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Poltrona Frau's Atelier dei Saperi Training Program: Preserving the Art of Artisanal Leathercraft

THE COURSE, REGISTERED IN THE MARCHE REGION'S FORMICA INDEX, AIMS TO TRAIN LEATHERCRAFT DESIGNERS WHO ARE ABLE TO INTEGRATE THEORETICAL KNOWLEDGE AND APPLY PRACTICAL SKILLS THROUGHOUT THE COMPANY'S ENTIRE PRODUCTION PROCESS, FROM THE CUTTING AND SEWING STAGES TO THE FINISHED UPHOLSTERY PRODUCT.

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Poltrona Frau reinforces its long-lasting commitment to honoring its heritage with Ateller dei Saperi (Atelier of Knowledge) — a newly launched training project dedicated to preserving the artisanal savoir-faire that has been a hallmark of the company for over a century. In the name of cultural preservation, this initiative ensures that the mastery of skilled craftsmen is honed and passed down to younger generations, safeguarding traditional techniques and artisanal excellence that continue to shape the future.

Organized by Poltrona Frau for external participants, the inaugural training course is already underway. This initiative was made possible through a collaborative effort between Poltrona Frau, Regione Marche (the regional administrative body of Marche), IAL Marche Srl Impresa Sociale (a professional training organization), Confindustria Macerata, and Assindustria Servizi Srl (business associations), with the support of the GOL (Employability Guarantee for Workers) program.

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The GOL program, part of the PNRR (National Recovery and Resilience Plan) and financed by the European NextGenerationEU funds, is an Active Labour Market Policy initiative that aims to promote employment and professional reskilling. By fostering strong collaboration between the public and private sectors, the program offers innovative training courses that support workforce entry and reintegration.

Through this initiative, Poltrona Frau reaffirms its proactive role in promoting employment and professional re-skilling in the area.

The course, registered in the Marche Region's FORMICA index, aims to train leathercraft designers who are able to integrate theoretical knowledge and apply practical skills throughout the company's entire production process, from the cutting and sewing stages to the finished upholstery product.



The 500 total training hours are divided between theory (62 hours), practical workshops (238 hours) and internship (200 hours). Participants work in direct contact with the three Poltrona Frau Business Units (Residential Living, Interiors in Motion and Custom Interiors), to acquire an EQF 4-qualification level. The theoretical modules cover topics such as company orientation, workplace safety, company history and marketing, while practical training takes place in the production departments under the guidance of expert craftsmen and highly skilled employees.

What sets the course apart is its team of tutors, which includes two Master Upholsterers with extensive experience at Poltrona Frau, supported by employees from all three Business Units.

With their specialist expertise and passion, these trainers guide the students on an educational pathway that represents a sophisticated fusion of generational craftsmanship with cutting-edge technology, equipping them with highly specialized skills and a concrete pathway into the workforce.

"Preserving and imparting our artisan heritage is crucial for us", says Nicola Coropulis, CEO of Poltrona Frau. "The Atelier dei Saperi is not only a training project, but a symbol of our commitment to nurturing talent and keeping artisan traditions alive, passing on skills to new generations. With this initiative, we also strengthen our bond with the territory, giving back to the community that has supported us while investing in the development and training of future talent".

The project, launched on October 14th 2024 and scheduled to end in February 2025, marks a milestone in the company's history, whilst also representing an invaluable contribution to building a sustainable future for the sector.

Furthermore, the initiative aims to enhance the region and to support Active Labour Market Policies, demonstrating Poltrona Frau's ability to merge its artisanal tradition with a future-oriented vision. **BoF**

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