



## POLTRONA FRAU

**Over 100 years of intelligence in our hands.**

**109** years of history. **3** departments: Residential, Interiors in Motion and Custom Interiors. Partnerships with more than **200** architects and designers from around the world. A presence in over **100** countries. **340,000** square metres of processed leather, **22,000** kilos of horsehair and **1,100,000** kilos of beech wood used each year.

Founded in **1912**, Poltrona Frau has given over a century of life and culture to leather, the brand's chosen material. A leader in top-end Made in Italy furniture and an ambassador of Italian excellence around the world, Poltrona Frau is now part of the Haworth Group, the leading American office furniture holding company, yet has stayed true to its identity and values.

**Research** has been part of the brand's DNA since the outset. The drive to invent new forms, construction solutions and styles has led to the creation of timeless pieces which express a universal yet intimate and personal **elegance**: from the Chester and Vanity Fair, designed by founder Renzo Frau, to Dezza by Gio Ponti and Titanio, a project by Pierluigi Cerri and winner of the company's first Compasso d'Oro award, and finally to recent successes such as the collections by Jean-Marie Massaud and Roberto Lazzeroni.

The **Residential department**, with projects developed each year by the most talented designers on the contemporary design panorama, is completed by the Icons collection. This collection features historic and often unique pieces created by forgotten or little-known masters. Poltrona Frau brings these precious items back into the spotlight, giving them new life through a careful process of philological reconstruction and respectful modernisation.

Each project is a new milestone that will form part of the Poltrona Frau **legacy**, a deeply Italian tradition yet one that is open to the world. A vision of style which, from era to era, interacts with its own time, assimilating its influences whilst evolving and remaining consistent with its own roots.

Today as yesterday, Poltrona Frau stands out for its **savoir-faire**, the **intelligence of its hands**. Thought and passion. Ingenuity and imagination. Project design, manual expertise and architectural rigour. A legacy of knowledge whose cornerstone is leather. Thanks to the most expert of processes, an elegant and impeccable material that is used to 'dress' Poltrona Frau's historic and contemporary icons.

The **tanning process** involves more than **21 stages** and maintains the vibrancy and functionality of the leather in terms of style, the project and its intended use. The factory combines manual craftsmanship with the most sophisticated technologies and meticulous quality control, where a tireless innovative spirit explores the diverse aesthetic and functional values of the highest quality leathers, all of which selected with the utmost care. There are currently **12 collections** for a total of **181 finishes**: Pelle Frau® ColorSphere, Soul, Nest, Heritage, Century, Saddle, Saddle Extra, Saddle Executive, Nabuck, Cavallino, My Frau and Safari leather. Alongside these, Poltrona Frau uses fabric, wood and metal in combinations which often require the creation of new techniques.



Poltrona Frau's **Leathership®**, a word coined by the brand to describe its leadership in the leather industry, is a value recognised by the most prestigious car manufacturers who entrust the Tolentino-based company with the complex upholstery of their car interiors, often working on a co-design basis.

In this way Poltrona Frau has collaborated with Ferrari, Maserati, Alfa Romeo, Land Rover, Lancia, Audi, Porsche, Volkswagen and Infiniti.

The **Interiors in Motion department** was founded in 1984 and also creates interiors for yachts, trains, helicopters and aeroplanes, collaborating with brands such as Pershing, Italo, Alitalia, Etihad Airways and Singapore Airlines.

Prestigious theatres, concert halls and auditoriums, museums, embassies, five star hotels, shops, showrooms and travel lounges in some of the world's most important airports. Thanks to its ability to combine sartorial tradition with advanced technology and research, the **Custom Interiors department** is also awarded the most challenging international contracts, fulfilling the dreams and the most daring requirements of the great architects. These designers include **11 winners of the Pritzker Prize**, names such as Richard Meier, Jean Nouvel, Sir Norman Foster and Renzo Piano. The department has completed more than 1000 projects in over 50 countries and developed a collection of over 30 chairs. Its most prestigious projects include the **European Parliament** in Strasbourg by AS Architecture Studio, the **Walt Disney Concert Hall** in Los Angeles by Frank O. Gehry, the auditorium inside the **Jockey Club Innovation Tower** in Hong Kong by Zaha Hadid and the **Macro Museum** in Rome by Odile Decq. The Custom Interiors department team combines all of its skills to work alongside the designer, providing proactive support from the initial creative stages through to the completion of the project.

Worldwide expansion strategies have seen the brand and its three departments become an internationally influential benchmark. In addition to its presence in Europe and the United States, in the last 10 years Poltrona Frau has decisively entered the South American and Asian markets. The brand currently boasts **16 flagship stores, 150 single-brand stores** and around **300 multibrand stores** across the five continents.

The driving force behind the brand is the factory in Tolentino in the Marche region of Italy, a factory of knowledge with deep roots in the local area. The company story is also told here through the **Poltrona Frau Museum**. Designed by **Michele De Lucchi** inside the industrial buildings, it is a space which goes beyond the barriers of the standard museum concept. A 1400 m<sup>2</sup> venue where the public can discover archive documents, designs, prototypes, historic products and materials never before displayed. A fascinating journey into the history of Poltrona Frau.

Moving with the times, the company has also made the Tolentino factory a cutting-edge site in terms of its environment processes. Since 2010 the production site, which covers an area of **100,000 square metres**, has been equipped with a photovoltaic system that makes it almost entirely self-sufficient in terms of meeting its energy requirements. With an output of 1.4 megawatts thanks to 18 thousand thin-film photovoltaic modules, it produces approximately 1,680,000 kWh every year, generating savings of 1176 tons of CO<sub>2</sub>. Poltrona Frau has always been at the forefront in terms of obtaining certification relating to its environmental sustainability and the health and safety of its collaborators.