows infinite configurations thanks to the different shapes of its structure: concave, convex, and straight. Each piece can be linked to the other to create the desired shape. For Brussels airport the seats have been upholstered with Pelle Frau® SC leather in 3 different shades, SC 23 Tortora, SC 180 Celadon, and SC 120 Calypso. For this project, the seating system has been integrated with flower pots, to create a green, natural atmosphere. Bay System comprises also of a Bay Gate model, designed for short-time and high-density waiting areas, such as boarding gates. Bay Gate comes only with a linear structure to optimize the seating space. This project confirms the already strong cooperation between Poltrona Frau Custom Interiors and Foster & Partners, in researching innovative solutions for public spaces following emerging travelling trends, and consumers' taste.



Catania – Italy

designer: Lella and Massimo Vignelli
products supplied: Onda Airport

Fontanarossa Airport

International passengers passing through Catania Fontanarossa airport have the opportunity to enjoy Poltrona Frau-designed comfort. All of the waiting areas, gates, arrival and departure zones and baggage reclaim areas have been furnished with modular elements from the Onda Airport collection designed by architects Lella and Massimo Vignelli.

The airport lounge refurbishment and expansion plan included the supply of a total of 864 seats.





Airport waiting times have become important moments in the modern world and for many years the Custom Interiors Division of Poltrona Frau has catered for the multiple requirements of travellers, offering unique solutions to respond to all possible needs with products that meet the most exacting standards.



The project designed for Catania Fontanarossa was geared towards the creation of multifunctional waiting areas where passengers can interact, relax, work, connect or chat in complete freedom. The supplied compositions create the ideal oasis for contemporary, fast-moving and tech-savvy travellers.



Poltrona Frau



Airports

Living. Traveling. Working.



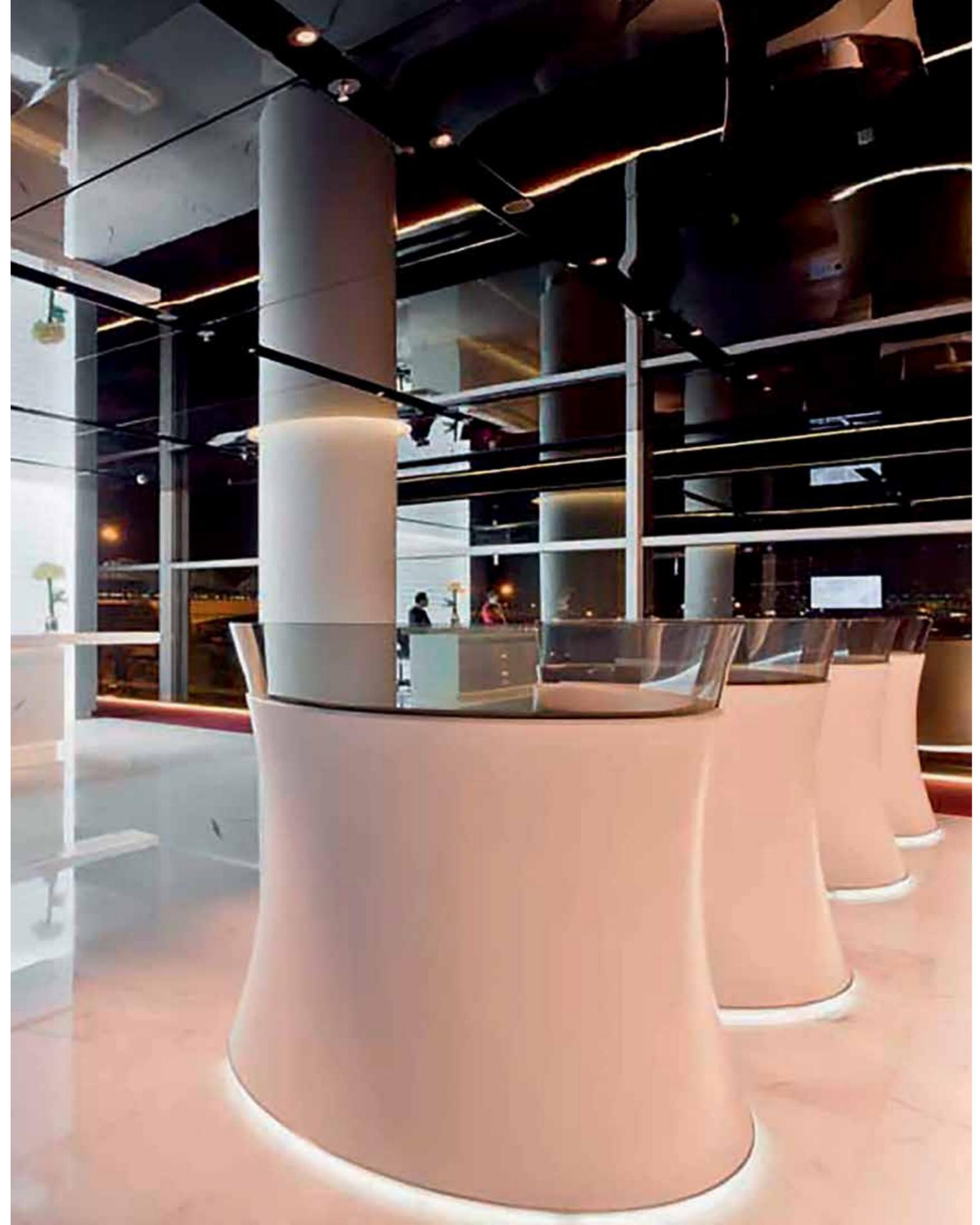
Best of Bespoke

Hong Kong – China

architect: **Foster + Partners**
client: **Cathay Pacific worldwide lounges**
products supplied: **Solus chair**

Cathay Pacific Lounge

Cathay Pacific Airlines wanted to create for its premium flyers a quiet retreat where to relax and spend those frantic moments or never-ending hours in-between flights. The Cabin is the most recent lounge created by Cathay Pacific designed by Foster + Partners. The project combines high quality materials with an innovative seating system, which comprises 150 Solus chairs designed by the architectural company and produced and installed by Poltrona Frau Custom Interiors. The circular shape of the chair rises from the ground, creating a series of private spaces where travellers can work, relax or enjoy a meal.





The seat is upholstered in burgundy Pelle Frau® leather surrounded by a circular lacquered shell in ivory white. Poltrona Frau Custom Interiors has a long tradition in the manufacturing of high-quality seats. International publics have been able to directly appreciate the comfort, design and elegance of their seating projects installed in some of the most prestigious theatres, concert halls, luxury cruise ships, as well as in embassies, 5-star hotels and of course airports.

Poltrona Frau Custom Interiors has been acknowledged at international level and has a long tradition working alongside high-profile architects. Poltrona Frau's partnership involves every aspect of design, from aesthetics, to manufacturing, technology, and seating ergonomics. In this case, Poltrona Frau suggested a ribbing in the leather backrest to provide lumbar support, proving once more their role as partners and not just as mere suppliers.



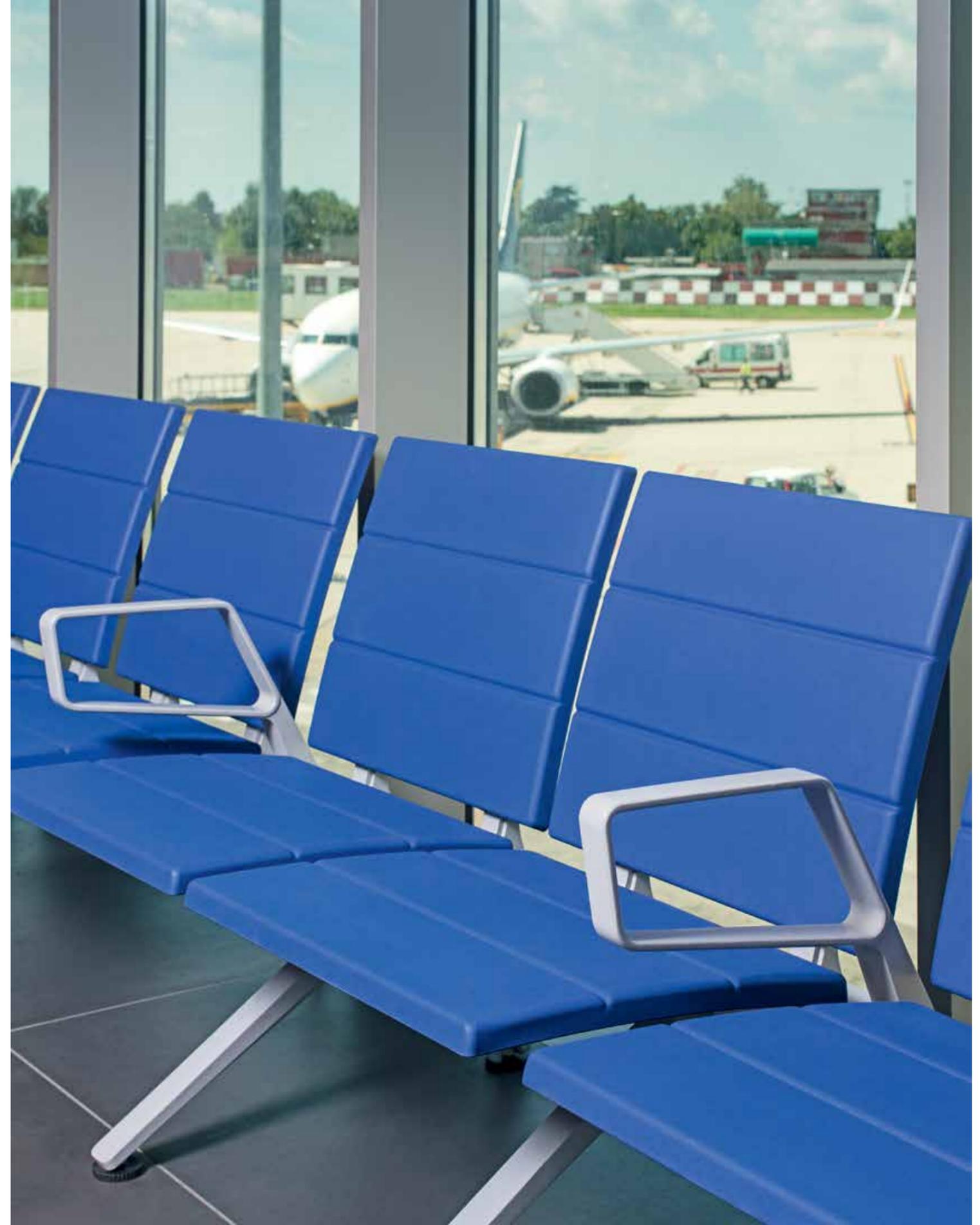
Bologna – Italy

architect: **Progetto CMR**
products supplied: **Fly_Air – Nubi**

Guglielmo Marconi Airport

Poltrona Frau Custom Interiors carried out the project to refurbish and expand the passenger terminal at G. Marconi airport in Bologna. Poltrona Frau Custom Interiors worked closely with the contractor to develop all of the departure lounges, supplying and installing around 200 seats.

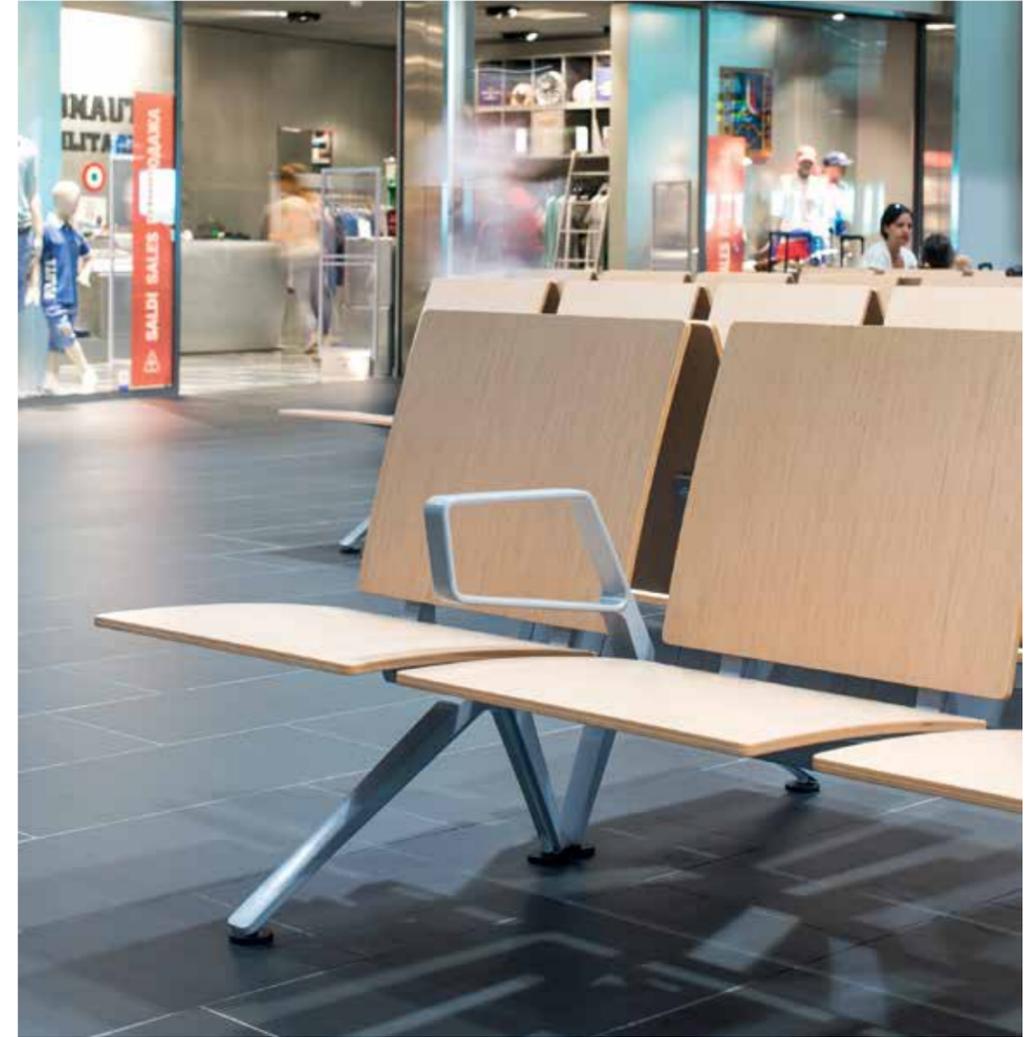
Waiting times have become an important part of the travel experience and it is important to be able to cater for all possible requirements – privacy or connectivity, relaxation or interaction – with products that meet the highest possible standards in terms of comfort.



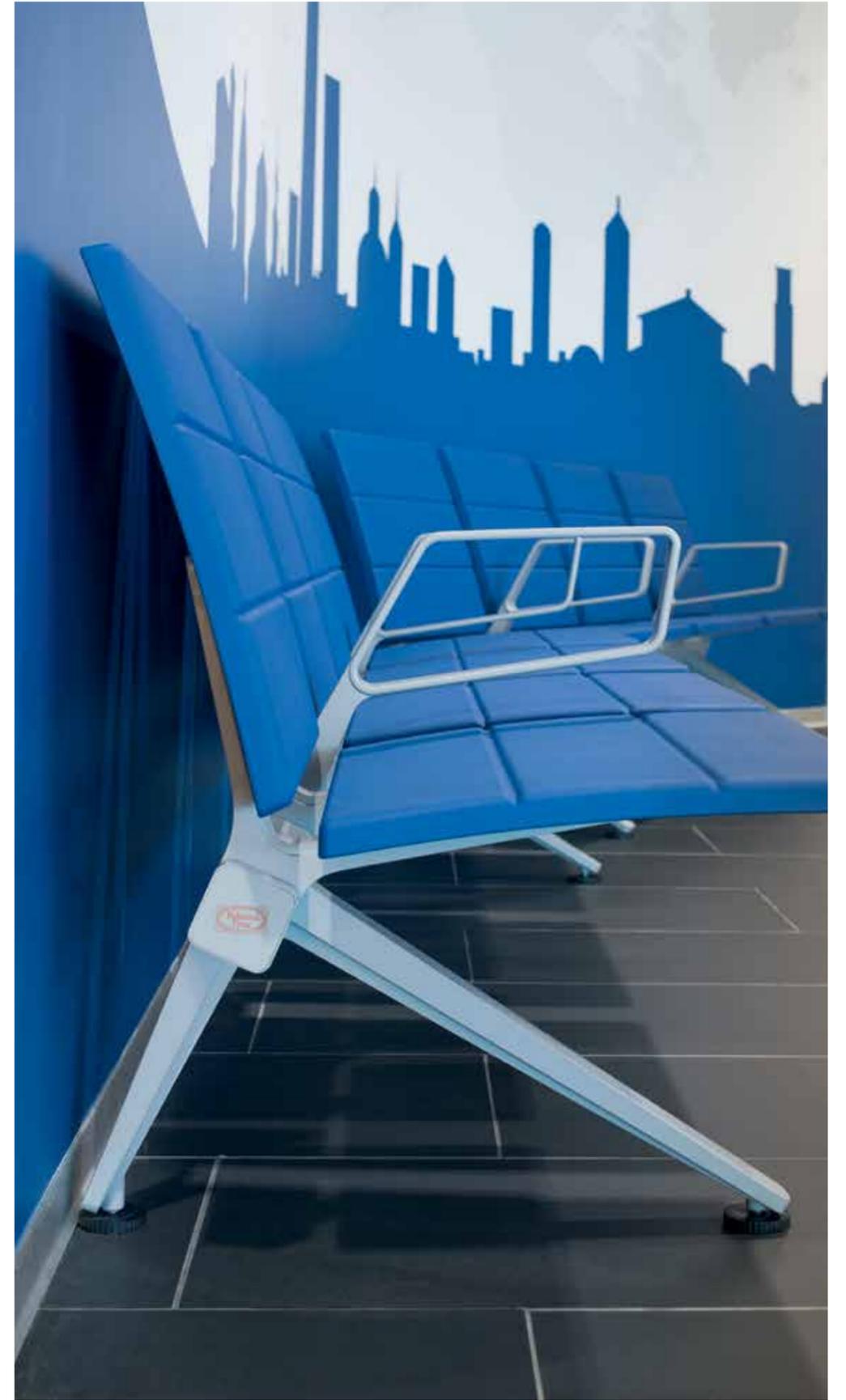


Poltrona Frau Custom Interiors's specific brief was the customisation of the Nubi seat, a bench with a plywood structure and poplar backrests that stands out for its versatility.

In fact, the Nubi modules supplied can be arranged in different ways to create dynamic compositions. In the waiting area closest to the gates, the chosen system was Fly_Air Airport seating, a product launched on the market in late 2013 and used for the first time at Bologna Airport.



The seats were installed without any interruption to the regular flow of passengers in the airport. In fact, the airport continued to function as normal thanks to the precise checkerboard organisation of the installation.



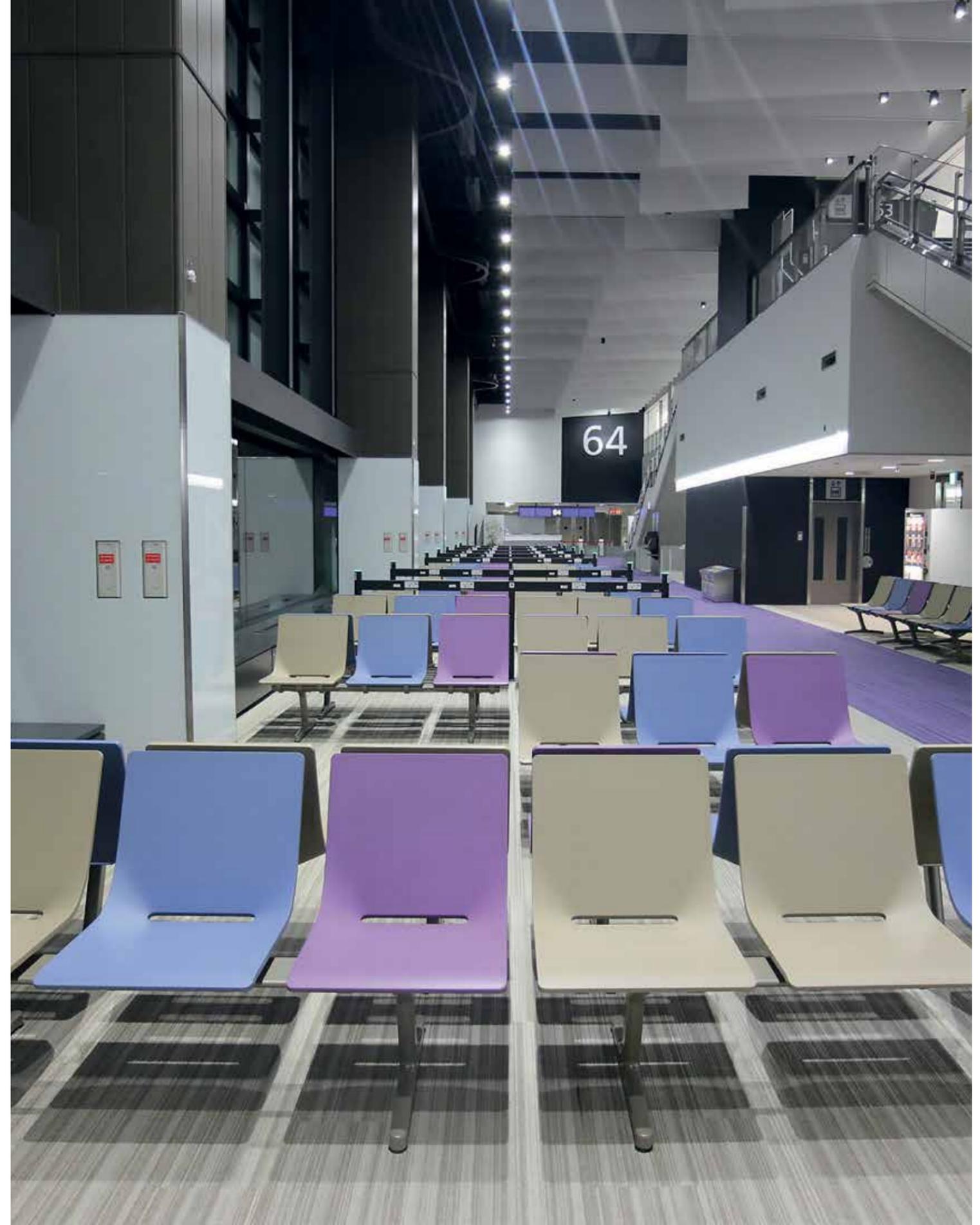
Tokyo – Japan

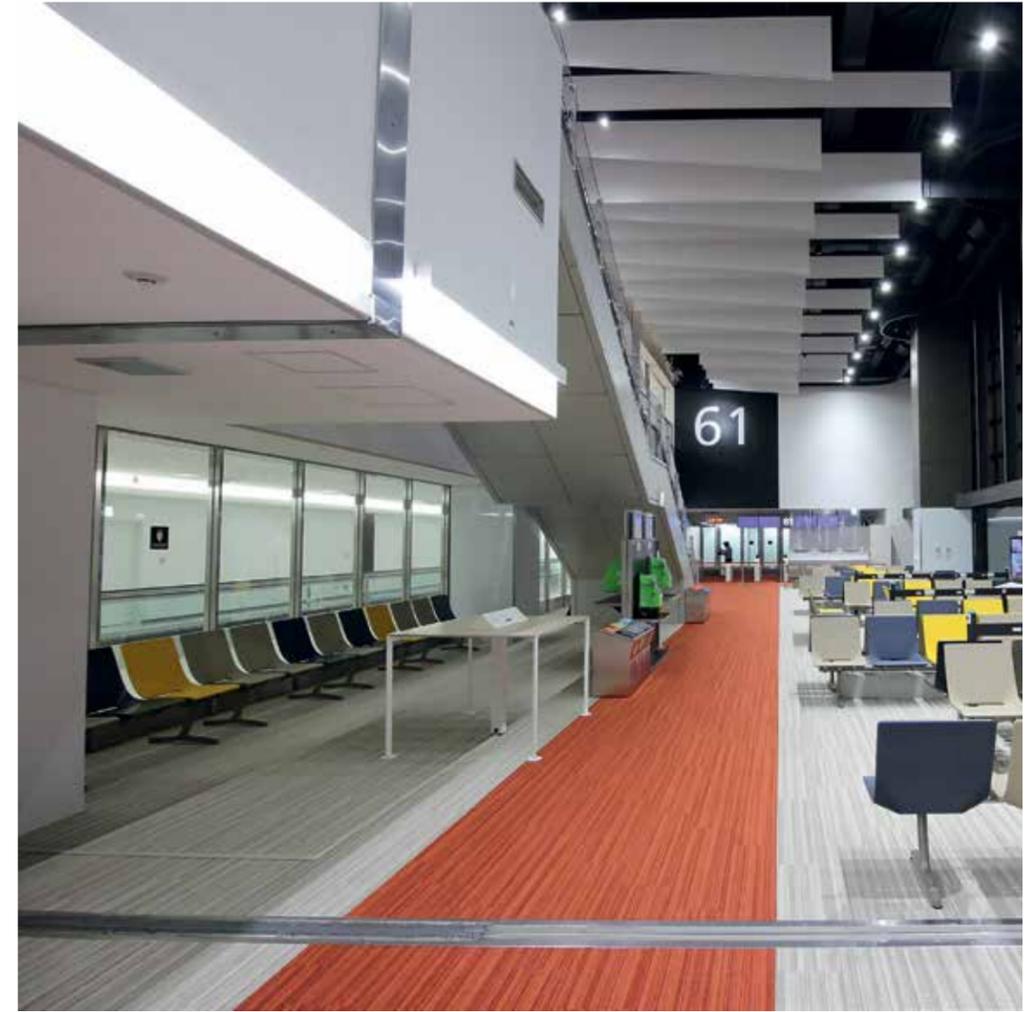
products supplied: Fly_Air + Aetos
Project in collaboration with CASSINA IXC. LTD

Narita International Airport

Airports are often considered neutral places, where people from all over the world share a common space, which often has nothing to share with the territory outside the airport's boundaries.

Tokyo airport, Narita International Airport, breaks this rule thanks to the visionary project for its waiting areas by Poltrona Frau Custom Interiors. 8.691 Aetos seats and 300 Fly_Air chaise-lounge bring the typical shades of the Japanese seasons in 24 different colours, within the lounge areas of Narita Airport.



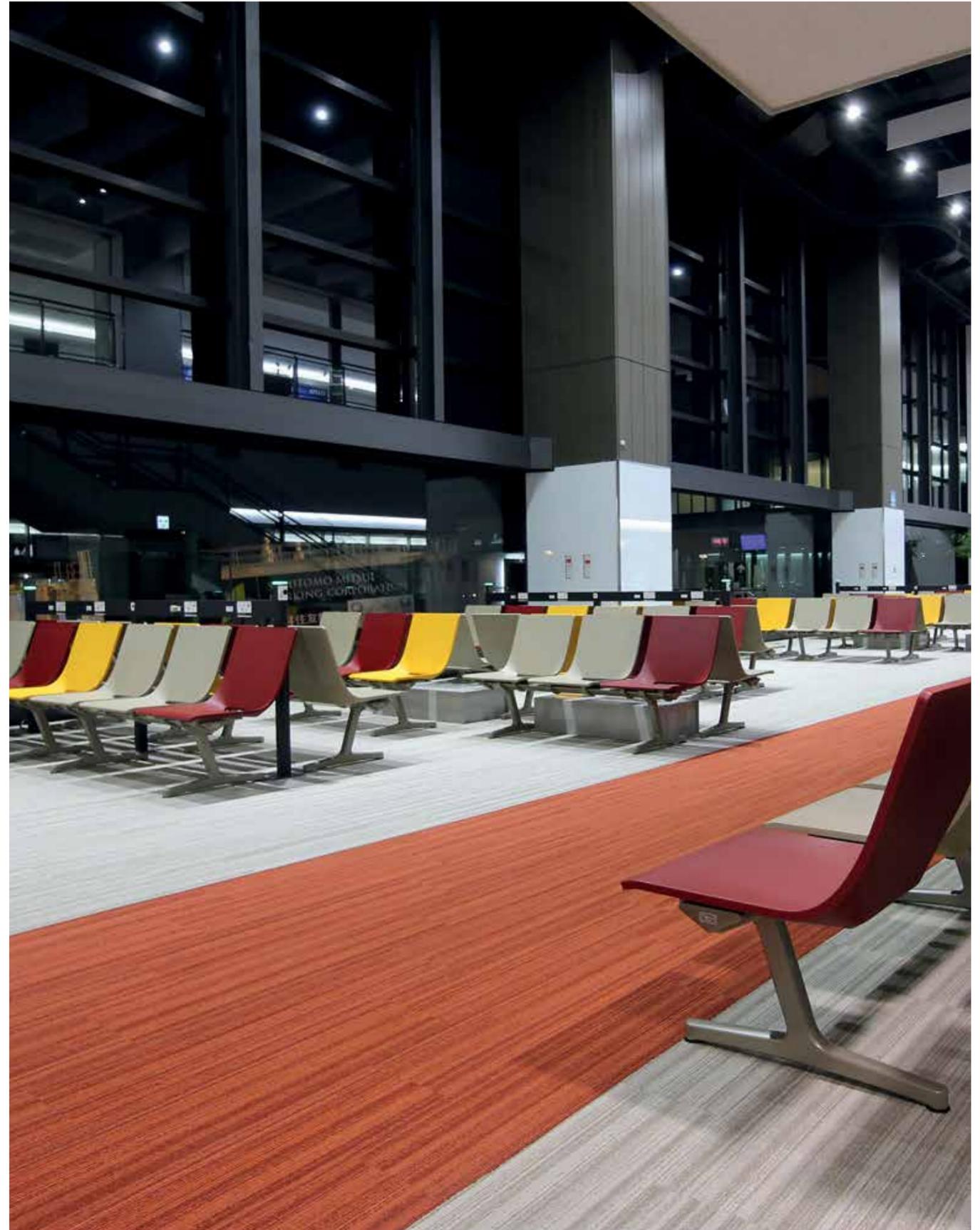


Two bestsellers especially designed for the contemporary needs and expectations of travel locations and waiting areas, in terms of comfort and technological standards, perfectly blended with the typical Japanese welcoming style and character.

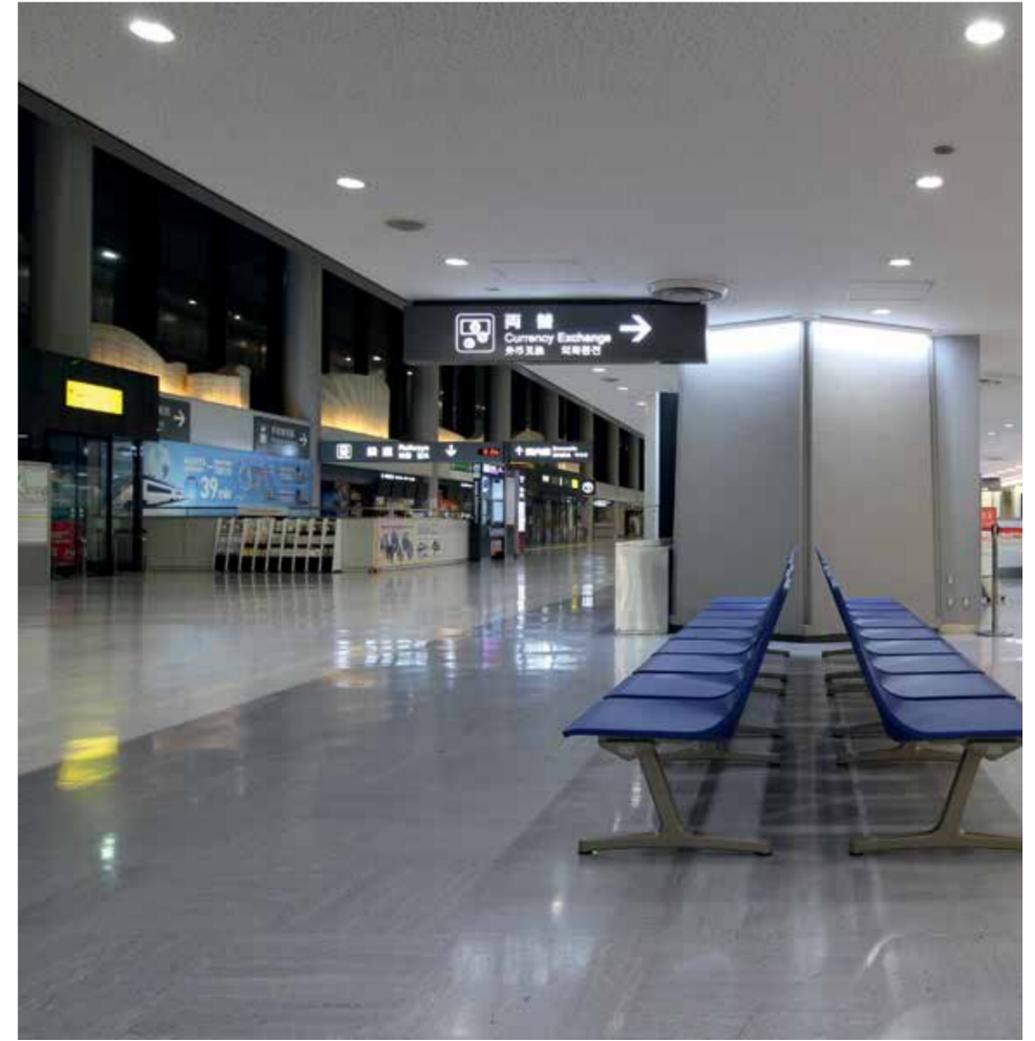
Aetos is a seating system specially designed and developed for airport waiting areas. Poltrona Frau Custom Interiors developed the project in partnership with EOOS.

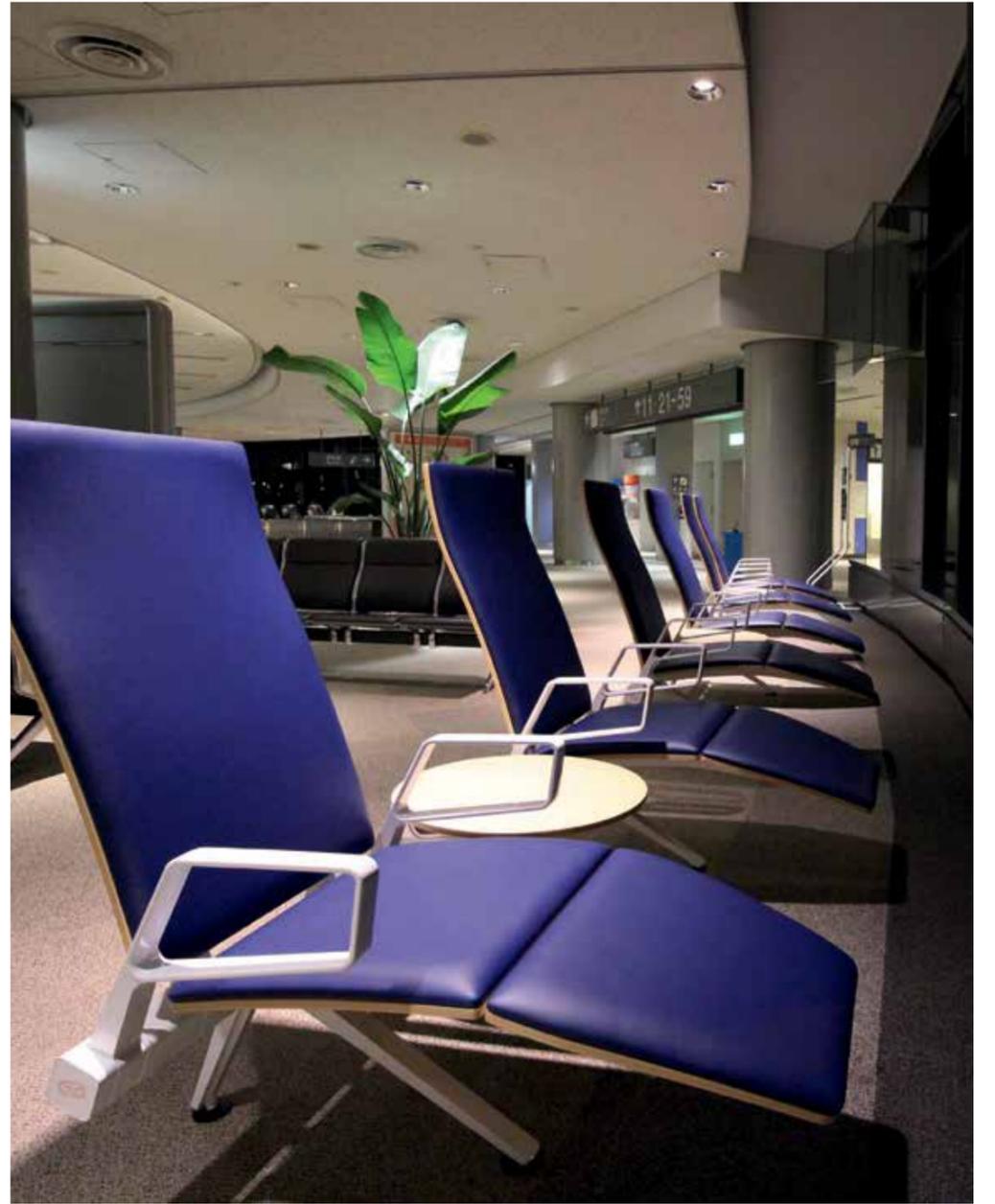
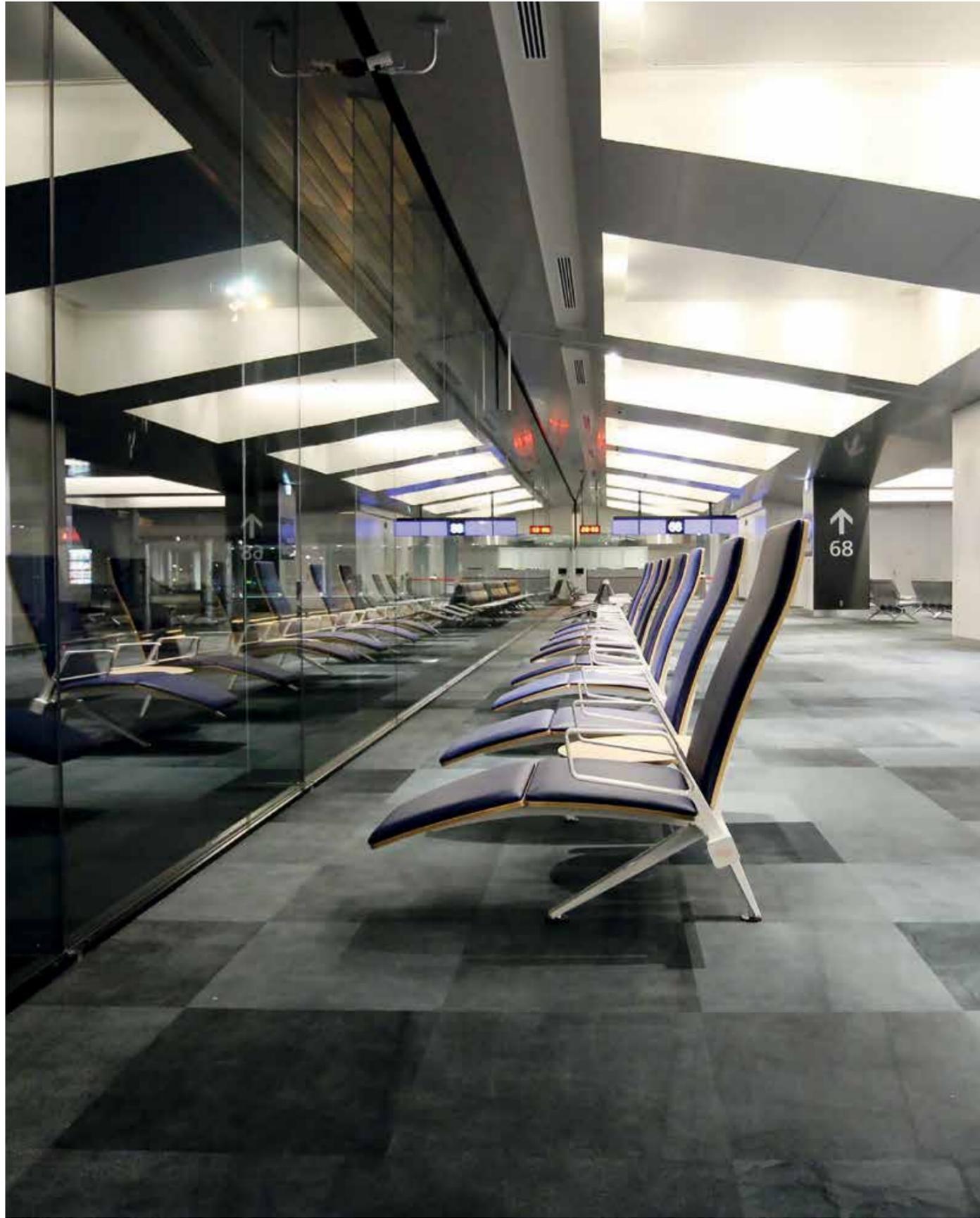
Aetos is composed by three-seat modules mounted on horizontal structures in aluminium, the legs and armrests are in die-cast lacquered or polished aluminium while the horizontal frame in drawn aluminium can also be lacquered, polished or anodised. The elements of the seats, side tables and armrests are individually mounted on the horizontal frame using supports in die-cast aluminium.

Aetos seating system is available in different types of wood, integral skin foam and metal. The entire seat or part of it can be upholstered in Pelle Frau® leather to provide the utmost comfort and colour can be customized according to the surrounding environment. Armrests and side tables can be added to complete the design, while the USB outlets, positioned on the frames, allow travellers to charge their devices with no need for adapters.

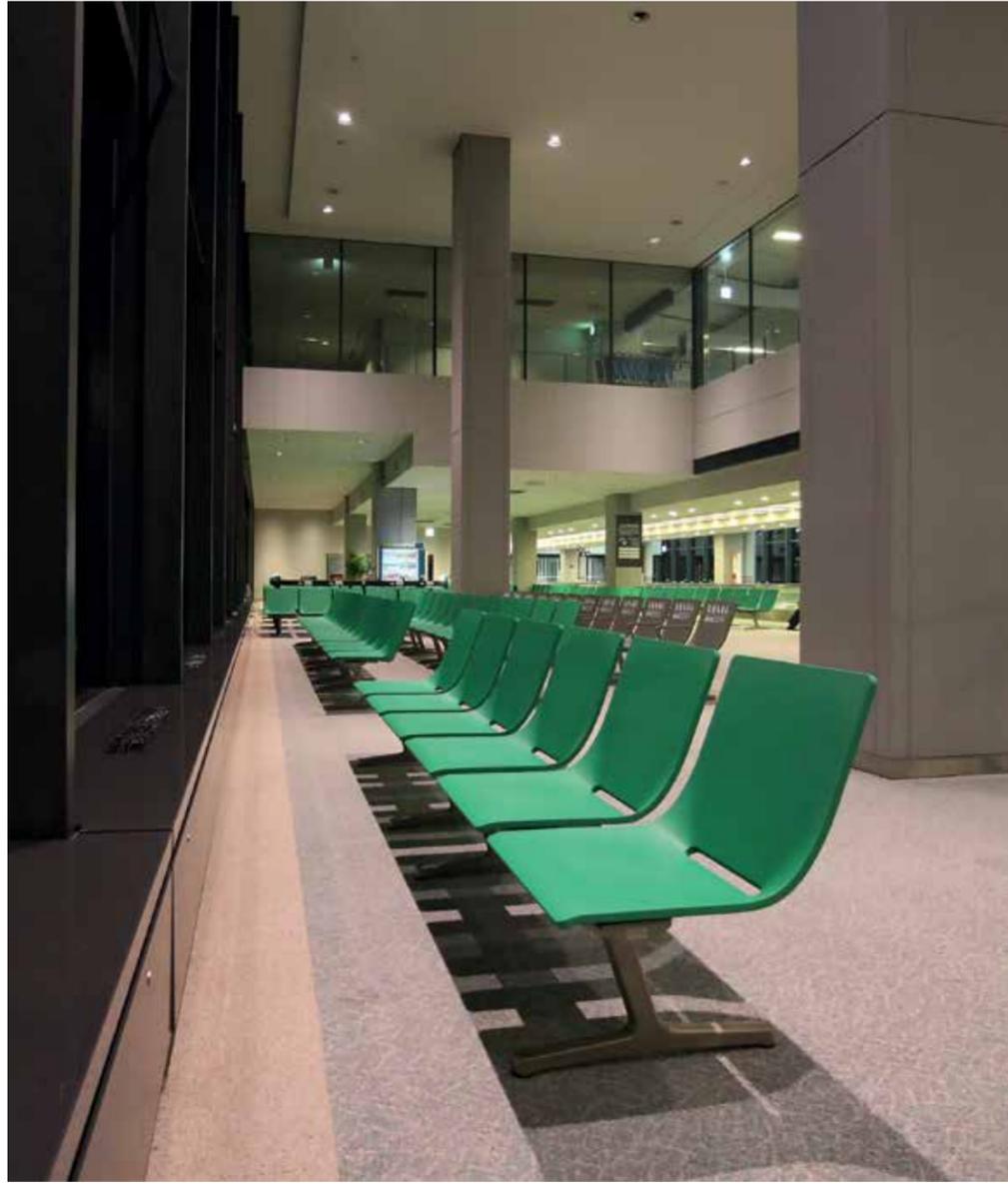


Fly_Air chaise-lounge by Poltrona Frau and Progetto CMR, is also a seating system specifically designed and developed for airport waiting areas. Extremely solid and designed to guarantee durable quality over time: the robust structure is composed of a steel bar supported by die cast aluminium legs. The seat components, tables and armrests are mounted directly on the structure.





Fly_Air system is available in wood, integral polyurethane, wood and leather and in a complete leather version. It can also be integrated with headrests and footrests, because the pleasure and serenity of travelling starts right in the airport.



Poltrona Frau Custom Interiors brings into the travelling business its long-lasting tradition in the design and production of high-quality seats. Comfort, relax, connectivity, flexibility and undisputed style are the key factors for any modern traveller who wants to explore the world without renouncing to contemporary benefits.

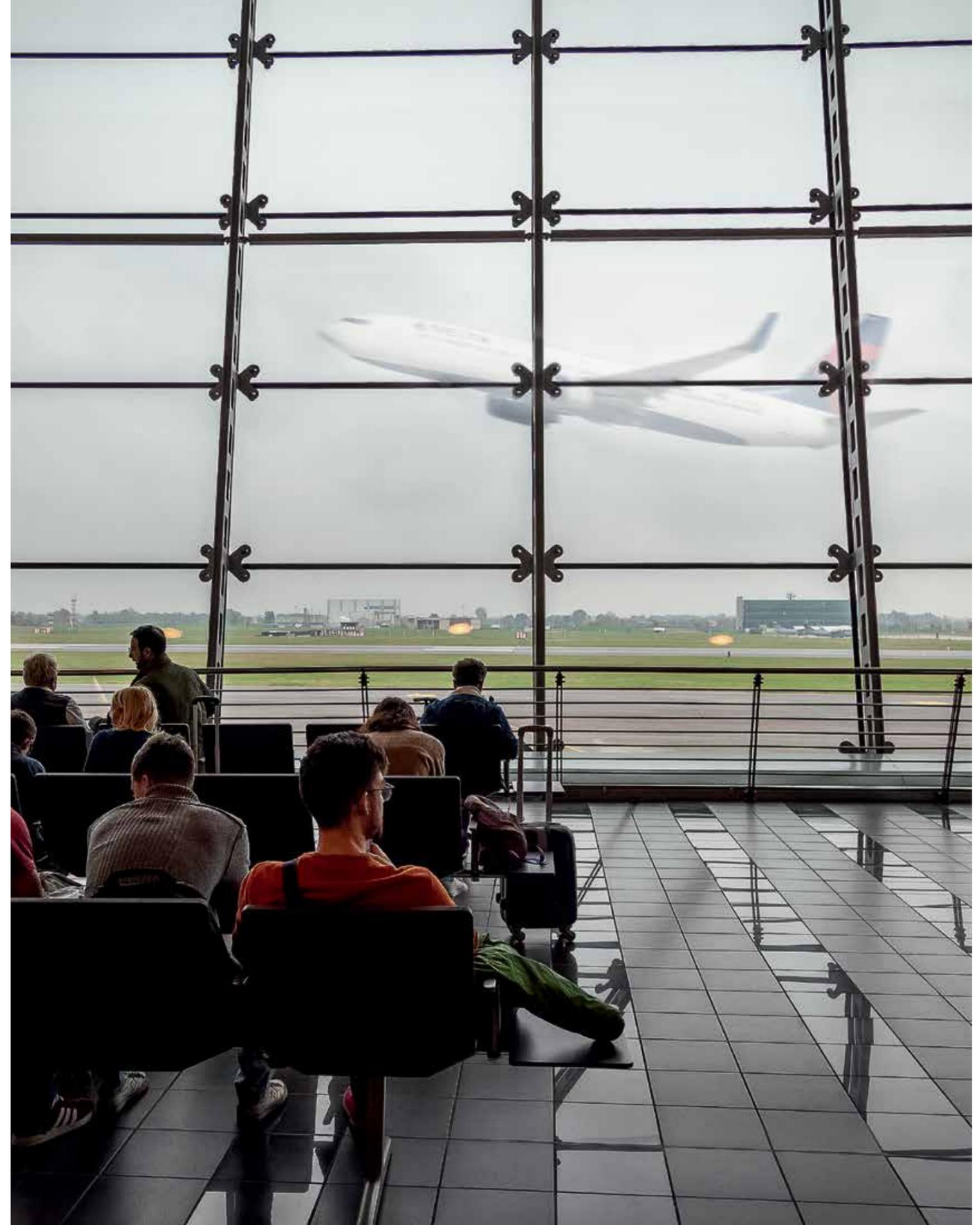


Torino – Italy

client: SAGAT – Caselle Airport
products supplied: Aetos

Caselle Airport

In 2019 Caselle Airport reopened after a long period of renovation. An intensive and inspiring project, for a new travelling experience, where relax and comfort are the true protagonists. Every detail was studied in order to transform any moment of the journey into a memorable time, whether it's a welcome or a good-by. Sagat selected Poltrona Frau Custom Interiors for the 800 seating places of its new Arrivals/Departures Terminal.

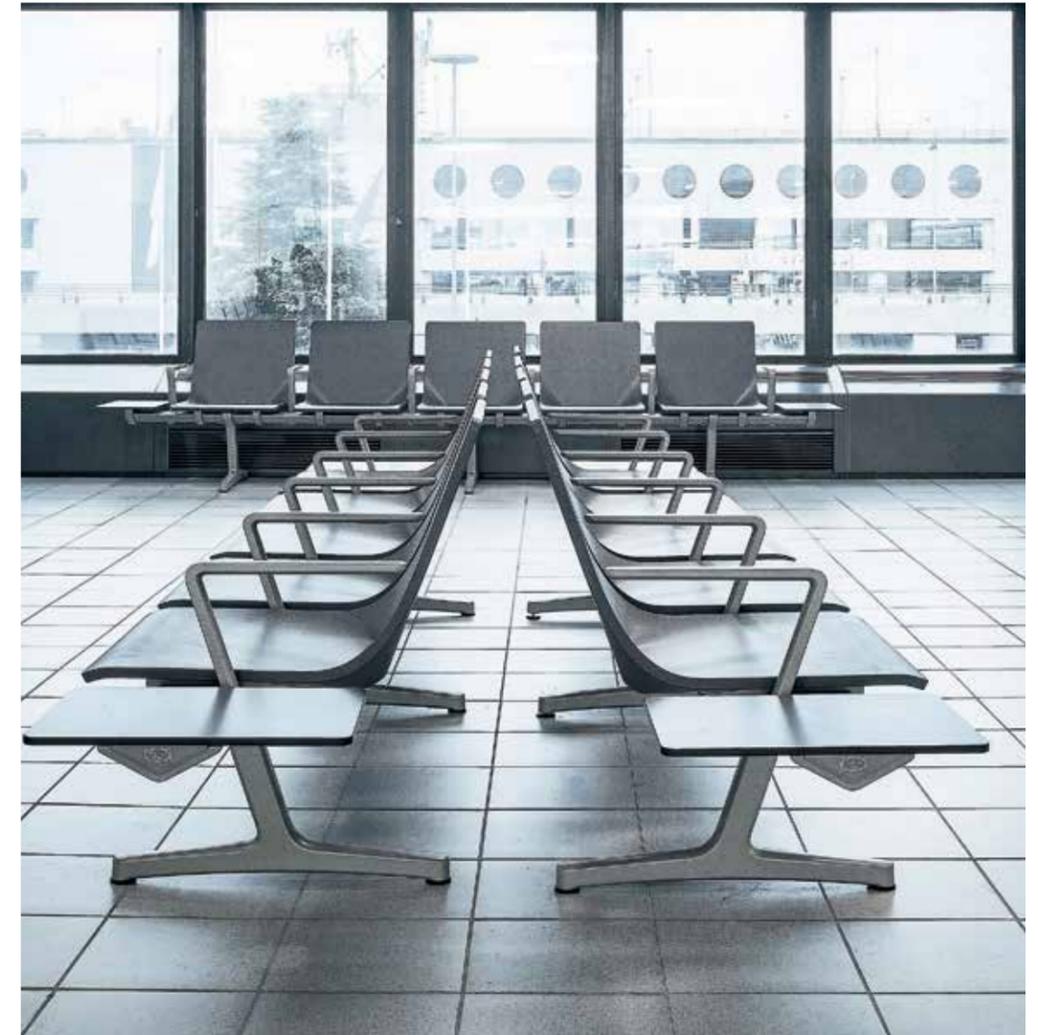




In this context, the choice of Poltrona Frau, is perfectly coherent. In fact, Poltrona Frau Custom Interiors has built an extensive experience in airport seating, having provided in the last years, several international airports throughout the world. Their products satisfy the highest standards in terms of safety, durability and aesthetic/ergonomic design.

Caselle Airport is the first Italian project for the new and innovative Aetos system by studio EOOS, already in use in several international airports, like Narita Airport in Tokyo.

Aetos is characterized by a top technological functionality, with incorporated charging slots, that allow to recharge any type of device without using adaptors. In this way, travellers can work, listen to their favourite music, connect their smartphones or simply relax.



Aetos system is the perfect balance between a strong personality and great comfort. A drawn aluminium structure individually sustains the seats, tables and armrests. Aetos system is available in various types of wood, integral polyurethane and metal.

The seating can be entirely or partially upholstered with Pelle Frau® leather, and tinted in any colour desired, according to the design project. Aetos system is the perfect solution for any project, where design, comfort, connectivity and flexibility must reach the highest standards.

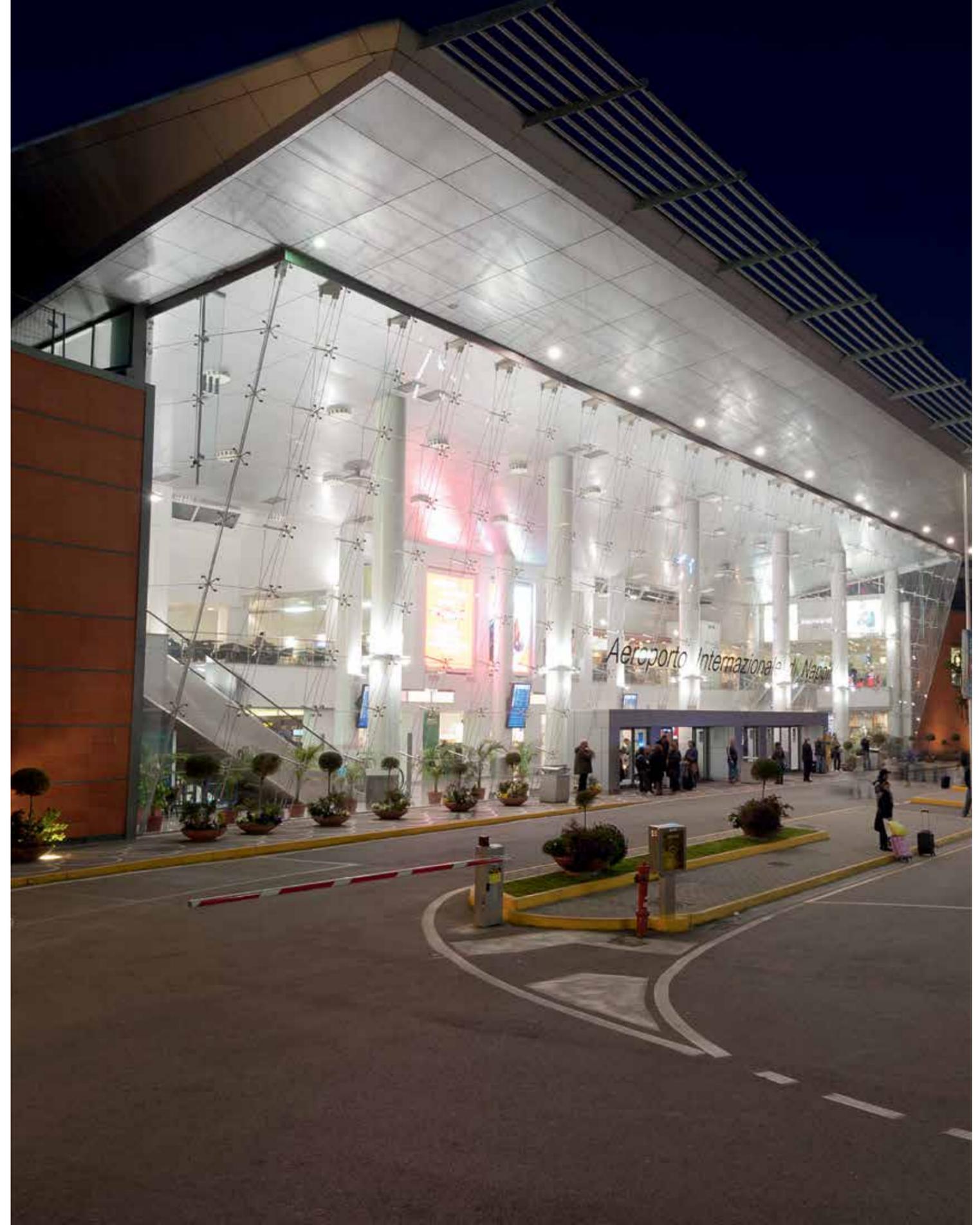


Naples – Italy

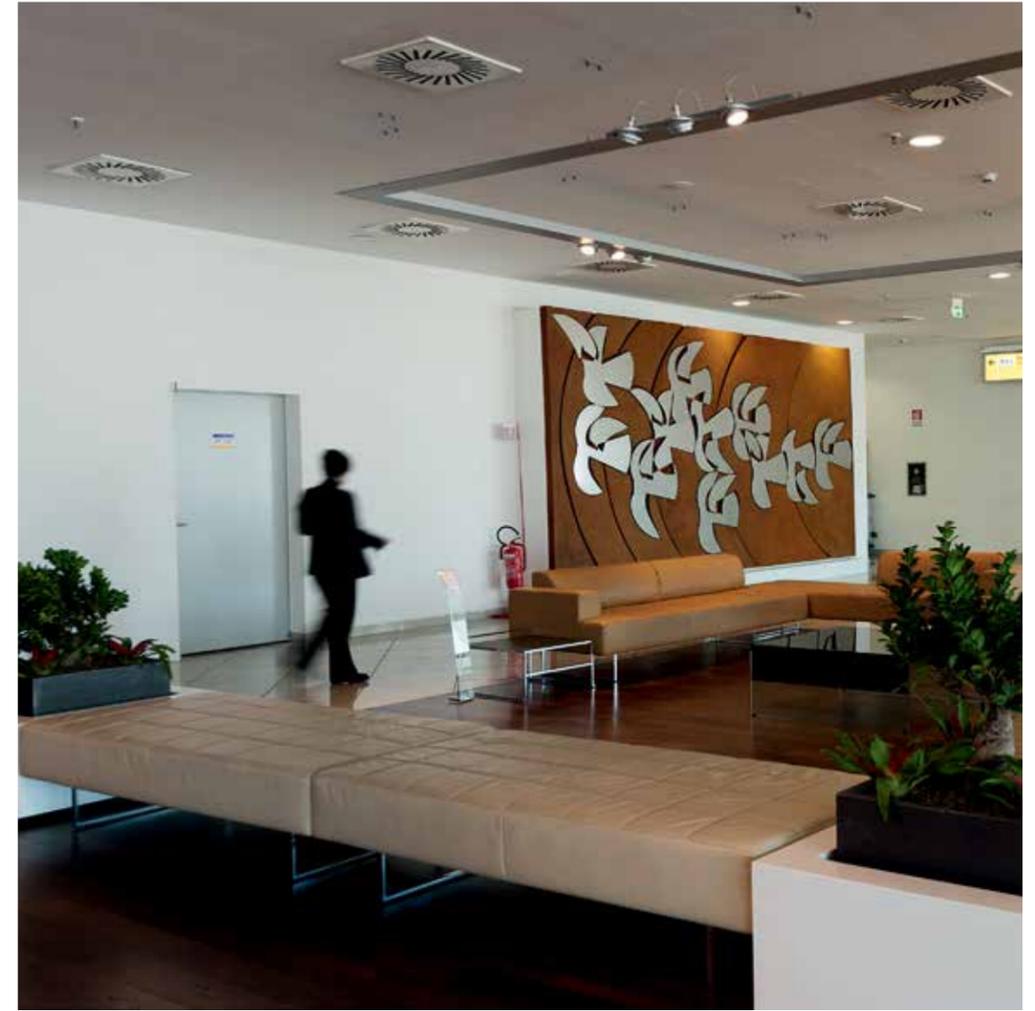
client: SAGAT – Caselle Airport
product supplied: bespoke furniture items + Fly_Air
+ Poltrona Frau collection products

Naples International Airport

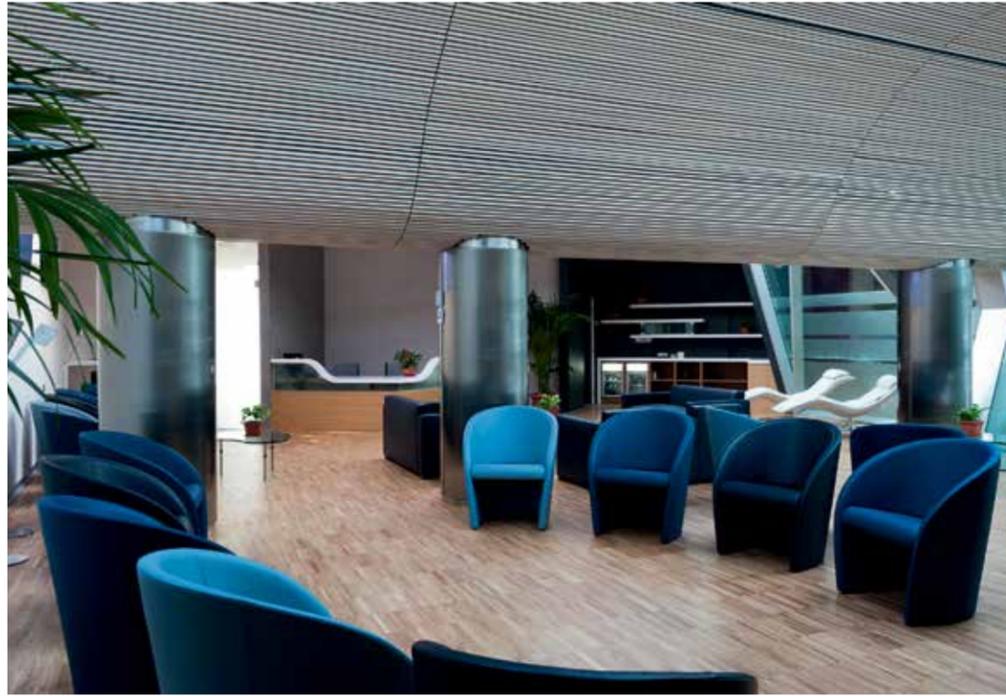
International airports all around the world have cooperated with Poltrona Frau for their seating projects. Comfort, style, elegance, together with high-tech expertise, and experience in terms of the safety regulation that these types of projects require assess their undisputed experience in airport seating. These are the assets and features that brought Poltrona Frau twice in three years, to be called by Naples International Airport.



In 2014, Poltrona Frau Custom Interiors designed together with the Airport Company the new project for the waiting area in the Departures Terminal. They provided the wooden pavement, the lighting system, bespoke and standard furniture pieces. For the second assignment, a few years later, Poltrona Frau actively cooperated in the project, helping select the most suitable product, and decide the modifications required to satisfy the technological and aesthetic needs.



The choice went for Fly_Air, a seating system designed by Progetto CMR and Poltrona Frau, and specifically conceived for airport waiting areas. This system represents a real innovation in this specific sector. Responding to the needs of modern passengers when it comes to travel and waiting areas, the Fly_Air airport seat combines a comfortable and functional design with consummate elegance.



Intervista

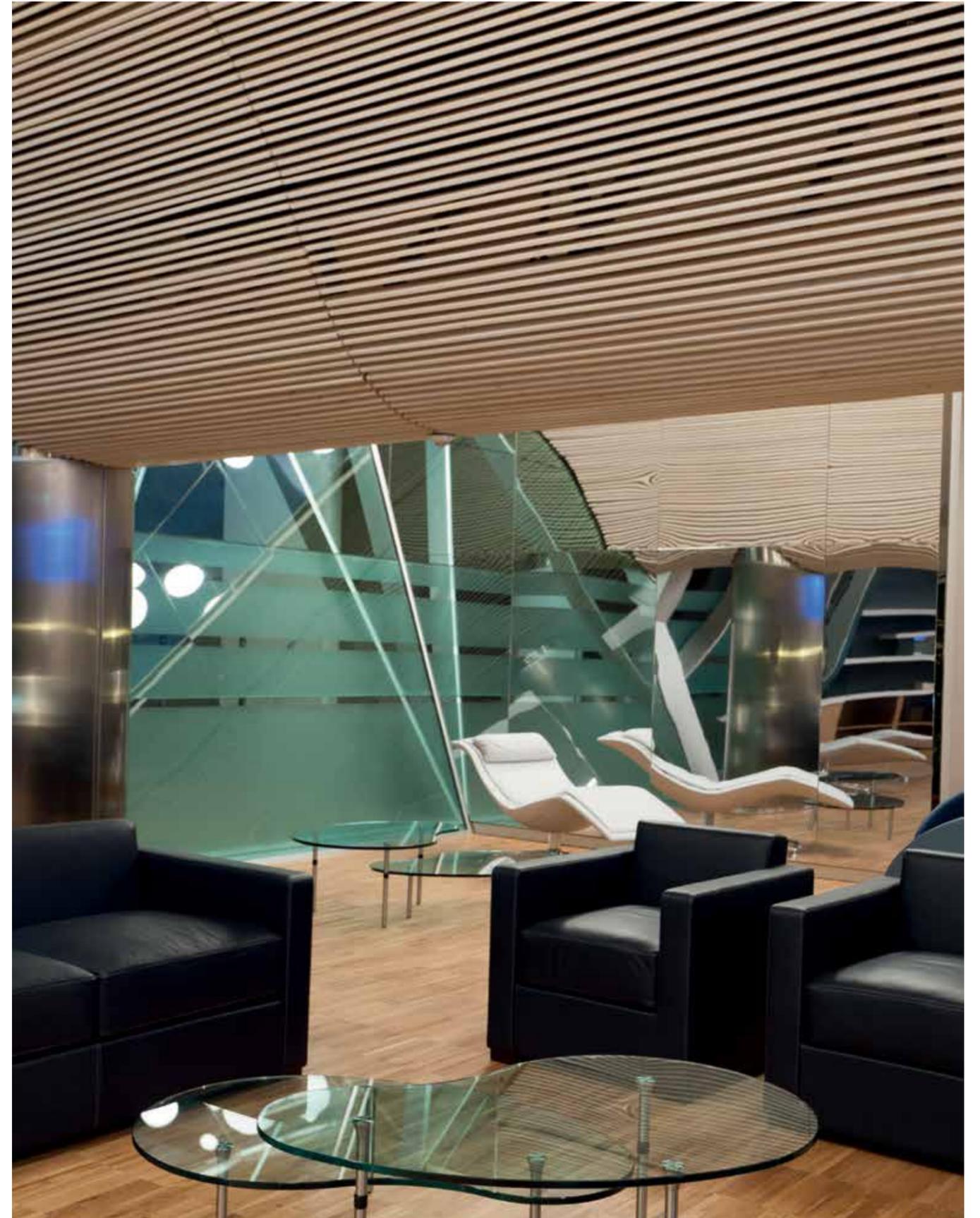


Linea A



Quadra

Poltrona Frau is a globally recognised brand in the travel industry. Waiting rooms are equipped with the highest levels of functionality, quality and durability and guarantee the necessary level of luxury and comfort that modern travellers expect in every airport.

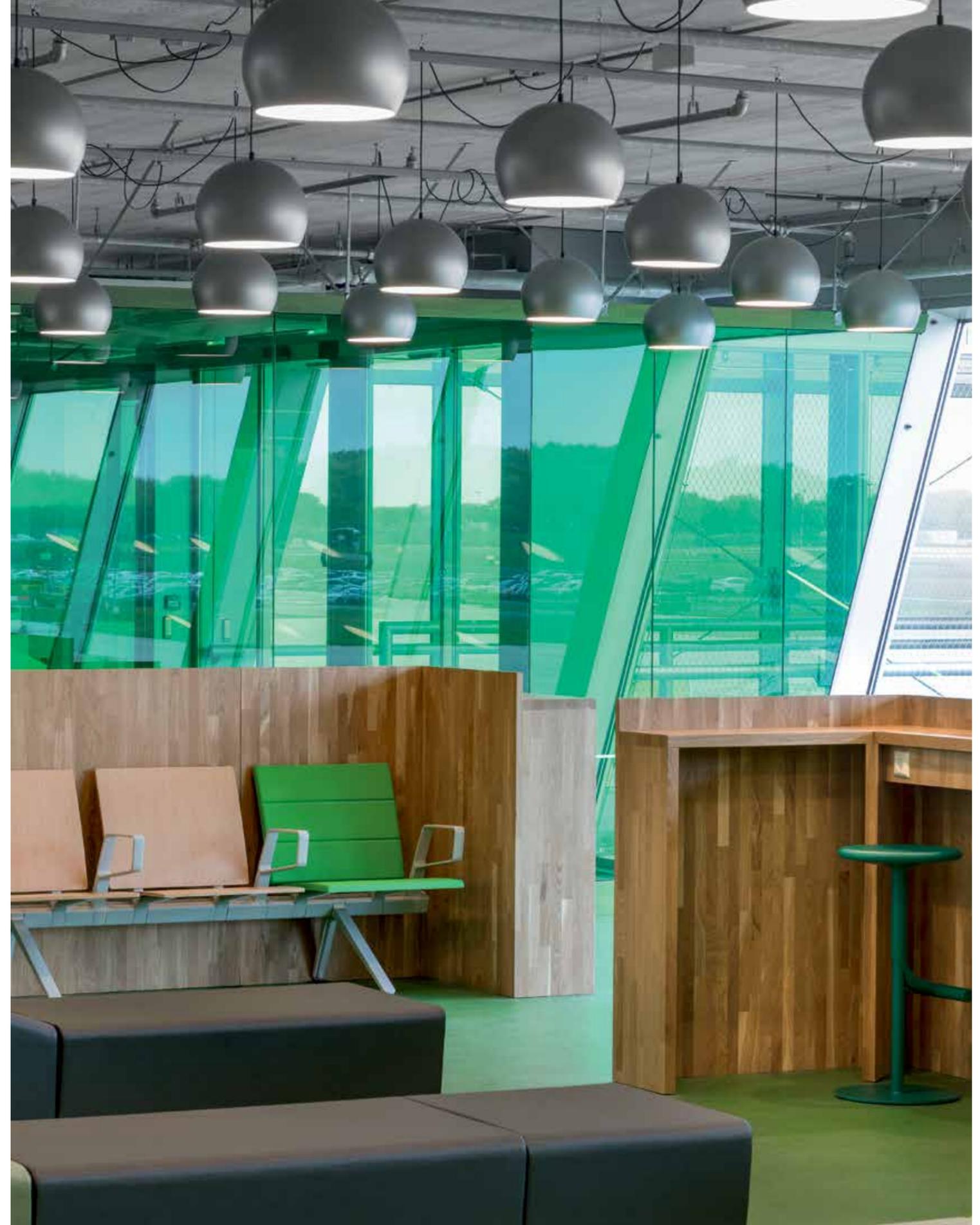


Eindhoven – The Netherlands

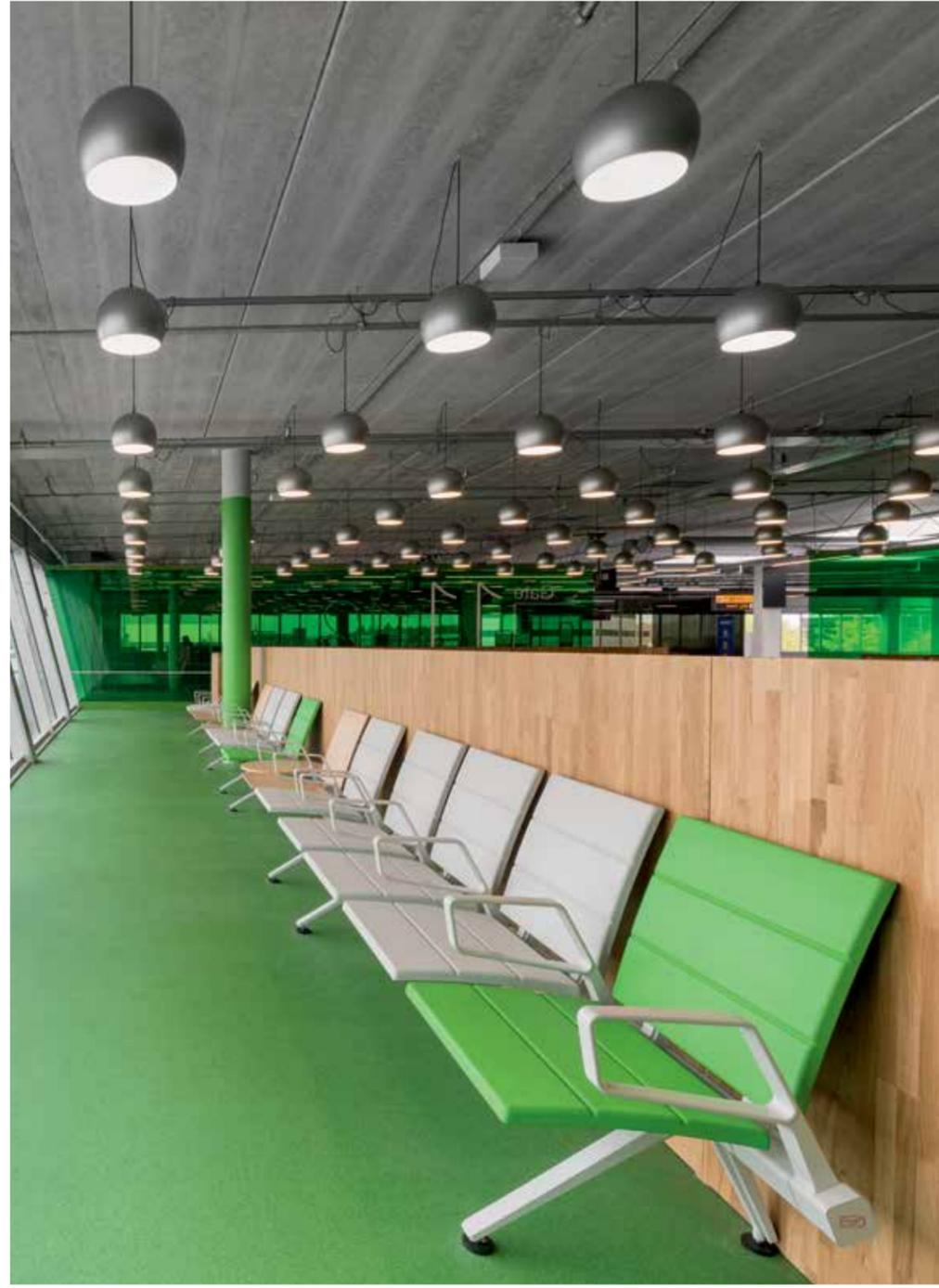
designer: **Progetto CMR**
products supplied: **bespoke furniture items + Fly_Air
+ Poltrona Frau collection products**

Eindhoven Airport

Poltrona Frau Fly_Air modular seating systems designed by studio Progetto CMR is part of the newest terminal of Eindhoven Airport in The Netherlands. The design is reflecting views over the Dutch landscape with geometric shapes and a fresh color palette. The entire seating has been customized on client's need and is manufactured in wood and polyurethane creating a clear and colorful zone which is perfectly fitting the graphical language with distinctive lines. The airport's interiors and branding has won the prestigious Red Dot Award 2017.







456

Offices

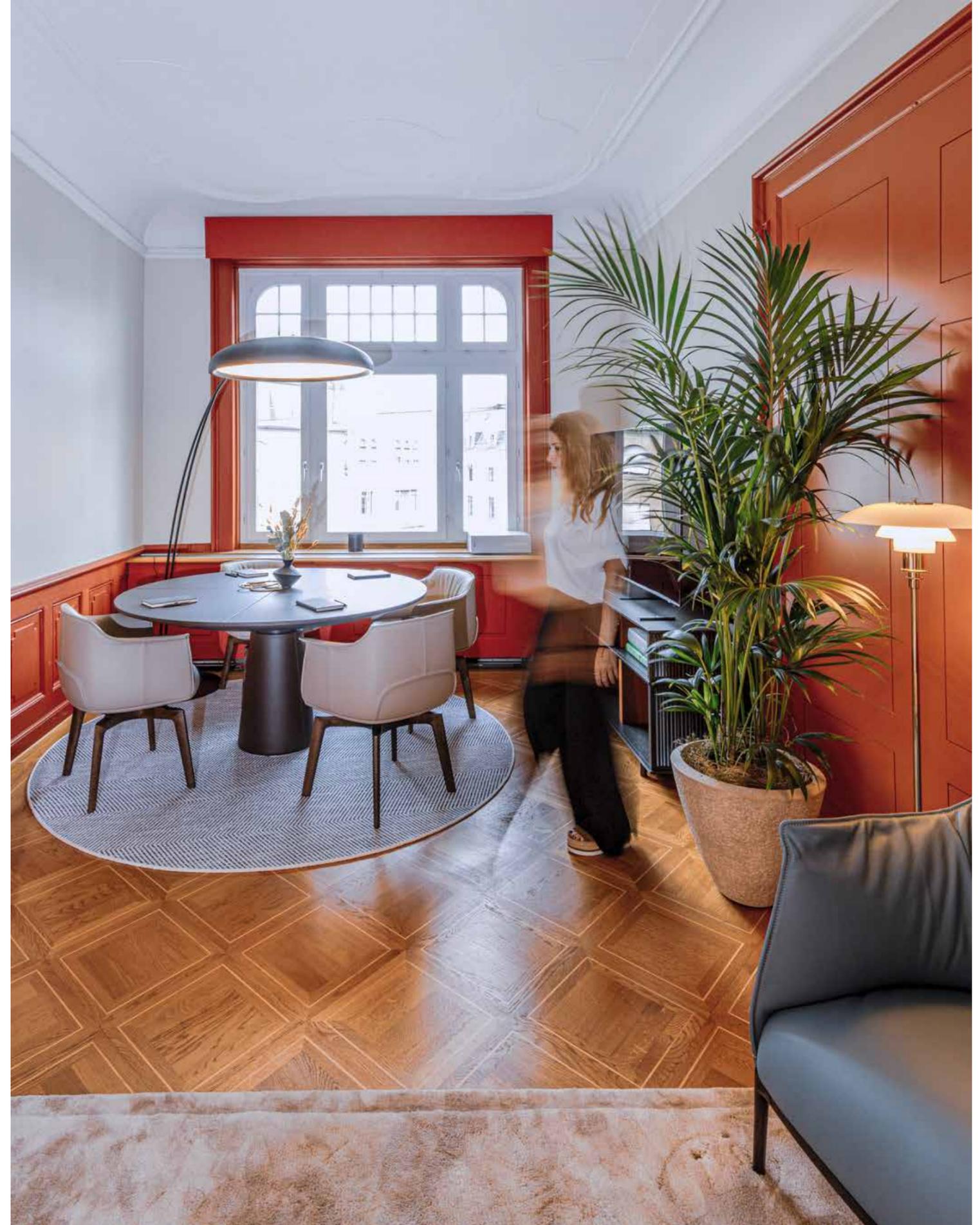
458	SN Office Project
466	Investment Group
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482	Millenium Tower
488	Bleecker Headquarter

Zurich – Switzerland

client: Antrepo | Ozge Caglayan Studio

SN Office Project

A beautiful historical building in the center of Zurich. An honorable past that had to be preserved and valorized. Modernity that enhances the city's heritage setting new architectural standards of livability, and aesthetic prestige. High ceilings, parquet flooring and exquisite carpentry work for the windows and doors; only an equally historical brand like Poltrona Frau which shares the same passion for natural materials like leather and wood, could become the protagonist of the furnishing of such a beautiful location.







Archibald



Archibald Dining



Trust desk



Mesa Due



Bob



Mi Trolley



Downtown Conference



Forum



Offices

Living. Traveling. Working.



The iconic Archibald armchairs and sofa, by Jean-Marie Massaud, characterize the living area, completed by a Mesa round table by Lella and Massimo Vignelli; and a Mi trolley by Neri & Hu - a versatile piece for a coffee break or a drink after work.

The meeting room is dominated by a Jobs Meeting table by Rodolfo Dordoni surrounded by Forum chairs, both overlooking the wall-to-wall windows. Forum chair, is part of a collection of management office chairs designed by Poltrona Frau Style & Design Center. Their classical forms and details inherited from Poltrona Frau's artisanal tradition, such as the spiral on the backrest and seat, perfectly blend with the contemporary yet fascinating atmosphere of this project.

An office with a warm and welcoming atmosphere, where working shares the same vibrations of a home, where substance and design find their perfect combination.

Poltrona Frau Custom Interiors knows that offices are a big part of our lives. So, might as well work in a comfortable space, where design and functionality are equally distributed to make our life better.



Barcelona – Spain

products supplied: **bespoke furniture items + Poltrona Frau collection products**

Investment Group

In 2019 Poltrona Frau was called by a prestigious family investment company, for their offices in Barcelona. The request was to create elegant offices, where quality, style and reliability could be a message to all the firm's clients. The new lay out necessarily had to share the spaces with the family's art collection and Poltrona Frau with its timeless, urban style, never out of place, always stylish without being imposing represented what the company was looking for. The project by Poltrona Frau included both custom-made furniture, together with standard pieces from Poltrona Frau's catalogue.





The executive offices are furnished with the Trust office system, comprising desks and storage units designed by Lievore, Altherr and Park. They represent a new frontier in the office furniture design, each piece can be freely combined together adapting to the working style of the user. In the meeting rooms we find C.E.O. CUBE tables or the round Mesa tables, both designed by Lella and Massimo Vignelli, surrounded by Downtown chairs by Jean-Marie Massaud, all handcrafted by Poltrona Frau craftsmen.





Guests are welcomed on beautiful Aida armchairs, their soft and graceful design by Roberto Lazzeroni, brings to our minds a corolla of a flower. By the same designer, we also find the Nivola armchairs and sofas, their feminine, alluring style creates a comfortable feeling without renouncing to the rigorous style required by a working environment.



Miami – U.S.A.

client: **State Capital**
products supplied: **Poltrona Frau collection products**

State Capital

State Capital is the office of a Brazilian investment firm located in Brickell Key in downtown Miami. Boasting a wonderful view of the Bay, the building, with a surface area of over 400 square meters, is flexible and structured into different types of spaces. For State Capital, Poltrona Frau supplied the furniture for the executive offices, the secretary's offices, the meeting rooms, the workstations, the lobbies and the public areas. The entire office is supplied with Poltrona Frau pieces, following a strict colour code from light cream, to ochre yellow to a strong burgundy red.



Its large and embracing sitting is the perfect welcome for any visitor. Executive offices are entirely furnished by Poltrona Frau. The Brief chair by Emilio Ambasz stands out for its comfort and design, while in the same office we can admire two different armchairs for guests: the Aster X armchair by Jean-Marie Massaud and the Hydra armchairs by Luca Scacchetti. The first, in white, are recognizable for their characteristic X-shaped base. The latter, in burgundy is here presented in its castor version. The open-space desks are all upholstered in burgundy Pelle Frau® leather, matched with Onda armchairs by Lella and Massimo Vignelli.



Brief President Onda Office Aster X Artù Desk



Offices

Living. Traveling. Working.



Regina Brief Meeting Esedra H_0 low meeting table

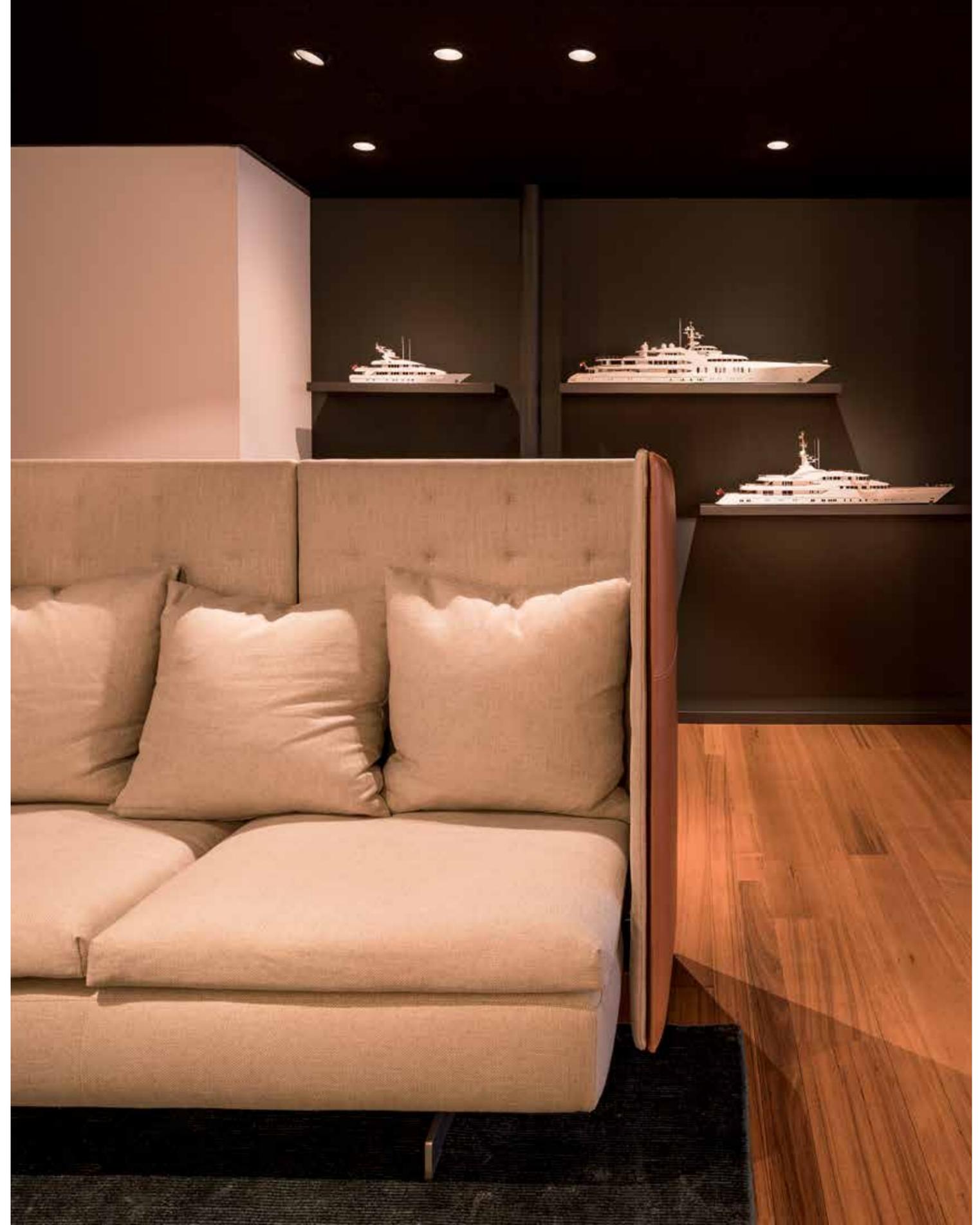
Best of Bespoke

Kaag – The Netherlands

project: Ellis Kamerling and Cees van der Burgh
products supplied: Poltrona Frau collection products

Royal Van Lent Shipyard

Royal Van Lent elevates to the highest modern technology the heritage of Dutch maritime tradition, through their Feadship custom made super yachts. Poltrona Frau and Royal Van Lent share the same vision: perfection, care for details, artisanal know-how with a particular attention towards innovation both in terms of design as for the choice of the materials. So, when it came to design their own boardroom and waiting areas for their shipyard offices in Kaag, the partnership with Poltrona Frau was an undisputed must.





Neutral tones and wood, porthole windows, glass wall separating the different environments, Royal van Lent welcomes its guests in its offices, as if they were already on sea. The design project by Ellis Kamerling and Cees van der Burgh, brings us directly on board with Jean-Marie Massaud's GranTorino and GranTorino HB sofas. Their modular structure allows to exploit at best every space, while GranTorino HB guarantees privacy and comfort transforming any waiting time into a relaxing moment.



Chancellor
President



Mesa Due
Meeting Table



The boardroom stands out for its contemporary but timeless atmosphere, where geometrical lines define the rigour and contemporary design which has always characterized Royal van Lent's signature.

Lella and Massimo Vignelli's Mesa Due Meeting Table, in wood, saddle leather and iron, confers an elegant and powerful personality, while the Chancellor President chairs, designed by Lievore – Altherr – Molina, with the "Sincron" mechanism and swivel wheels, give a dynamic and imposing look to the room.



GranTorino HB



GranTorino



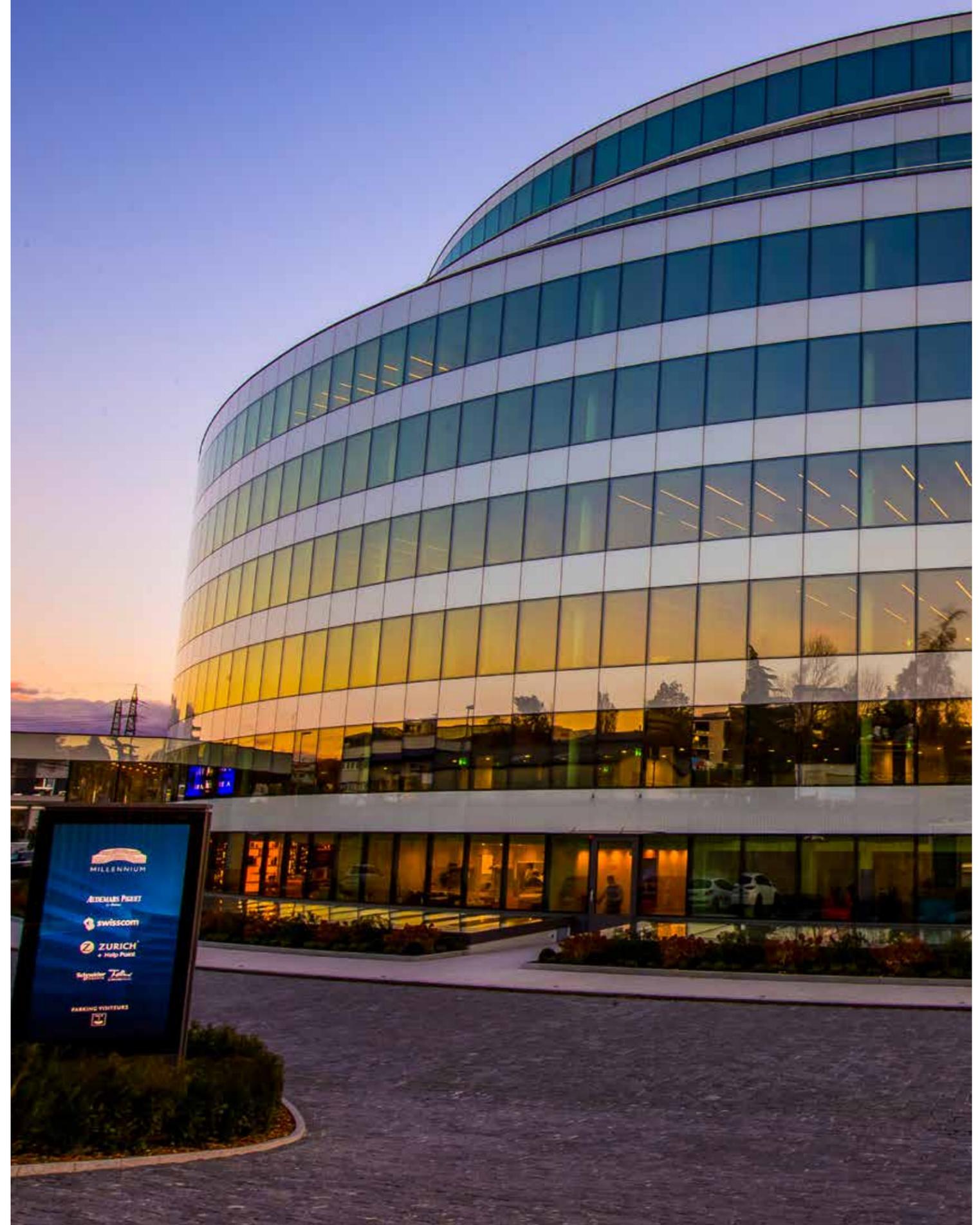
Lausanne – Switzerland

client: Millennium Center

Millenium Tower

Millennium is a multi-tasking conference center. It offers an amazing range of services from a state-of-the art conference center with 14 rooms and an auditorium, 3 restaurants, a caterer, a delicatessen, in-house child care, a fitness center, an art gallery, a dry cleaner, a beauty salon, a car park with car wash service, and a private club.

Poltrona Frau Custom Interiors provided the customization project of the seating for the 500-seat auditorium named “La Scène”, and the furnishings for the offices.



Poltrona Frau customized some of its standard catalogue products, together with other custom-made items. In the meeting rooms is furnished with Mesa Due meeting tables in several sizes surrounded by Chancellor chairs, the first designed by Lella and Massimo Vignelli, the latter by Lievore-Altherr-Molina.

In the reception area we have a customized version of the Trust cabinets and screen with backlit logo – original design by Lievore-Altherr-Park; a larger and extra-padded version of GranTorino sofas and armchairs by Jean-Marie-Massaud; Nabucco tables with customized size and legs, originally designed by Roberto Lazzeroni; while the reception station is completely custom-made.



Offices

Living. Traveling. Working.



Poltrona Frau

Best of Bespoke

The Millennium Tower incorporates state-of-the-art technical facilities unique in Switzerland, so it cannot be a surprise that it has been awarded the 2023 Swiss Location Award. Poltrona Frau Custom Interiors followed the project from start to finish, making the initial sketch presented by the property, become reality. The expertise and knowledge in corporate interior design makes Poltrona Frau one of the most important collaborators in terms of premium quality, reliability, technology, and of course design excellence.



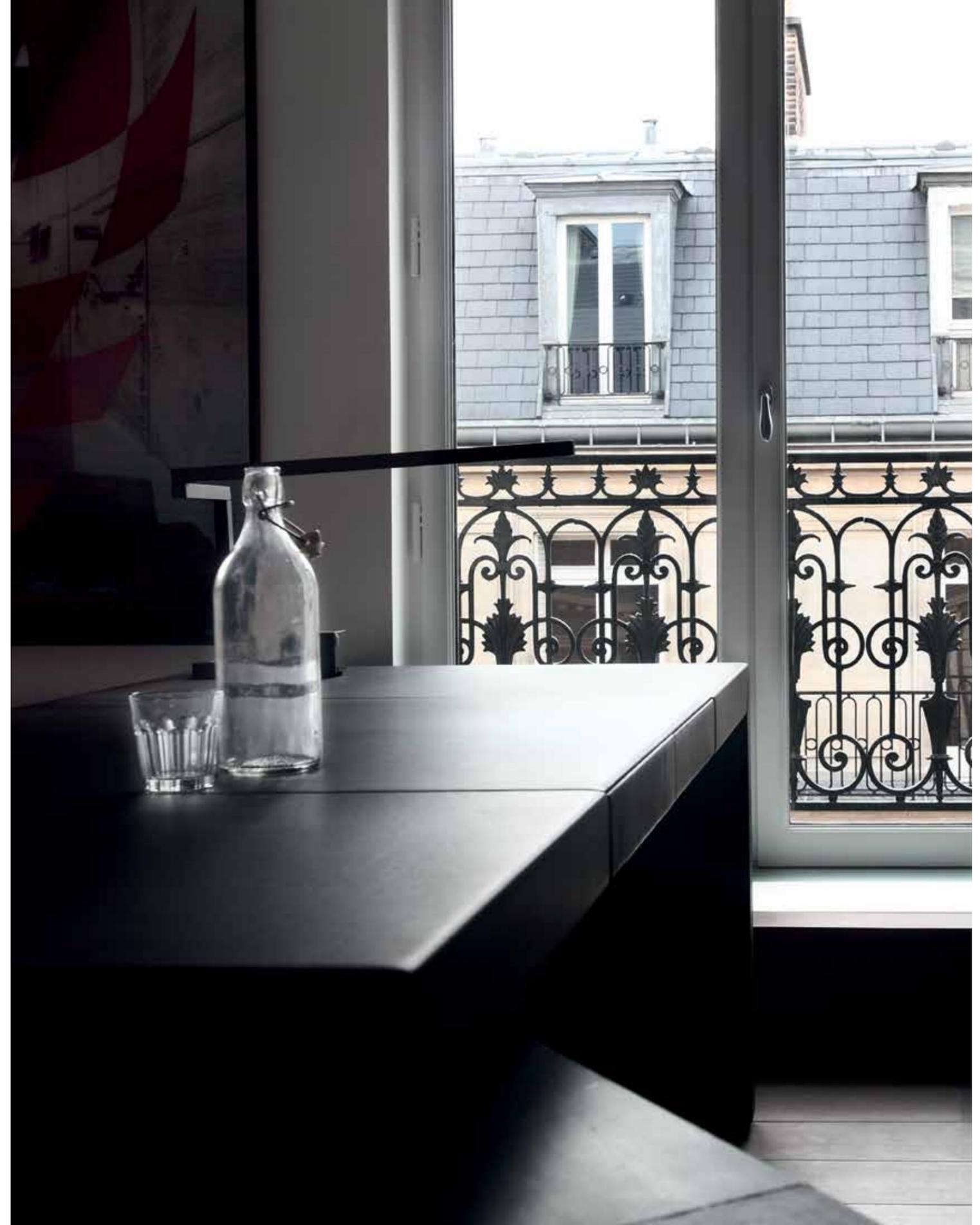
Paris – France

client: **Bleeker S.A. Real Estate**
products supplied: **bespoke furniture items + Poltrona Frau collection products**

Bleeker Headquarter

Bleeker S.A. is a French company which specialises in the real estate sector. The company developed on the industrial premises, offices and logistics platforms market. Poltrona Frau Custom Interiors supplied and installed custom-made furniture and equipment for the company headquarters in Paris.

From executive desks to the work stations for the open-spaces, with a special care towards all technological features and requirements. Plugs and USB sockets are integrated in the structure completely upholstered with Pelle Frau® leather. Poltrona Frau also provided the executive office chairs, one of their most famous classics: the Chancellor Office Chair by Lievore - Altherr - Molina.





Poltrona Frau believes that technology and aesthetic value are the essence of design. The Custom Interiors division helps architects transform into reality their design dreams. Thanks to its long-lasting experience, Poltrona Frau Custom Interiors is able to cater any request, even the most demanding, faithfully respecting and interpreting the original idea, carrying out all phases of the project, from its planning, to its development, to the final implementation.

In addition, Pelle Frau® leather allows to create custom made colour palettes, together with its long list of standard colours. Leather becomes a design element and not just a simple material. One of the main protagonists of the design project, with its flexibility, resistance, timeless style and elegance.

From custom- made furniture, to the upholstery of furniture or complete environments, to complex turnkey projects: every type of assignment is delivered with experience and quality, therefore positioning Poltrona Frau as a real partner and not as a simple supplier.



Chancellor President



Chancellor Meeting



492

Special Projects

494	Palazzo Farnese
502	Louvre Abu Dhabi
506	FC Bayern Säbener Lounge Allianz Arena
510	Costa Toscana

Rome — Italy

architect: Mobilnovo
products supplied: DUO Sofa, DUO Lounge, Mesa Due Meeting Table, Isadora

Palazzo Farnese

Palazzo Farnese is one of the most significant monuments of sixteenth-century Roman architecture; a true gem that houses extraordinary works of art. Commissioned in 1513 by Alessandro Farnese (the future Pope Paul III) and completed in 1589, it was constructed under the direction of four great architects: Sangallo the Younger, Michelangelo, Vignola, and Giacomo Della Porta. Among the various masterpieces inside, the famous Carracci Gallery stands out, created by the renowned Annibale and Agostino Carracci.



Poltrona Frau was selected for the products that furnish the magnificent Hall of the Fasti, initially frescoed by Salviati and completed, after his death, by the brothers Taddeo and Federico Zuccari. The work of the Poltrona Frau Center team was to interpret the client's requests and find a solution that perfectly integrated into the context of reference. The great artisanal tradition and attention to detail typical of the brand perfectly fused with the historical significance of this marvelous Renaissance gem. For the lounge area, sofas and armchairs from the DUO collection by Roberto Lazzeroni were selected. For the meeting area, Isadora chairs were paired with a fully upholstered Mesa Due Meeting table. The common thread is the warm and welcoming Pelle Frau ColorSphere® leather in the SC 68 Sahara, which perfectly matches all the architectural and decorative elements of the environment where the products have been placed.





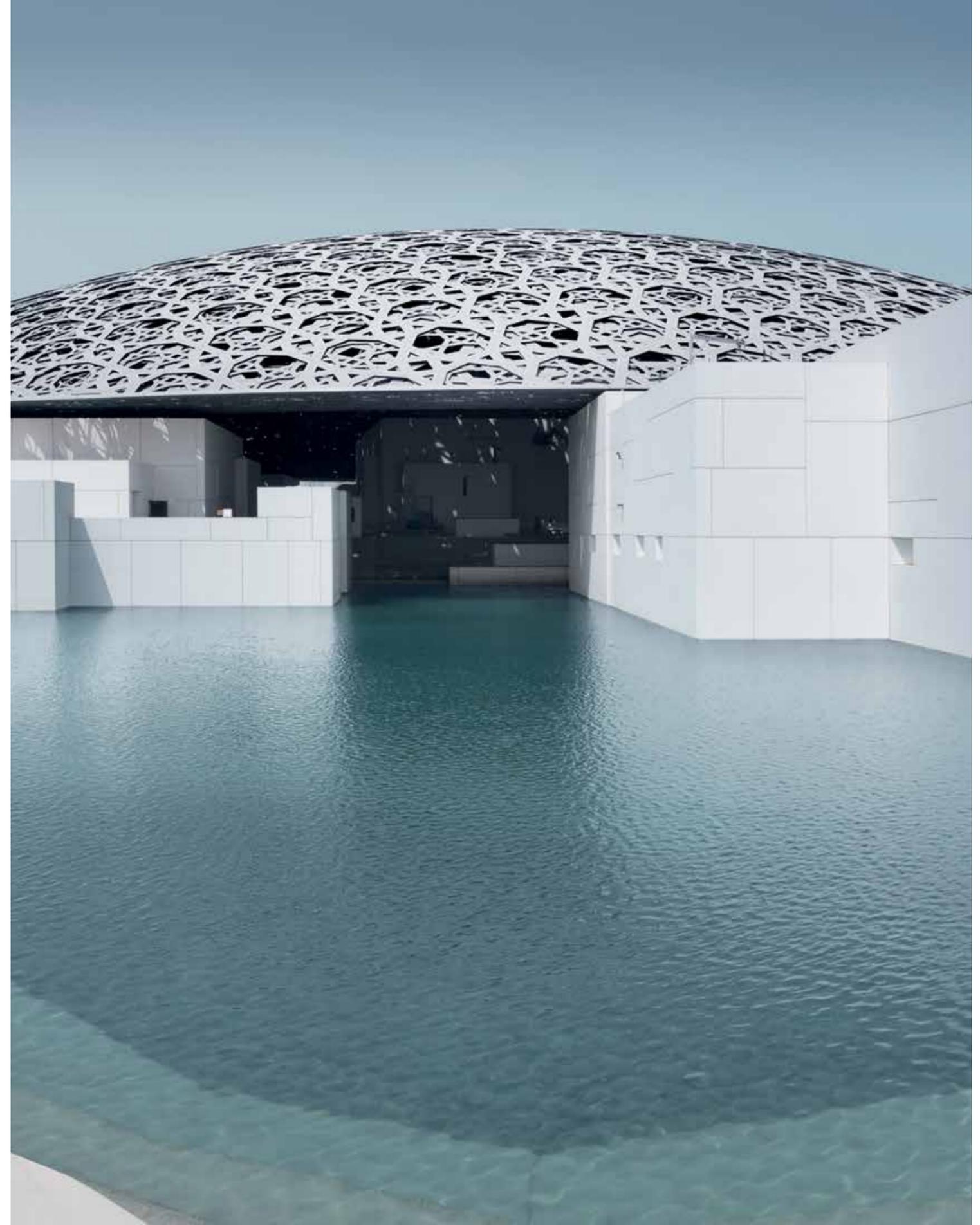


Abu Dhabi — United Arab Emirates

architect: **Jean Nouvel**
products supplied: **bespoke furniture items**

Louvre Abu Dhabi

Louvre Museum Abu Dhabi is a universal museum in the Arab world, designed by Pritzker Prize-winning architect Jean Nouvel. Poised between sand and sea it is situated on the Saadiyat Island in Abu Dhabi. The foundation has been laid by an intergovernmental agreement signed between Abu Dhabi and France on 6th March, 2007. The development is overseen by Abu Dhabi Tourism and Culture Authority and developed by Tourism Development & Investment Company. Louvre Abu Dhabi's values and identity are based on discovery, exchange and education.



The ultimate aim of the museum is to allow visitors to discover for themselves and how art developed in different cultures and civilizations around the world. For the Museum Poltrona Frau has provided the furniture pieces created by Jean Nouvel in partnership of Poltrona Frau. This collection of stripped-back custom seating is based on the building's domed roof.

The range includes armchairs, stools and double-sided sofa benches, a total of 177 custom pieces all made from curved forms intended to reference the rounded profile of the Louvre museum building.



Munich — Germany

client: DO & CO
products supplied: bespoke furniture items + Poltrona Frau collection products

FC Bayern Säbener Lounge Allianz Arena

At the end of July 2015, Poltrona Frau Custom Interiors division has completed the DO & CO VIP hospitality area “Säbener Lounge” of the soccer club FC Bayern München, inside the spectacular Allianz Arena Stadium, designed by Herzog & de Meuron in 2005. Poltrona Frau has supplied custom-made furniture specifically designed for the lounge as well as standard furniture from its home collection. The Allianz Arena Stadium replaced Munich’s old Olympia stadion, and hosted the UEFA World Cup in 2006.



It represents the stage for world-class football, and it is available between games as a multi-faceted and inspiring location for a broad range of events, such as exclusive business meetings, or simply private parties – it is one of the most modern football stadiums in the world and offers the ideal and extra-special setting for any kind of occasion.

The so-called Säbener Lounge, which opened to the public in August 2015, has been developed and is managed by the world-class Austrian catering company DO & CO. DO & CO is very experienced in dealing with important international clients. A part of its service is to develop a tailor-made design for each event location which perfectly represents the corporate identity of the client. Every single project is being developed with a sound sense of essentials and a great feel for the importance of detail.



Montera



Montera Stool

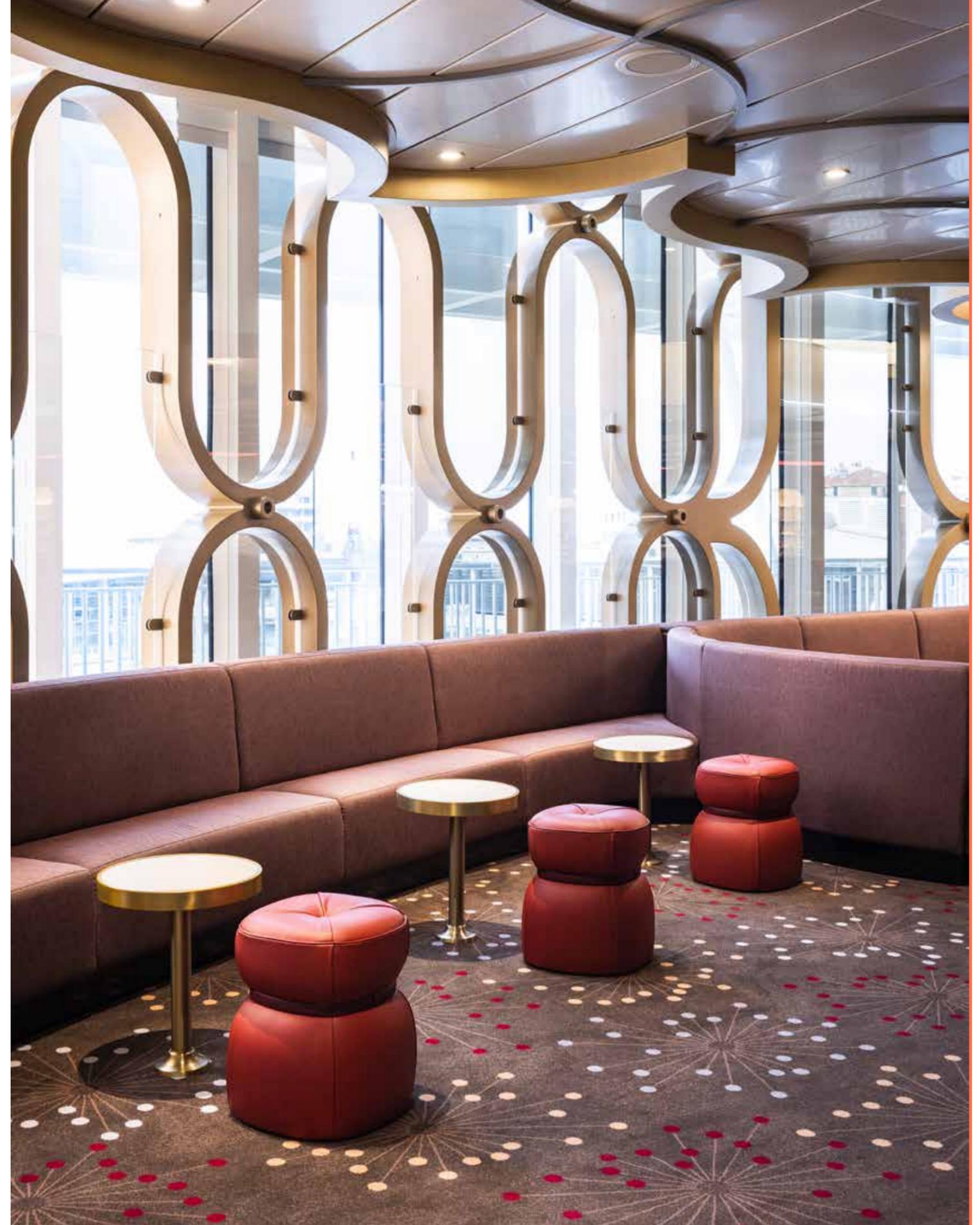


client: Carnival Corporation Group & plc – Costa Toscana
architects: Meyer Turku Shipyard
products supplied: bespoke furniture items + Poltrona Frau collection products

Costa Toscana

Poltrona Frau Custom Interiors Marine unit offers a complete support in the development and furnishing of ships. Like in the case of the Costa Toscana, the new ship design by Meyer Turku Shipyards for the Carnival Group.

Poltrona Frau contributed to the furnishings of the common areas and to the custom-made seating project of the auditorium and theatre, transferring its expertise and know-how derived from its widespread experience in important contract project for luxury hotels and private yachts. An unusual combination for the cruise ships industry.



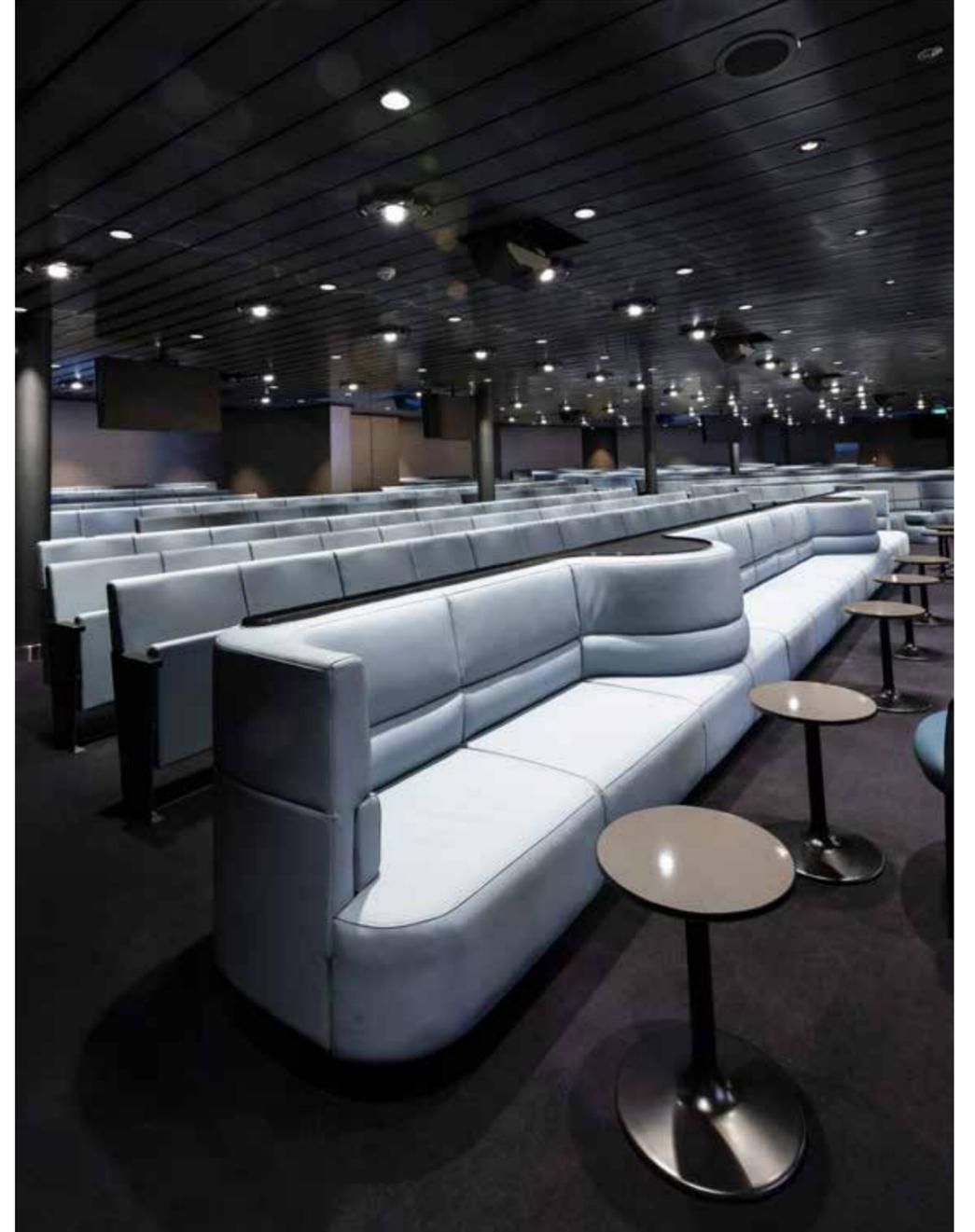


Lepli



Letizia

Custom Interiors designed the seating system of the Auditorium renamed “Poltrona Frau Theatre”. Particular care was given to the size of the seating and backrest height to emphasize comfort and versatility, and to the upholstery in prestigious velvet fabric. For the 700 custom-made reclining seats of the Theatre, the designers chose a particular type of Pelle Frau® leather, adapted to the specific IMO (International Maritime Organization) requirements.





Montera



Ginger Ale



Poltrona Frau also provided furnishings for the bar and restaurant, together with several other iconic pieces from its catalogue, like the famous Archibald dining chair; Beatrice, Donald, Ginger Ale, Fitzgerald, and Louise chairs; Lepli poufs; Letizia armchairs and Montera high stools. Famous design pieces which help create a unique and unrivaled atmosphere.

Interior design for ships is a complex and articulated task. Poltrona Frau can provide the experience of three different design teams (Residential, Custom Interiors and Interiors in Motion) and a Leather Research and Development department, for a complete and aesthetically impeccable result.

516

Stores

518 Berluti Boutiques

522 Hermès Boutiques

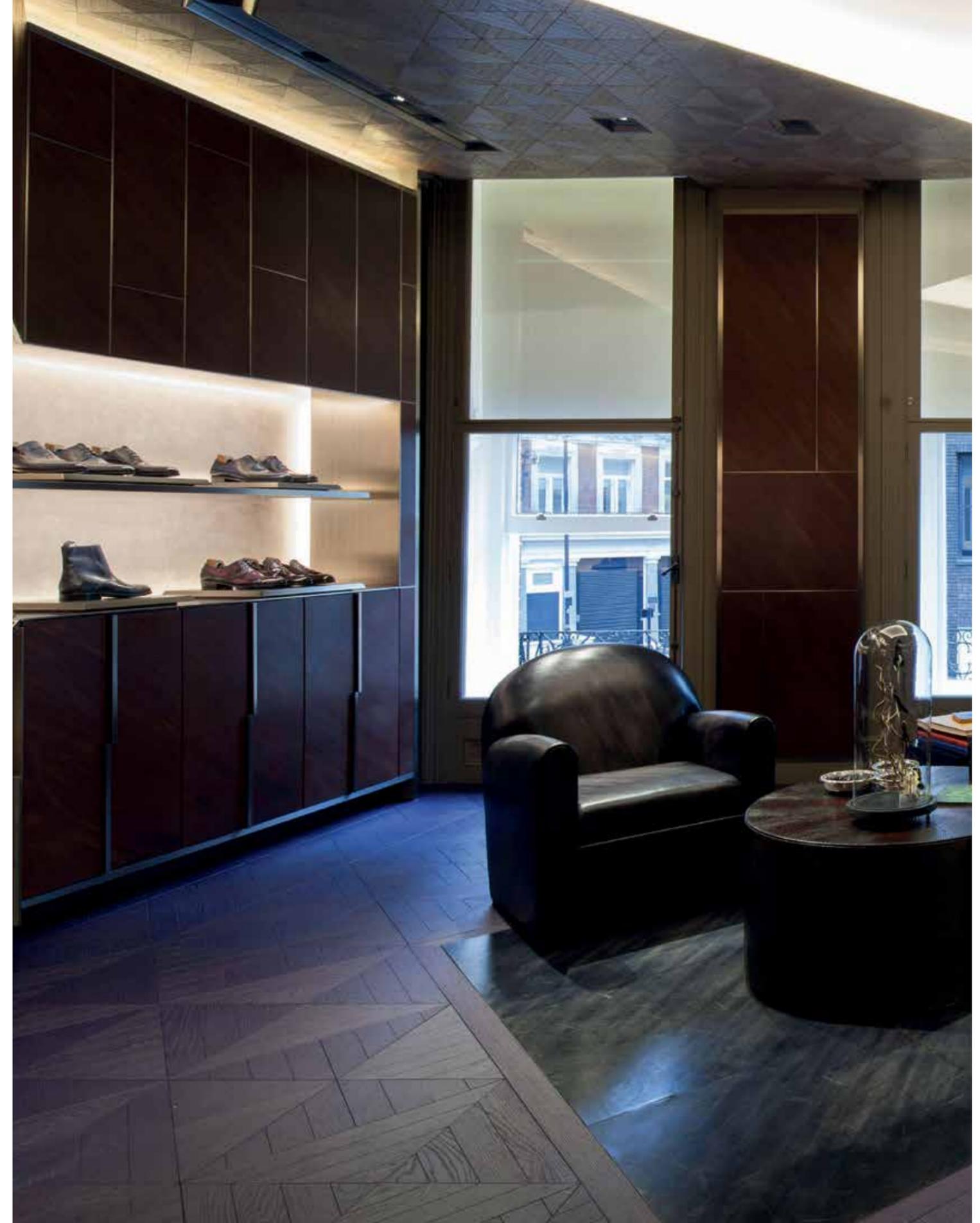
526 BMW Welt

Worldwide

products supplied: **bespoke furniture items**

Berluti Boutiques

Berluti, part of the LVMH group, is a luxury brand that manufactures and sells men's shoes and boots. With its entry into the men's fashion world, Berluti plans to expand its distribution and sales network. Poltrona Frau Custom Interiors was chosen to supply custom FF&E upholstery for the new Berluti boutiques across the world, with a special leather finish that echoes the typical "brushed" treatment of Berluti footwear.





Worldwide

architect: RDAI
products supplied: bespoke furniture items

Hermès Boutiques

Hermès, the famous fashion house known for its clothes and accessories, is one of Poltrona Frau Custom Interiors's historic clients. The store was designed by French architect Rena Dumas. Since 1998, Poltrona Frau has supplied individual custom elements to Hermès Boutiques across the world, contributing to creating an atmosphere of classic, refined elegance that marries perfectly with the discreet luxury of the French fashion label.



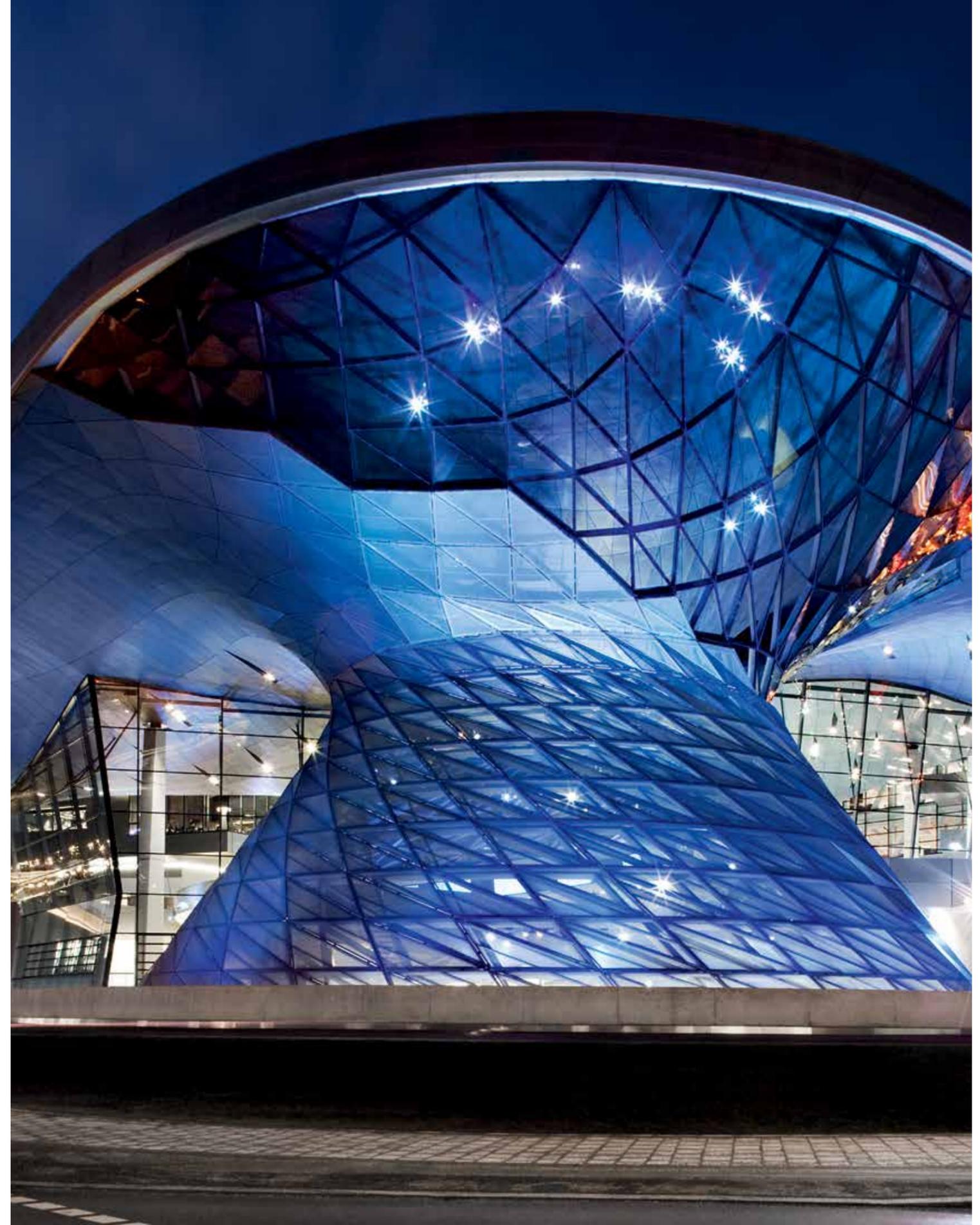


Munich - Germany

client: **BMW**
products supplied: **bespoke furniture items**

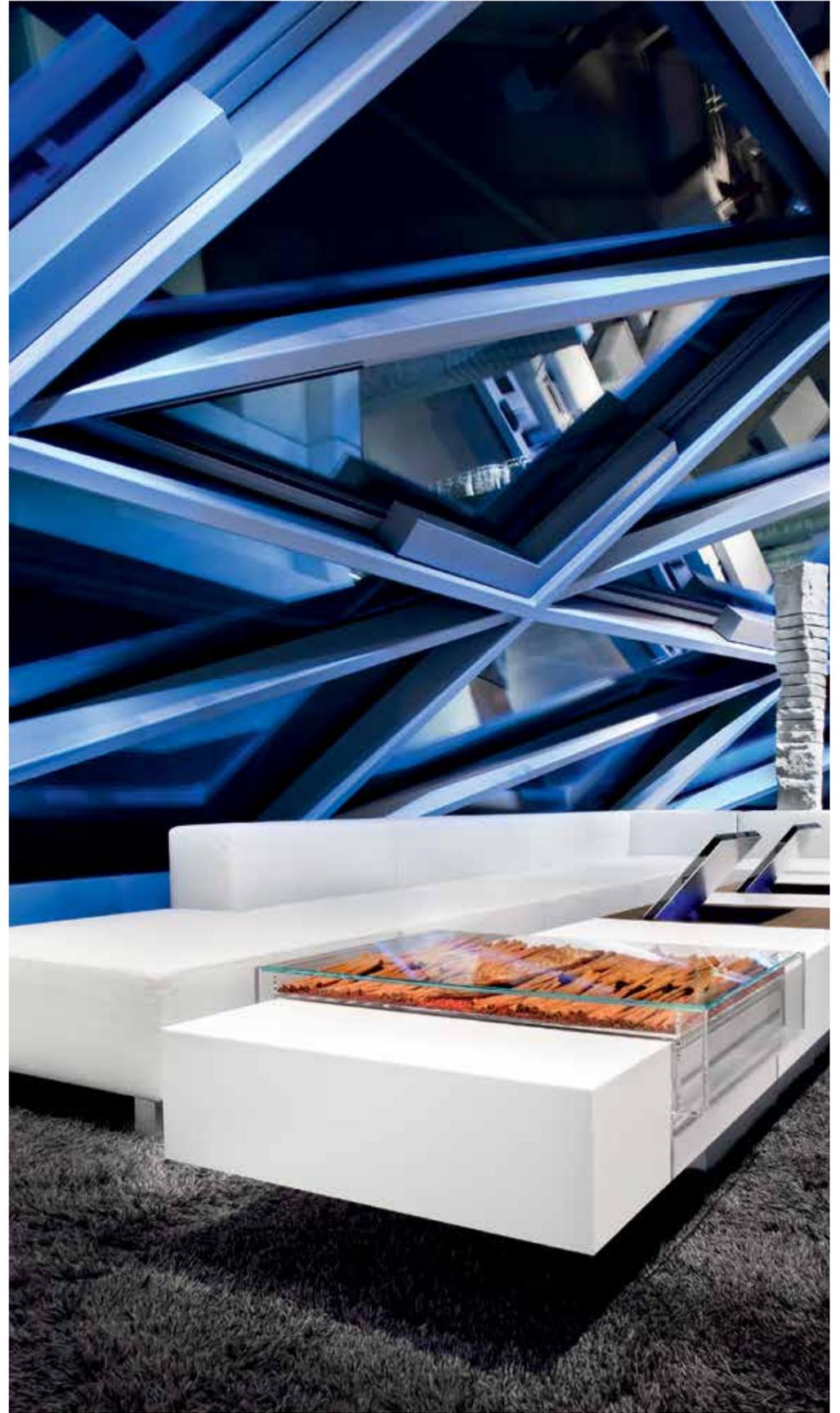
BMW Welt

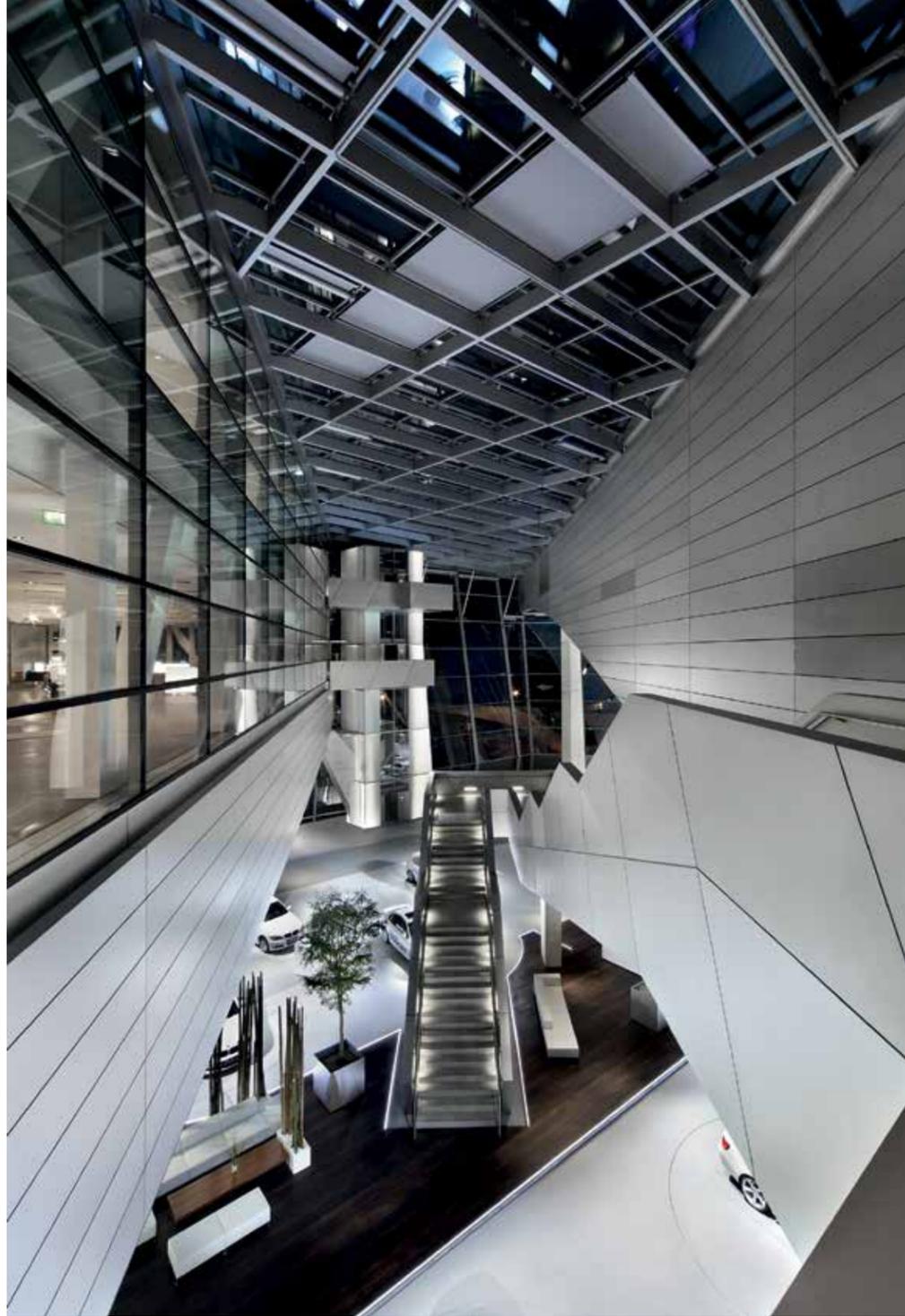
Famous all over the world, BMW is the renowned automobile and motorcycle brand based in Munich. With its dynamic architecture, the BMW Welt is not just a cutting-edge showroom, it is also a display and communication space for the public. BMW Welt is not a store, it's an experience. Just like Poltrona Frau is not just furniture, it's life, comfort style. Poltrona Frau Custom Interiors supplied standard and custom furniture in line with the building's architecture. They specifically designed two models of armchairs and sofas, called Premium and VIP. The latter with larger armrests and with a slightly more comfortable seat.





The tailored project also included a modular sofa with four different elements, allowing endless combinations; seats, barstools and low stools; coffee tables with wood and Corian tops in three different sizes; benches in Corian with cushions on the seating; a series of cushions for the children's play area. In addition, Poltrona Frau provided the Isola sofa from the standard product catalogue. Design, style, technological know-how these are the features that BMW shares with Poltrona Frau.





Historical brands in their respective countries, but icons for the world. Therefore, only a brand like Poltrona Frau could interpret and provide the interiors for such a demanding project. In the last 20 years, Poltrona Frau Custom Interiors has designed showrooms for several automotive brands, together with yachts, airport waiting rooms, auditoriums, museums. Every project is equipped with the highest levels of functionality, quality and durability, while Poltrona Frau's brand guarantees the necessary level of luxury and comfort.



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