

# BEST OF BESPOKE

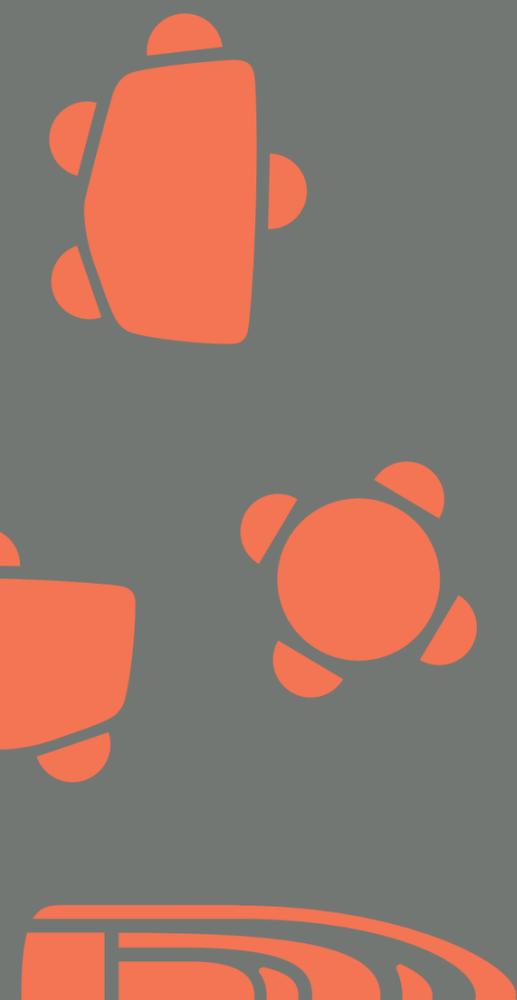
LIVING. TRAVELING. WORKING.





## BEST OF BESPOKE LIVING. TRAVELING. WORKING.

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



# When custom-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.

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.

# means perfect-made.

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.

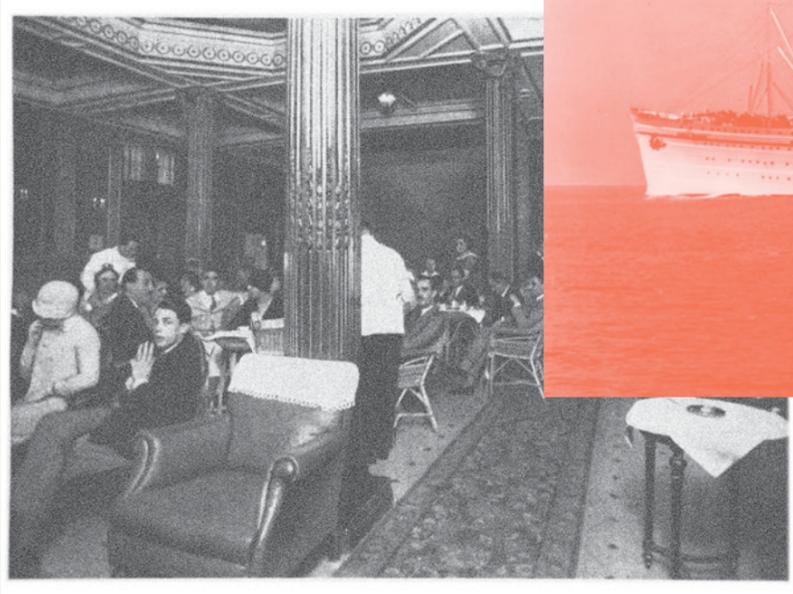
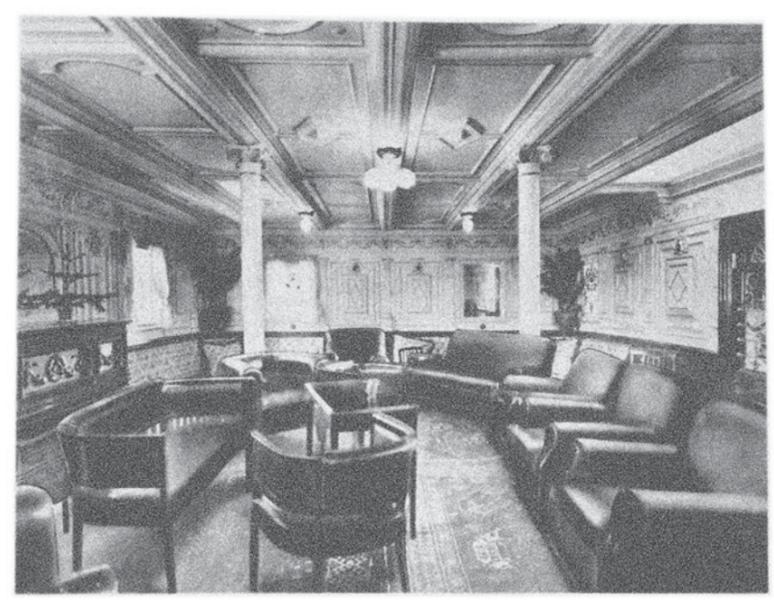
Each project is a unique solution in itself, and while this guide outlines the highlights of our most important works, our best project just may be our next one.



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



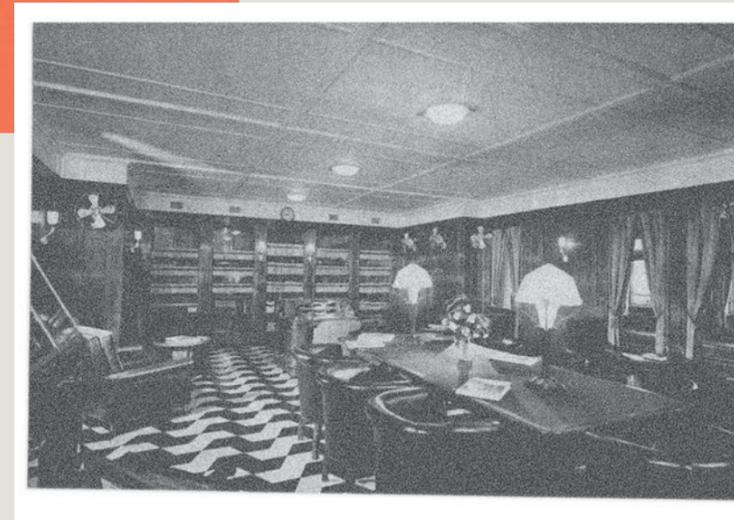
This expertise, perfected through time, continues to be passed down by master craftsmen from generation to generation. Today, as in the past, this heritage of knowledge and skill is captured within each Poltrona Frau project.



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.



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# Residential

Paris — France

architect: **Odile Decq**  
products supplied: **bespoke furniture items + Phanton chairs**

# 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.





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.

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 Cafè 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.



Bergamo Alta — Italy

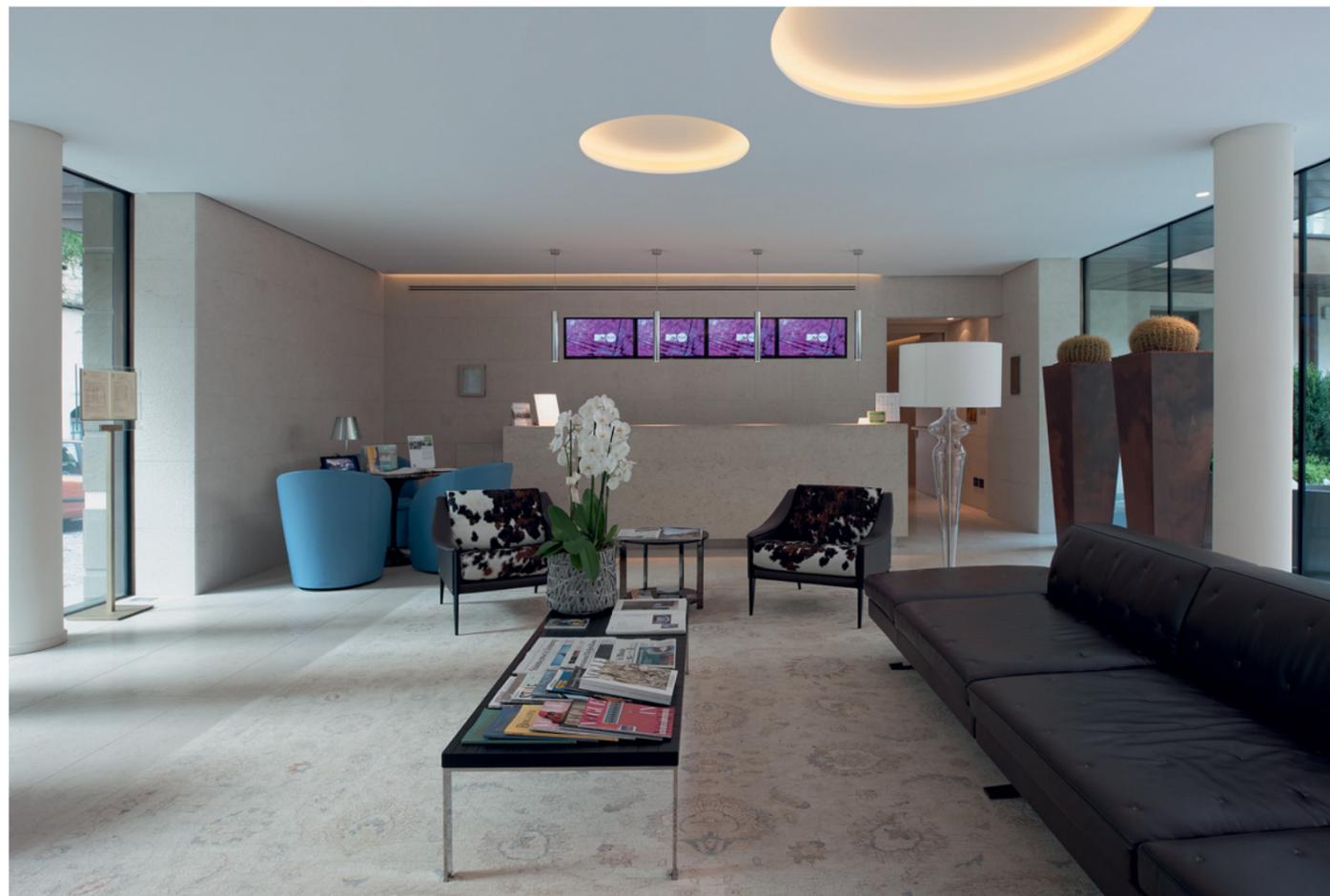
architect: **Adolfo Natalini**

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.





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

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.





Ginger

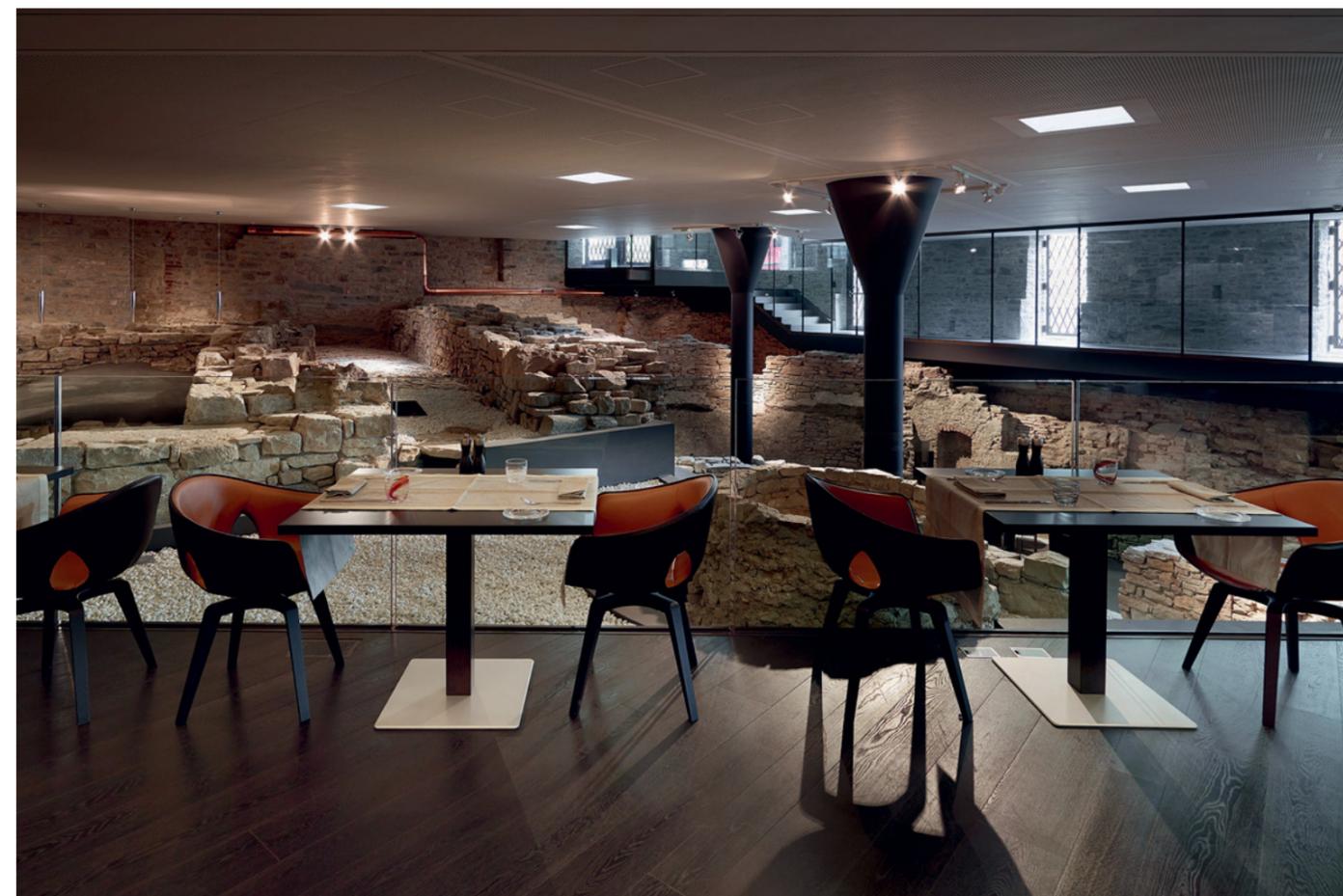


Fitzgerald



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

client: **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





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

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.



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 Lepil 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.





Montera



Montera Stool



Lepli



Ren Bookcase



Fidelio small tables



Ilary



Albero



Nivola



Amelie



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.

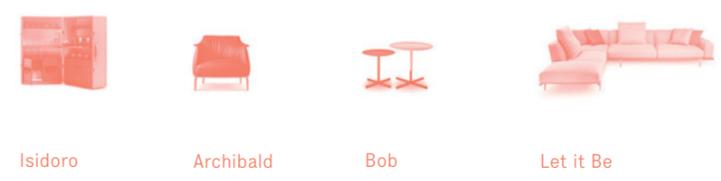


Wood flooring, custom millwork, floor-to-ceiling sliding doors provide an abundance of natural light from a 1,729-square-foot wraparound terrace, facing over the Atlantic Ocean, South Beach, Downtown Miami. The residence opens on a library lounge, with a matte-black-oak Lloyd bookcase designed by Jean-Marie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





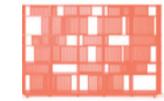
Suzie Wong    Nivola    Brera    Moondance    Ren Magazine Rack    Ren Small Table    Soffi    Holly



Isidoro    Archibald    Bob    Let it Be

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.





Lloyd



Jay Lounge



Lepi



Zhuang



Blue Pallo



Pura



Archibald



Holly



Fidelio Lamp



Bob



Leather Pot



Let it Be



New York — U.S.A.

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

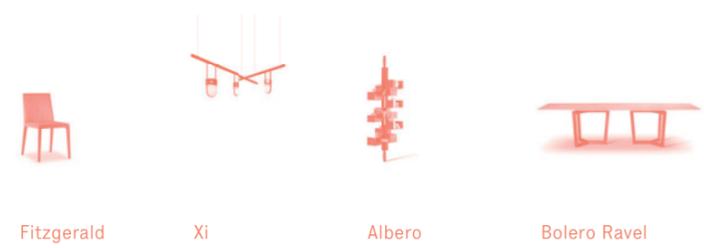
# 565 Broome SoHo

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.

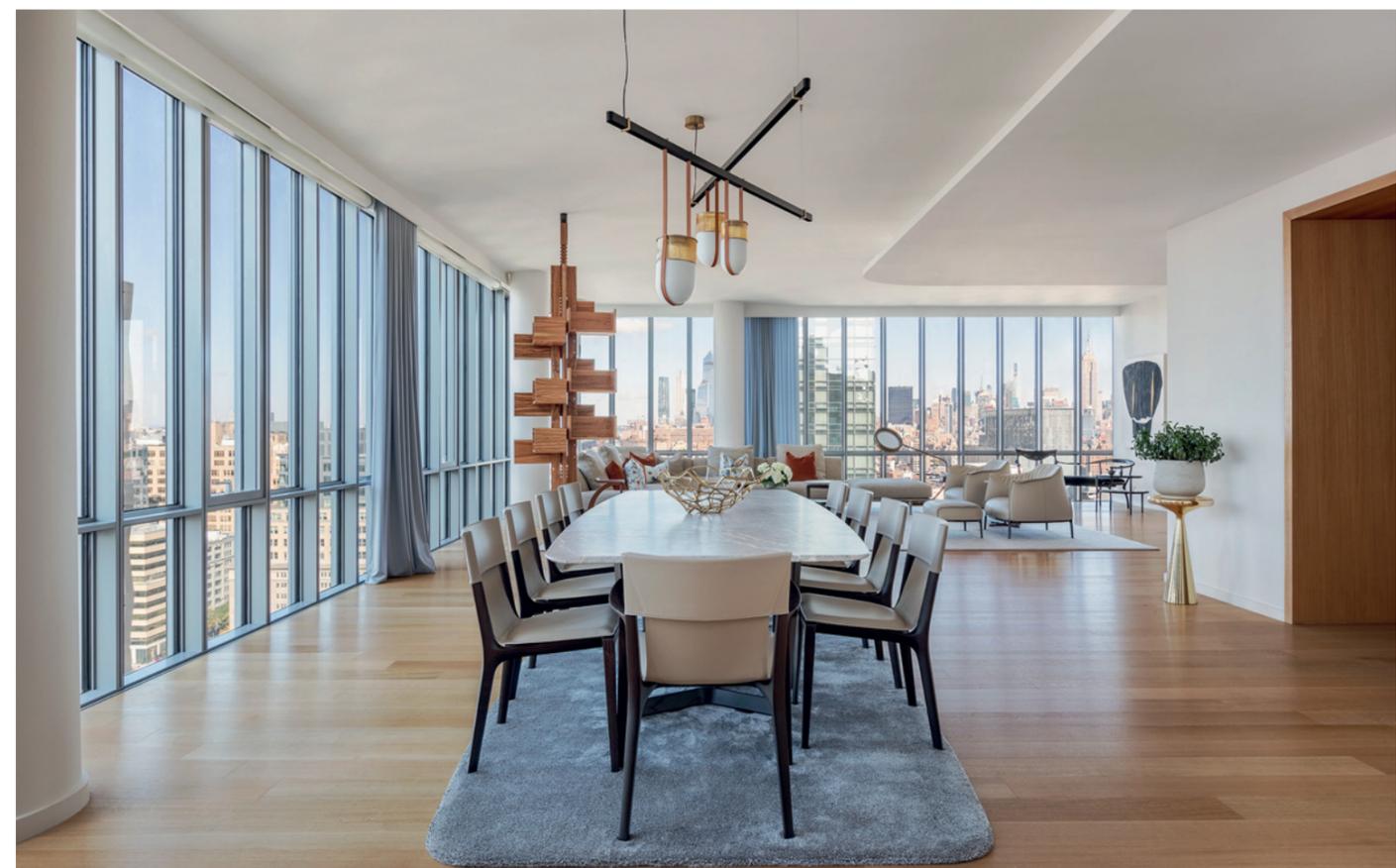




31 artworks from 10 different contemporary artists, complete the styling of this cream coloured side of the house, flooded with light in the day and with an indescribable atmosphere in the evening and at night. The master bedroom suite includes the Times bed, named after the famous font type, with a 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

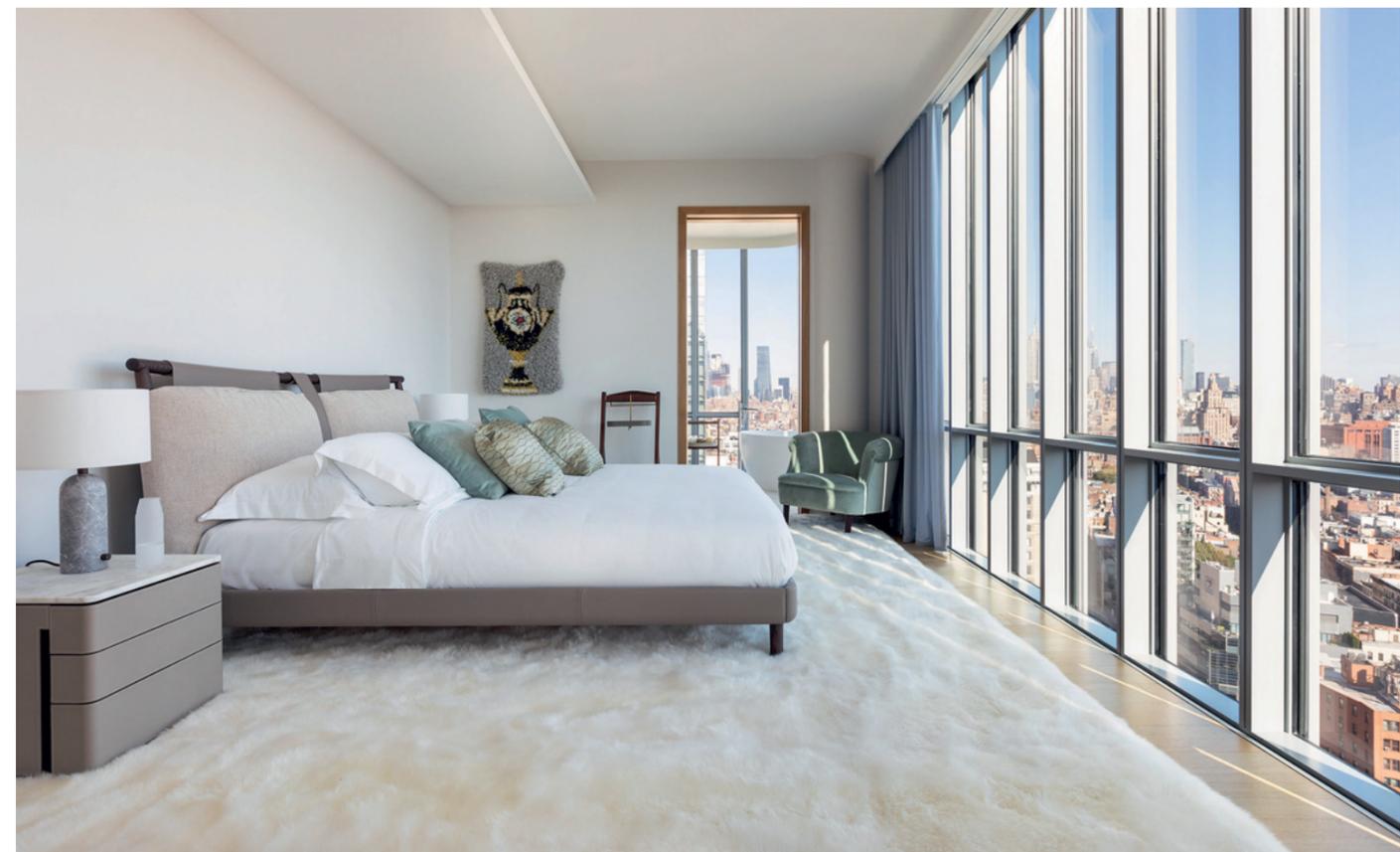


Xi





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.



Wenzhou — China

architect: **Womehome**  
products supplied: **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, HuJie 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: **Jiao Yanfeng**  
interior designer: **X. Y. Design, Q. Yongyi, W. Yazhu, W. Ze**  
products supplied: **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. The living and dining areas are dominated by grey and sand nuances, where daylight comes from the huge floor-to-ceiling windows.





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



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 Pallo 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.



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.



Jay Lounge



Fiorile



Blue Pallo



GranTorino

Downtown  
President

Leather Pot



Ilary

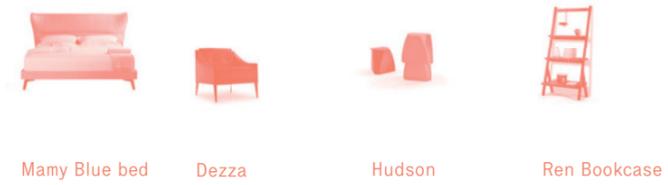


Lloyd



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Mamy Blue bed Dezza Hudson Ren Bookcase

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# Yachting

86	Cigarette AMG59
92	Pershing P108
98	Pershing P9X
104	Pershing P8X
110	Pershing P72
114	Pershing 64
118	Maiora 30 Walkaround
126	Scrambler 1100 Ducati
132	Singapore Airlines A380

# Transportation

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 upholstery 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: **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.

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.





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

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 Lepilì system of poufs with the detail of a central band, made exclusively for the Pershing 9X.





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.



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 Lepù 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.





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

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.



client: **Pershing - Ferretti Group**  
products supplied: **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.





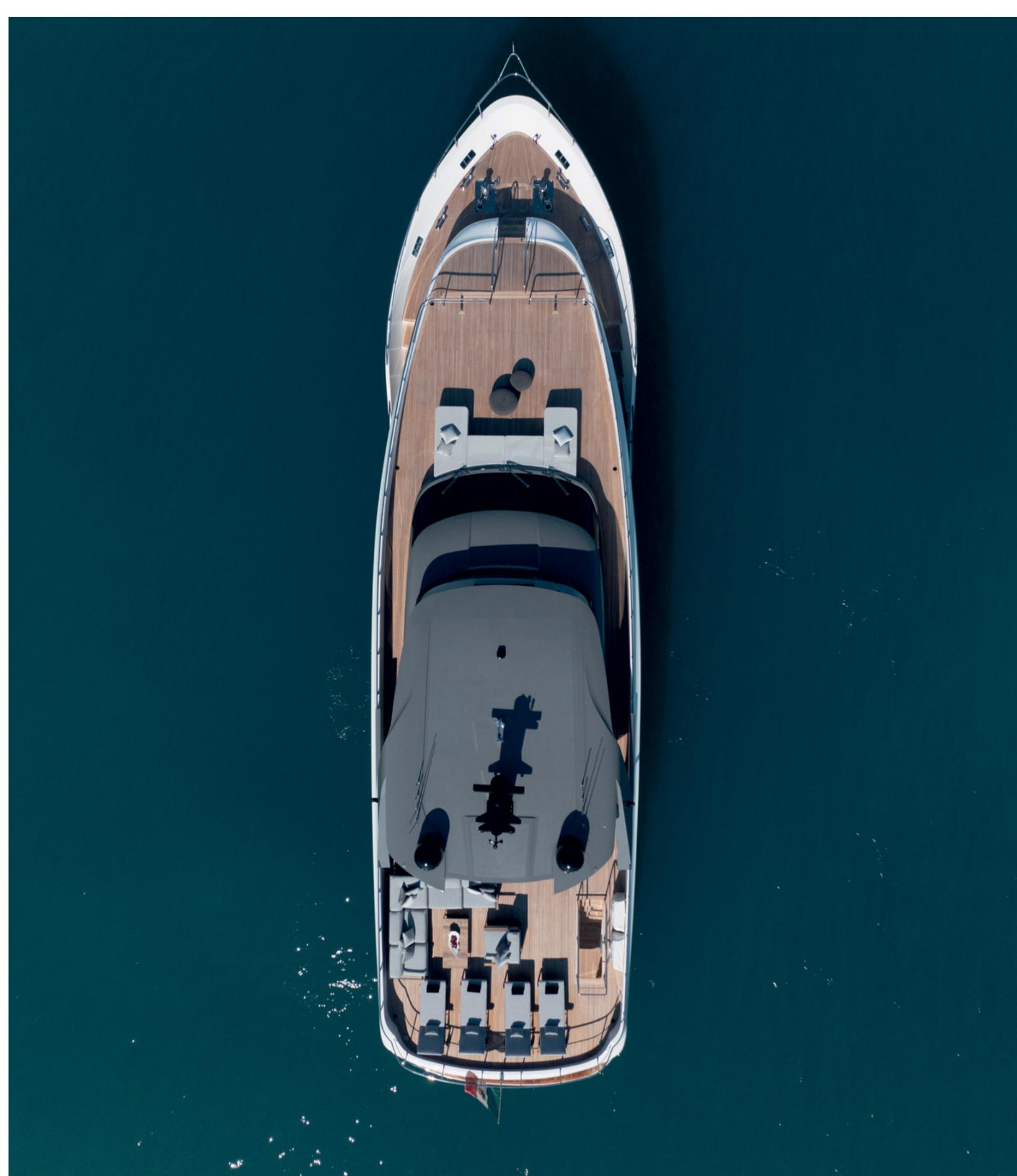
Extreme care was also dedicated to the colour schemes, such as the ivory white of the sofas and lounge in the living area, or the Heritage black leather details in the cabins and the chocolate brown of the steering wheel. Poltrona Frau Interiors in Motion provides high-end leather-wrapped products and 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.



client: **Next Yacht Group**  
designer: **Shipyards 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. 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 Lepil 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.



Montera



Bolero Ravel



Trust cabinet



Lloyd

Fidelio  
multimedia cabinet

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 Lepil ottoman, the Fidelio multimedia cabinet with a TV, and the Trust cabinet specifically customized for this project.





Ginger



Clayton



Ilary



Lepli



Let it Be

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.





client:

Ducati

# 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. A “scramble” of parts coming from different types of motorcycles, therefore its name. Ducati Motors starting producing its first Scrambler model in the early 60's.





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: 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.





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.

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.





Poltrona Frau

Best of Bespoke

Living. Traveling. Working.

Yachting and Transportation



# Airports

140

Casa Alitalia

146

Fontanarossa Airport

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Cathay Pacific Lounge

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Guglielmo Marconi Airport

162

Narita International Airport

174

Caselle Airport

180

Naples International Airport

186

Eindhoven Airport

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.

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.

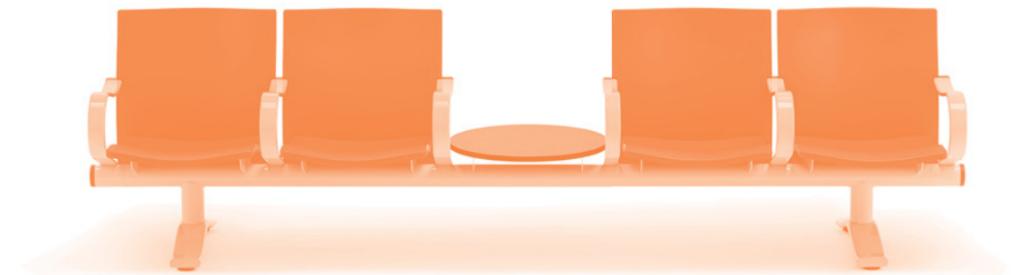




Airport waiting times have become important moments in the modern world and for many years the Custom Interiors Division of Poltrona Frau has catered for the multiple requirements of travellers, offering unique solutions to respond to all possible needs with products that meet the most exacting standards.



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.



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.



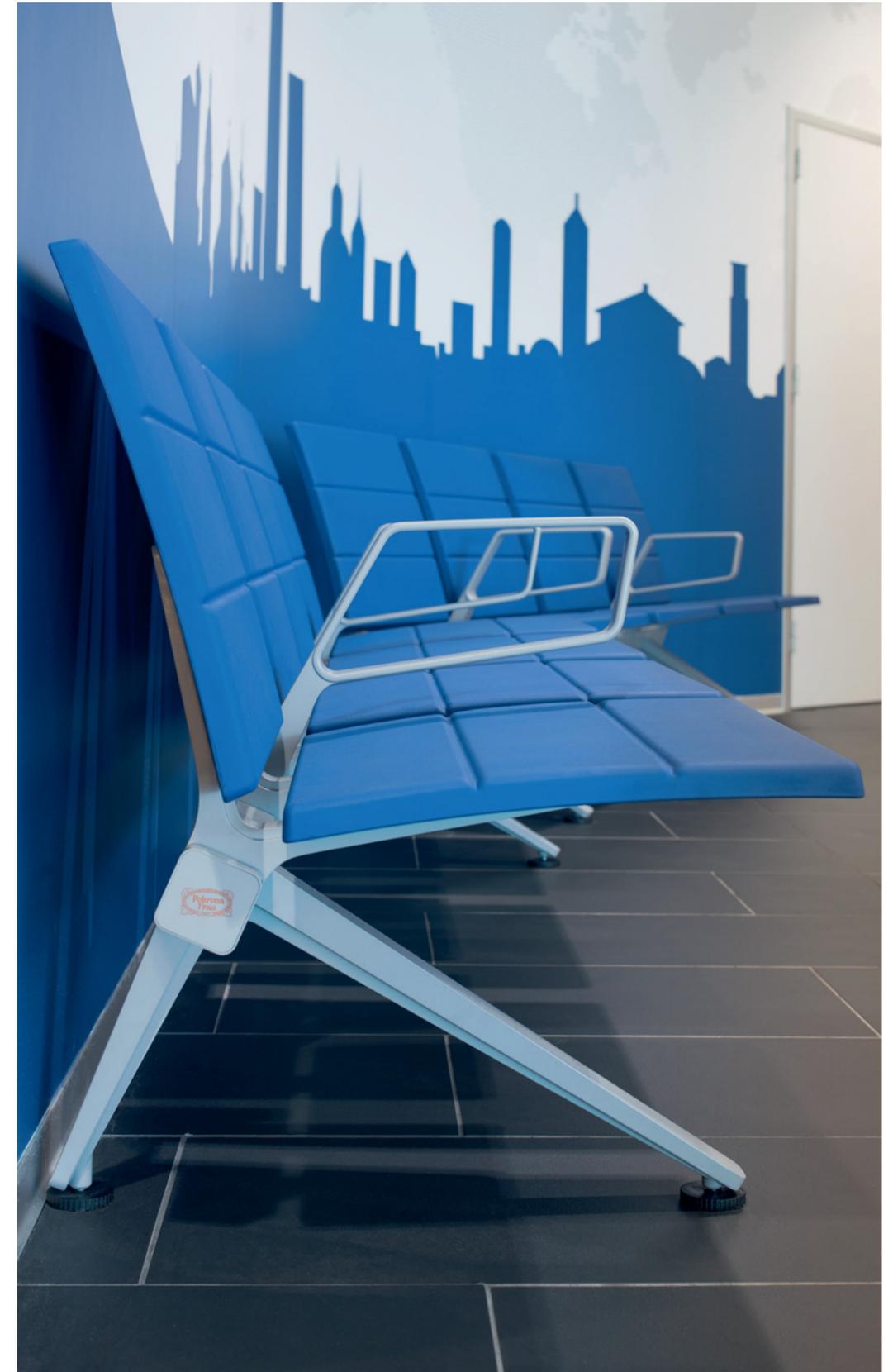


Poltrona Frau Custom Interiors's specific brief was the customisation of the Nubi seat, a bench with a plywood structure and poplar backrests that stands out for its versatility.

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.



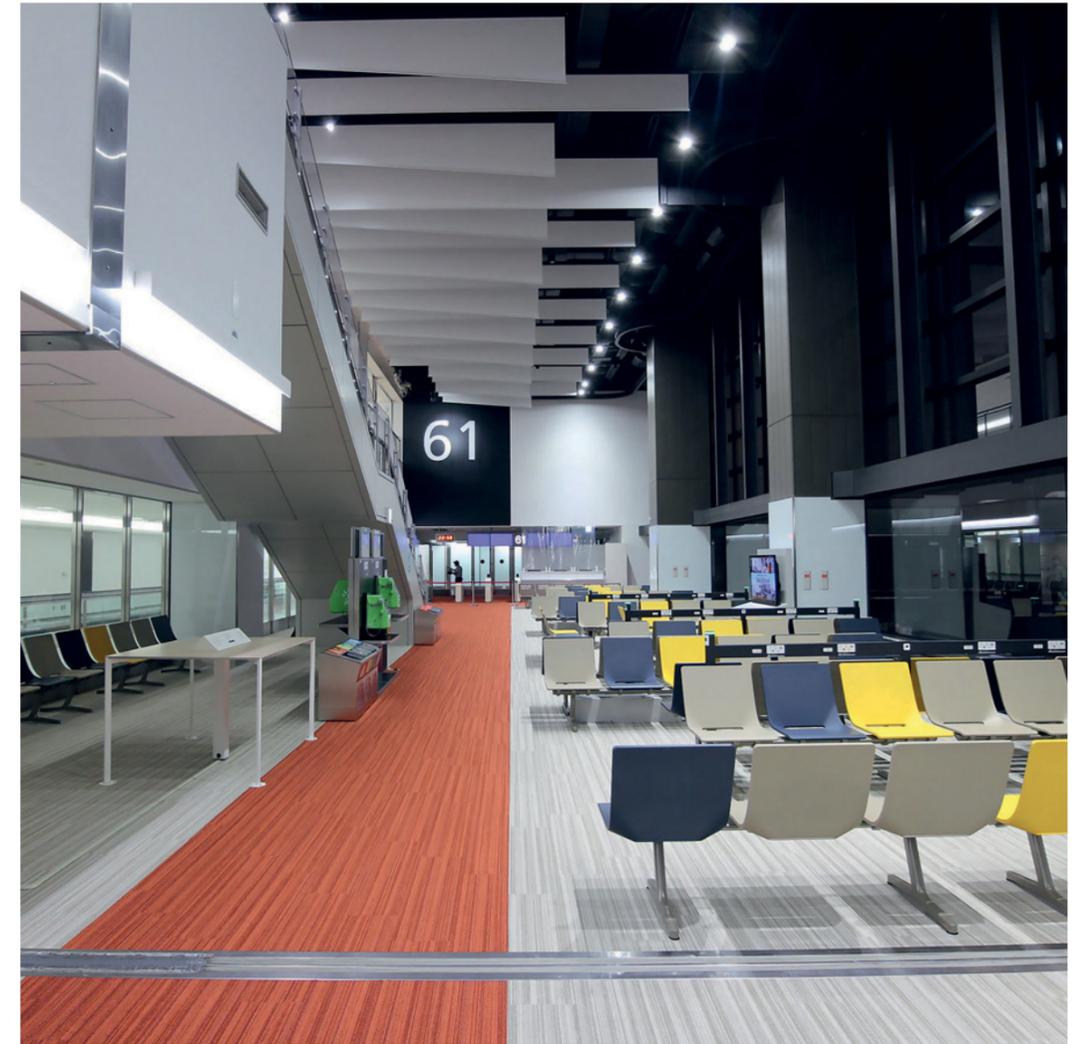
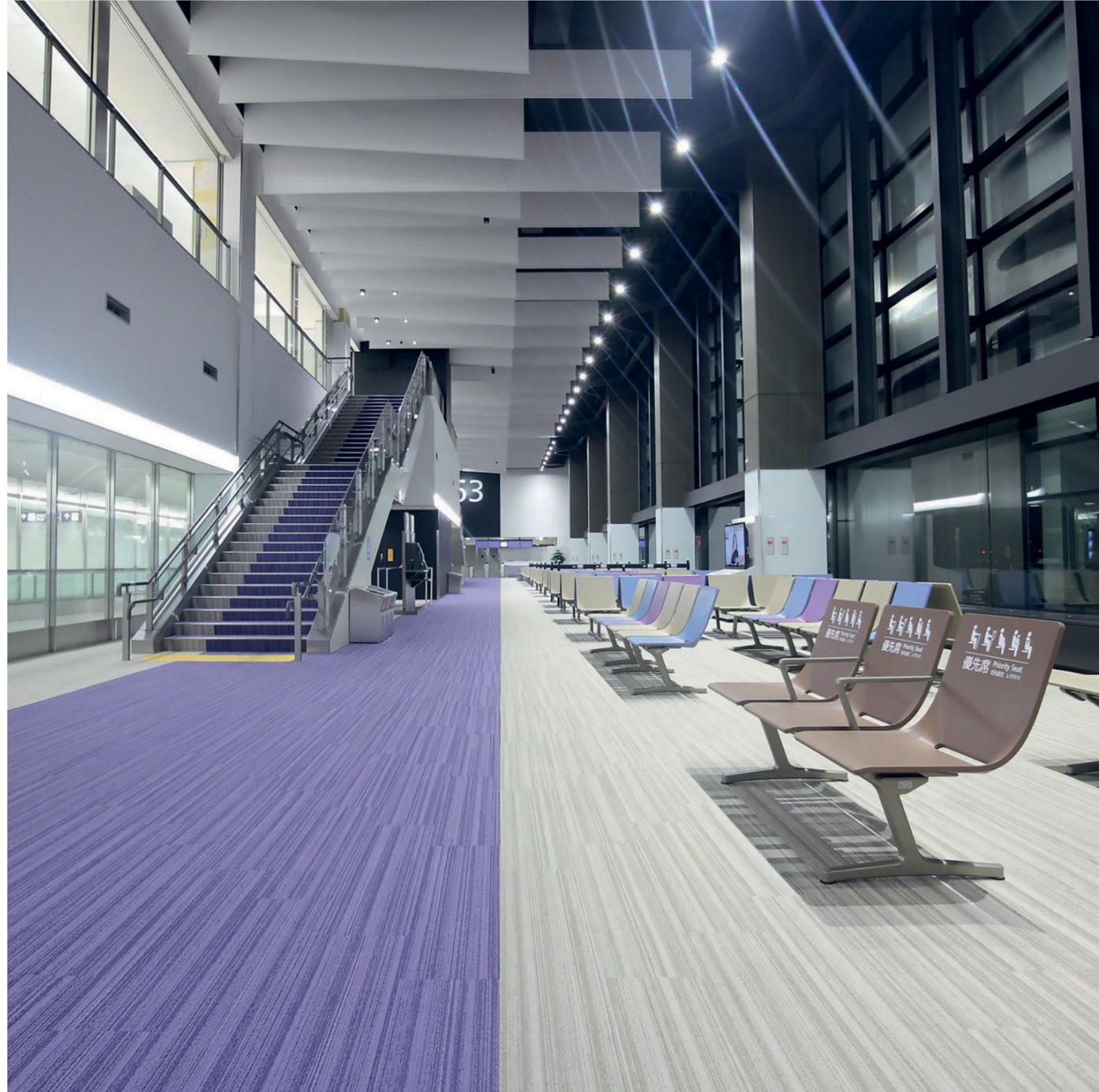
Tokyo — Japan

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 E00S.

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.

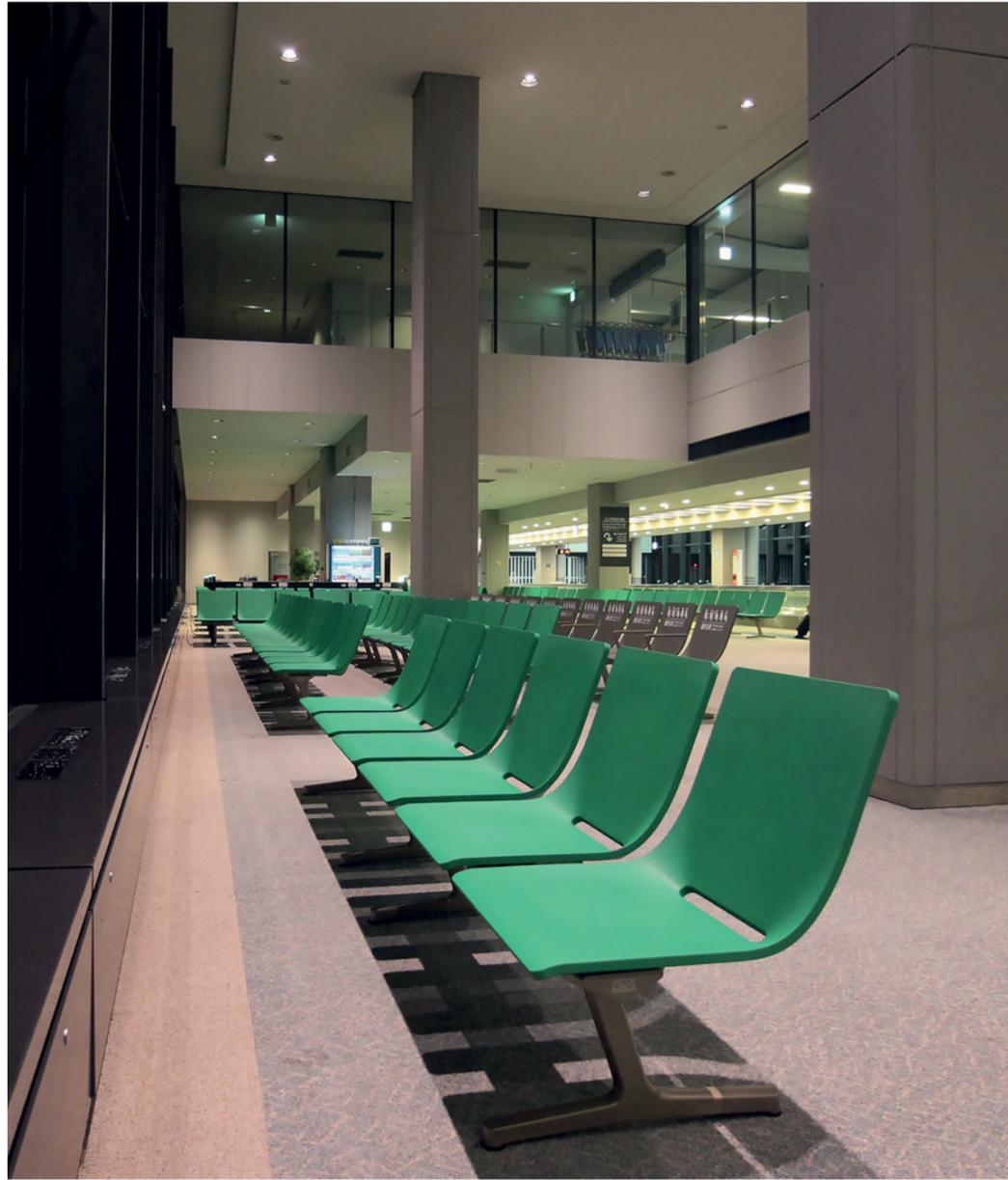


Fly\_Air chaise-lounge by Poltrona Frau and Progetto CMR, is also a seating system specifically designed and developed for airport waiting areas. Extremely solid and designed to guarantee durable quality over time: the robust structure is composed of a steel bar supported by die cast aluminium legs. 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.



Caselle Airport is the first Italian project for the new and innovative Aetos system by studio E00S, 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.



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.



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.



Napoli — Italy

client: **SAGAT - Caselle Airport**  
products 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.



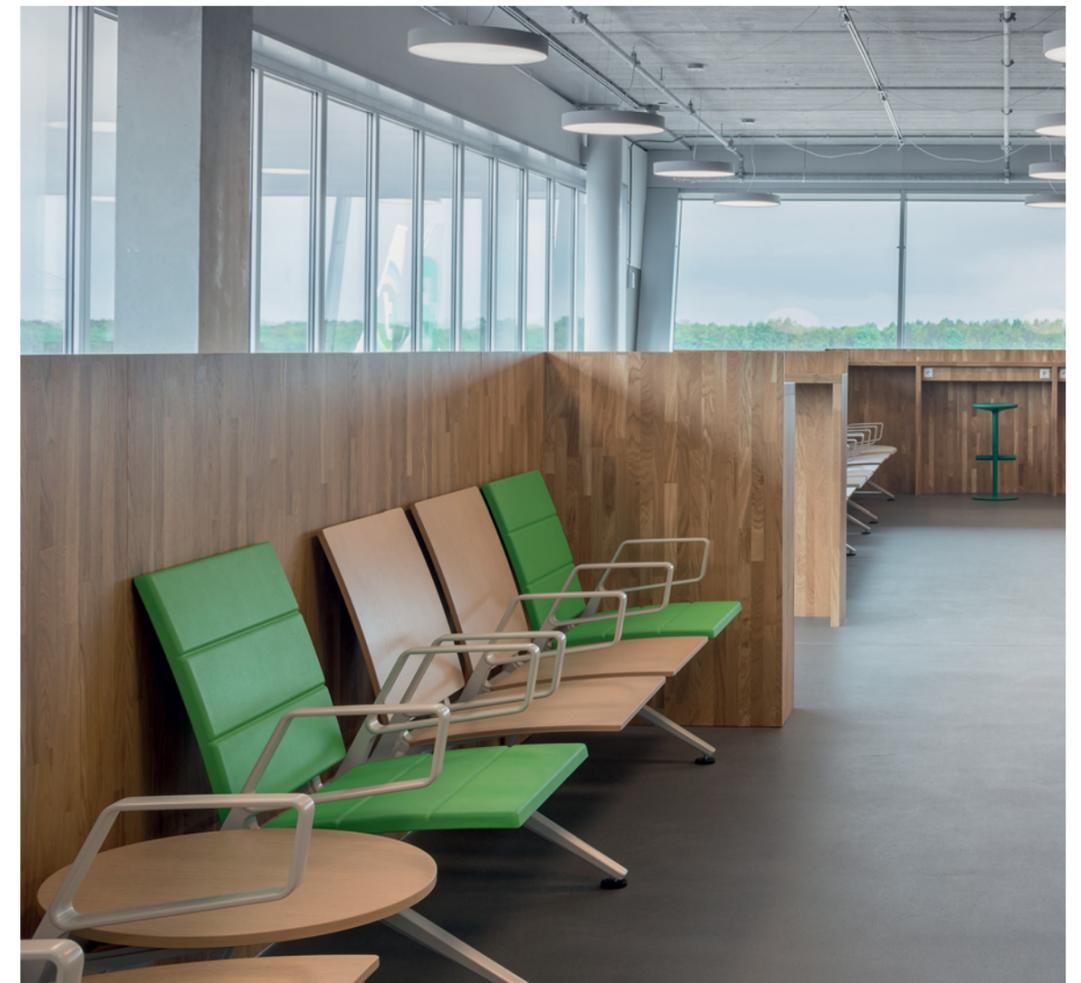
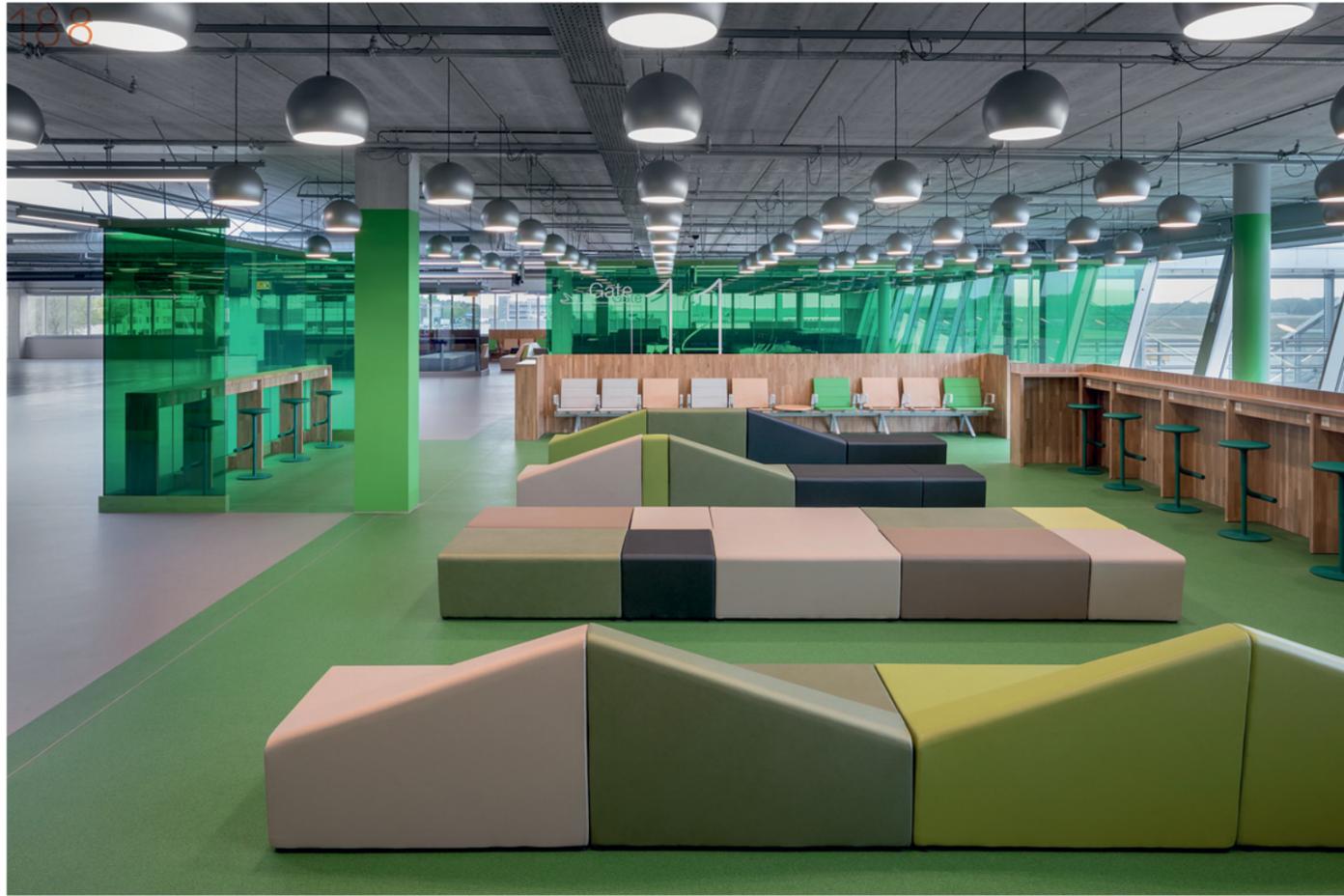
Eindhoven — The Netherlands

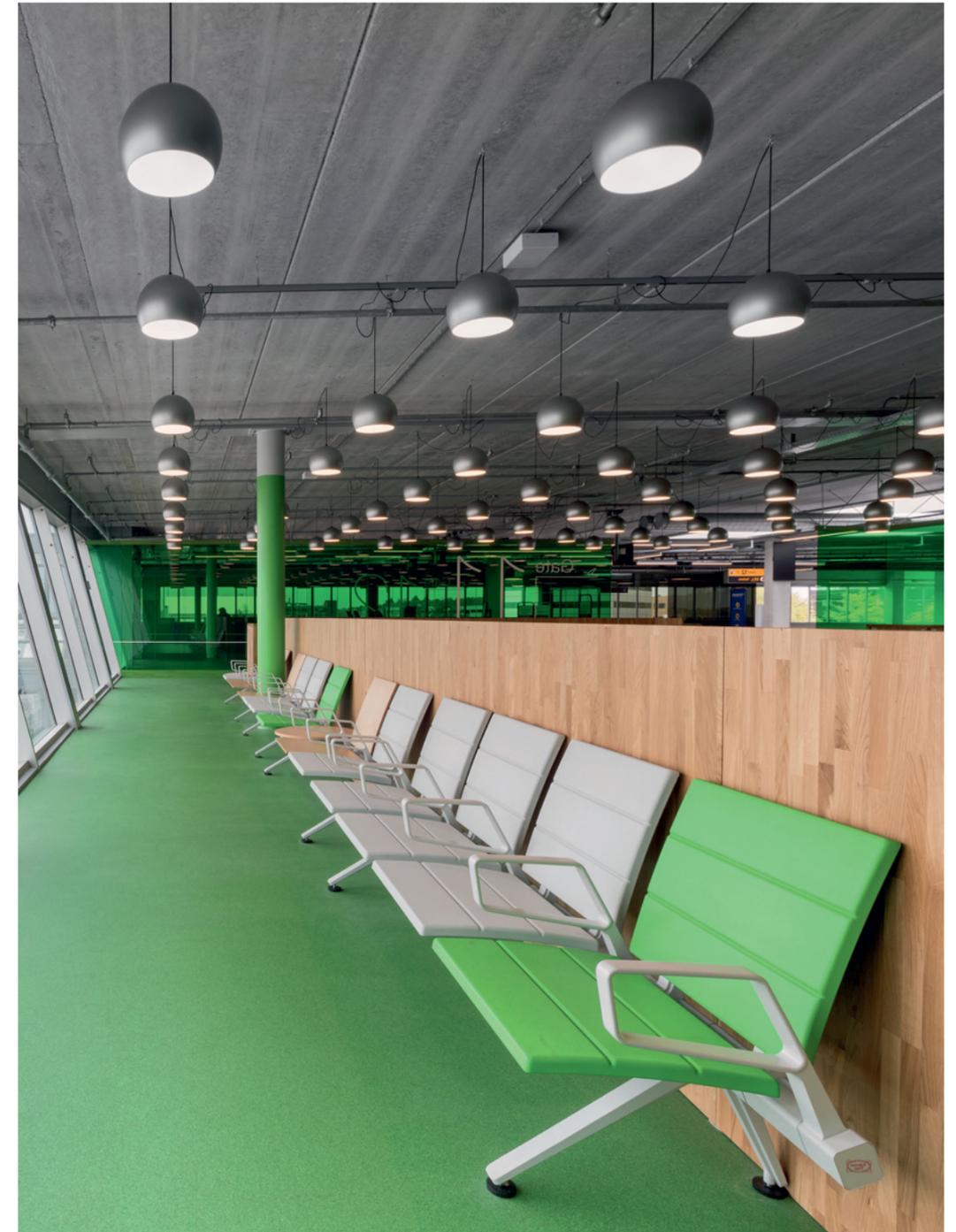
designer: **Progetto CMR**  
products supplied: **bespoke furniture items + Fly\_Air  
+ Poltrona Frau collection products**

# 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.







Poltrona Frau

Custom Interiors

Best of Bespoke

Airports

# Offices

194

Investment Group

200

State Capital

204

Royal Van Lent Shipyard

210

Bleecker Headquarter

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.





Downtown meeting



Downtown conference



Nivola



Mesa Due



C.E.O.



Trust desk

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. Colours that lively stand out over the ocean view of Miami. In particular, Poltrona Frau provided their Regina armchairs for the entrance, a modern reinterpretation by Paolo Rizzato of the traditional bergère armchair.



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



Regina



Brief Meeting



Esedra



H\_0 low meeting table

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





GranTorino HB

GranTorino

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.



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.





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.

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.



Chancellor  
President



Chancellor  
Meeting



# Special Projects

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Louvre Abu Dhabi  
FC Bayern Säbener Lounge Allianz Arena

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.



PHOTO: © Department of Culture and Tourism - Abu Dhabi Photography Mohamed Somji



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.



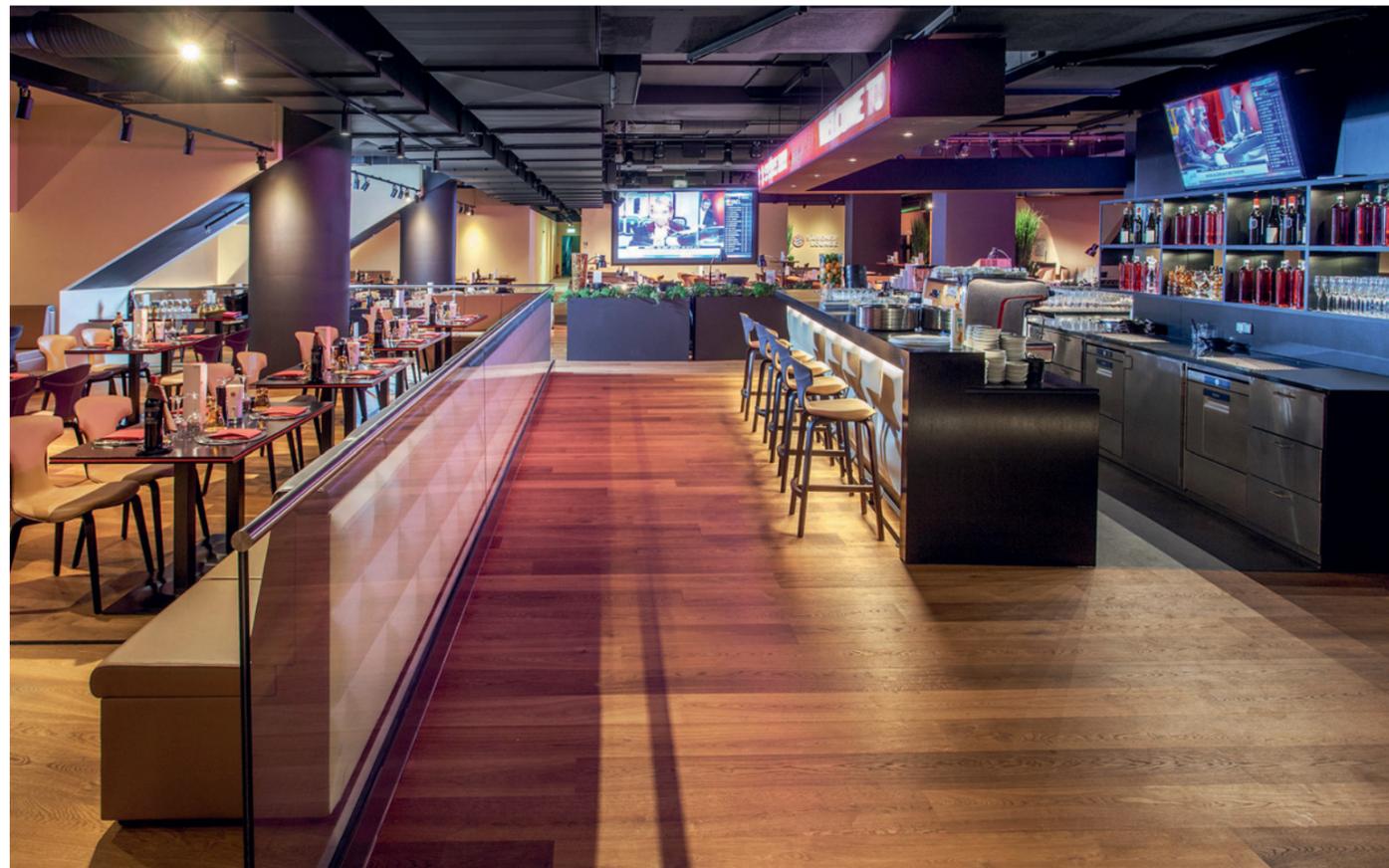
The so-called Säbener Lounge, which opened to the public in August 2015, has been developed and is managed by the world-class Austrian catering company DO & CO. DO & CO is very experienced in dealing with important international clients. A part of its service is to develop a tailor-made design for each 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



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Berluti Boutiques

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Hermès Boutiques

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BMW Welt

# Stores

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.





Poltrona Frau

Custom Interiors

Best of Bespoke

Stores

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.



# BEST OF BESPOKE LIVING. TRAVELING. WORKING.

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