

Intelligence in our hands



Where we are

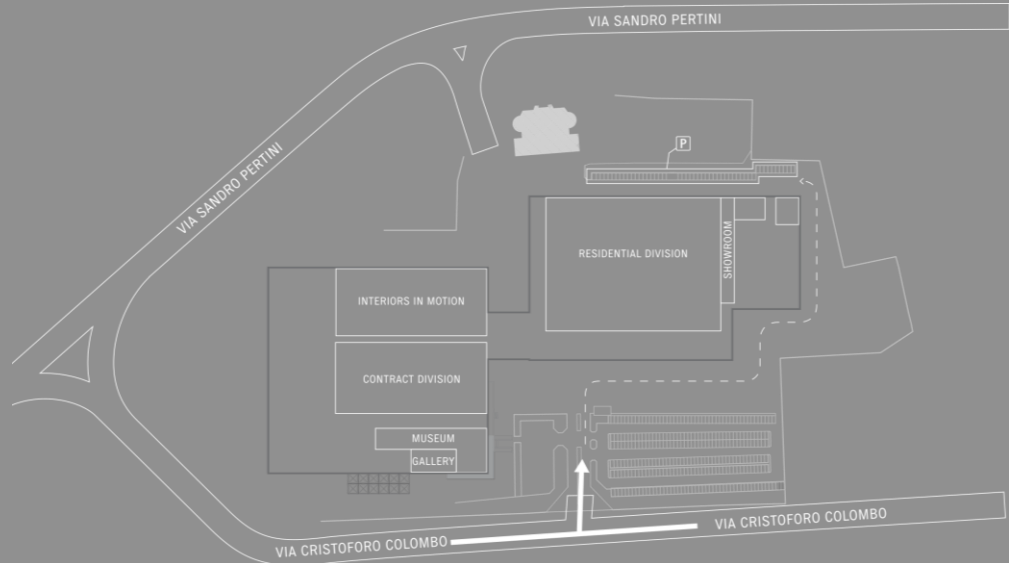


Born in Italy

—
grown all over
the world.

We are familiar with the beauty of what surround us, the work in Poltrona Frau is a beautiful blend of a long heritage, elegant creativity, handwork, and finest materials. It is quintessentially Italian.

Where we are



Tolentino (Italy)
40.000 mq

Mission



Understand our
tradition and
image the future

—
with passion and
expertise.

We create understated and elegant
objects inspired by tradition and
projected into the future to offer living
solutions and guarantee the emotional
and aspirational needs of a refined
and sophisticated international
clientele.

Divisions



One Company

—
Three
divisions:

- Residential
- Contract
- Interiors in Motion

Since more than one century our quality products are used to furnish homes, offices, places of interaction, travel environments.

Residential Division - *Home*



A Poltrona Frau
Home has
always the right
atmosphere
—
yours.

Not only sofas and armchairs, but even bookcases, tables, beds, wardrobes, cupboards and interior ours a complete home décor system expressing their philosophy of living.

Residential Division - *Office*



Even
in the office
—
take it easy.

Poltrona Frau Office Division studies specific solutions for high profile offices. Elegant, longlasting furniture that will optimize all spaces, from the executive to the common areas, from the hall and waiting areas to the meeting rooms.

Residential Division - *Collection overview*



Residential Division – *Collection overview*



Residential Division – *Collection overview*



Residential Division – *Collection overview*



Residential Division – *Collection overview*



Residential Division – *Collection overview*



Residential Division – *Top 10 sellers*



ARCHIBALD — Jean-Marie Massaud, 2009



FIDELIO — Roberto Lazzeroni, 2016



GRANTORINO — Jean-Marie Massaud, 2013



DOWTOWN — Jean-Marie Massaud, 2014



CHESTER — Renzo Frau, 1912



LET IT BE — Ludovica + Roberto Palomba, 2017



MONTERA — Roberto Lazzeroni, 2013



RETAGNE — Poltrona Frau Style & Design Centre, 2010

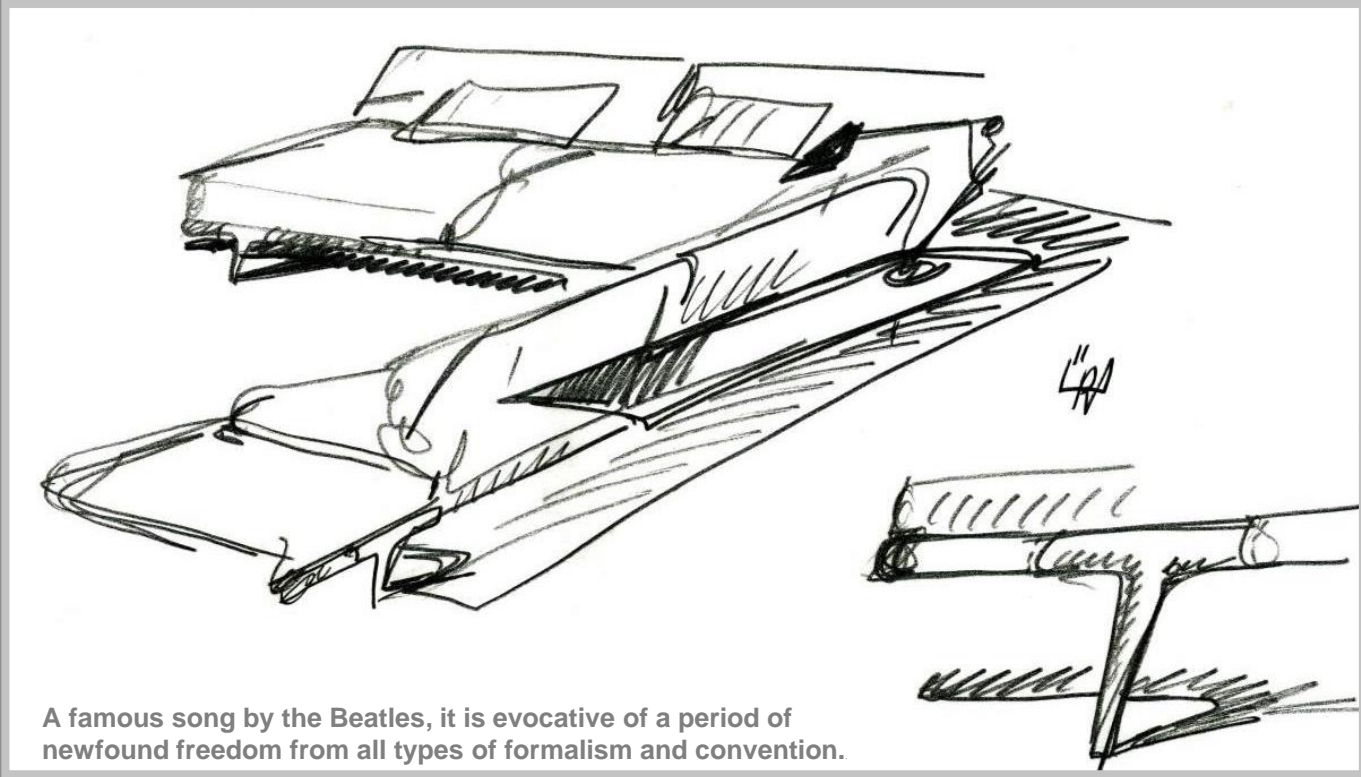


GINGER — Roberto Lazzeroni, 2011



MASSIMOSISTEMA — Poltrona Frau Style & Design Centre, 2009

Let it Be – *Ludovica + Roberto Palomba*



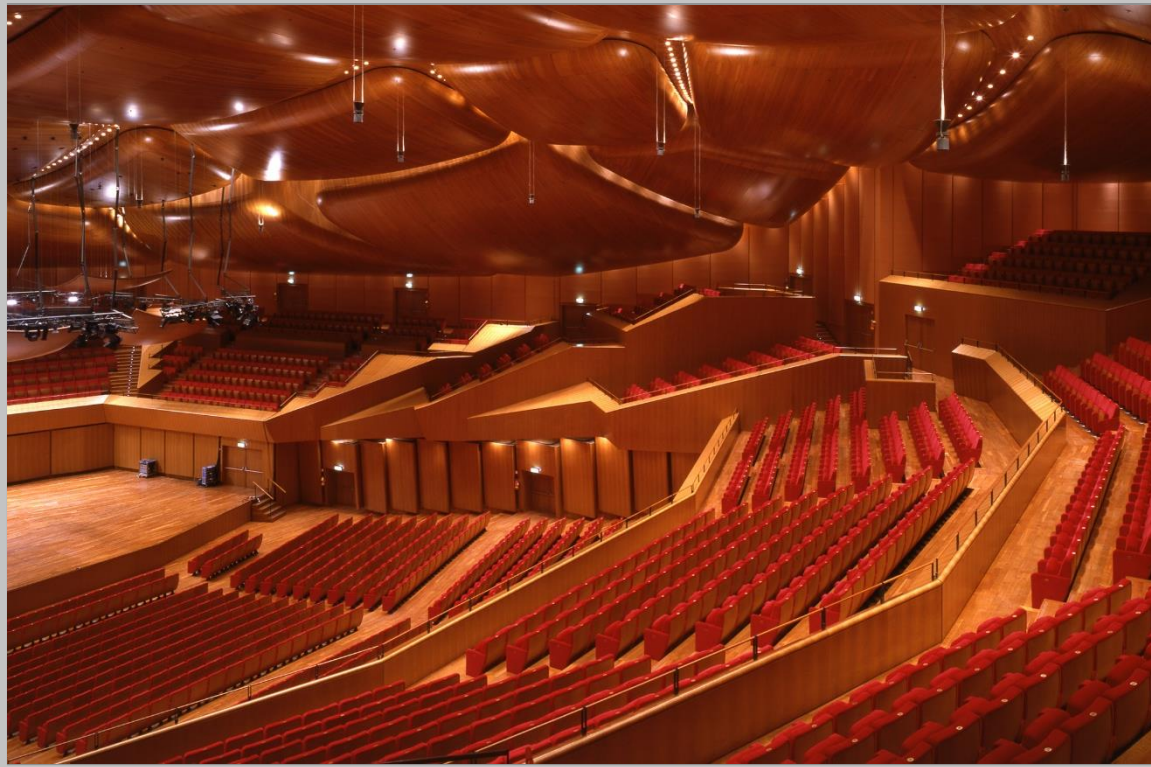
Let it Be – *Ludovica* + *Roberto Palomba*



Cockpit – *Ferrari Design Centre*



Contract Division



An armchair
for two
—
or two
thousand.

If the occasion requires it, we can also think big, transferring our artisan experience and approach to living to a large-scale basis. Our Contract Division creates tailor-made, turnkey interior design projects for theatres, conference halls, high profile shops, restaurants, hotels, museums, political and cultural institutions.

Contract Division



Walt Disney Concert Hall, Los Angeles



European Parliament, Strasbourg



Ferrari Stores



Louis Vuitton, Paris



Apple Town Hall, Cupertino



Palau de les Arts, Valencia

Interiors in Motion



An ode
to slowness
—
even
at 350km/h.

Dal 1984 con Lancia Thema Ferrari 8:32 nasce la divisione Interiors in Motion. Oggi siamo partner di Alitalia, Audi, BMW, Bugatti, Chrysler, Etihad, Ferrari, Infiniti, Jaguar, Lamborghini, Land Rover, Lexus, Maserati, NTV, Pershing, Porsche, Riva and many other top class brands.

Heritage



We have
a great future
—
behind us.

Renzo Frau founded Poltrona Frau in Turin in 1912. In the 30's it was already a status symbol.

Heritage



We have
a great future
—
behind us.

The more you “live” a story, the more interesting it becomes. This is true for the leather of our sofas as for our company’s history, so full of personal experiences, encounters, professional skills and inspiring visions, which have made it a “unicum”. A story that completes itself and stands out in the multicoloured Italian manufacturing and creative world.

Heritage - *Timeline*

1912



Renzo Frau founds the company in Turin.

1921



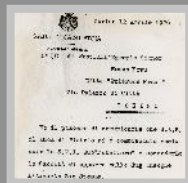
The Poltrona Frau illustrated catalogue is printed.

1924



"Smoke" is an illustration by Nanni, representing a woman holding a cigarette.

1926



Poltrona Frau is the official supplier of the Royal family of Savoia.

1930



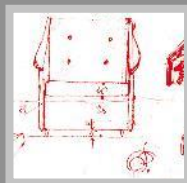
Poltrona Frau furnishes Rex and Conte Grande, magnificent transatlantic ships.

1962



Poltrona Frau moves its production plant to Tolentino.

1965



Gio Ponti signs the Dezza collection.

1968



Luigi Massoni designs Lullaby bed and Dilly Dally.

1976



Opening of a series of monobrand showrooms in Rome, Bari, Turin.

1984



Thanks to the Antropovarius armchair by F. A. Porsche, Poltrona Frau launches the office collection.

1984



At Spoleto first Auditorium project from Poltrona Frau. Contract Division is created.

1986



Lancia Thema Ferrari 8:32. The Interiors in Motion division is created.

1989



Art Direction of Lella and Massimo Vignelli. The Intervista armchair is designed.

1994



Poltrona Frau realizes the interiors for Ferrari.

Heritage - *Timeline*

1999



European Parliament with the Monsieur Pol armchair.

1999



The Titano table by Pierluigi Cerri wins the Compasso d'Oro Award.

2008



Empac is designed by Grimshaw Architects in New York.

2009



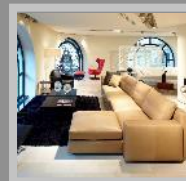
Museum of Fine Art, by Foster + Partners.

2011



Top Class Jal by Ross Lovegrove design.

2011



Poltrona Frau Paris opens in Rue du Bac.

2012



100th Anniversary from the foundation and opening of the Poltrona Frau Museum.

2013



Jean-Marie Massaud designs the GranTorino sofa, that wins the Wallpaper Award in 2014.

2014



Poltrona Frau is part of the Haworth family.

2014



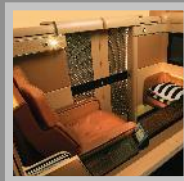
Poltrona Frau designs Magnifica, an elegant armchair for Alitalia.

2015



Poltrona Frau opens its flagship store in Via Manzoni, Milan.

2016



Ethiad Airways wins the Crystal Cabin Award 2016 with the first-class cabins by Poltrona Frau in the Boeing 787.

2016



Franco Moschini, Poltrona Frau President, wins the Compasso d'Oro ADI.

2017



Poltrona Frau celebrates the 70th anniversary of Ferrari with the Cockpit armchair.

Poltrona Frau Museum

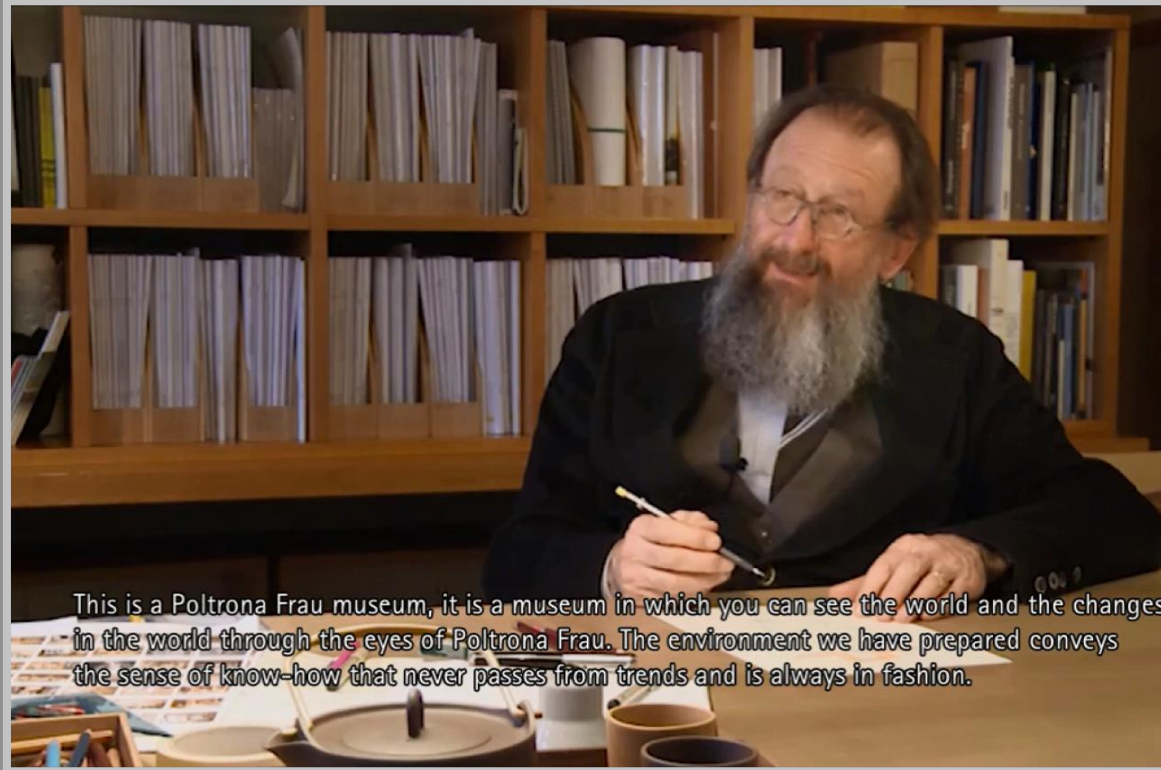


A place
full of history

—
a place
of inspiration.

Poltrona Frau Museum is in Tolentino (headquarter of the brand) and is designed by architect Michele De Lucchi to represent the values and spirit of Poltrona Frau.

Poltrona Frau Museum



This is a Poltrona Frau museum, it is a museum in which you can see the world and the changes in the world through the eyes of Poltrona Frau. The environment we have prepared conveys the sense of know-how that never passes from trends and is always in fashion.

A place
full of history
—
a place
of inspiration.

Michele De Lucchi

Research and Innovation



We are over
a hundred
years old

—
but we still think
about
our future.

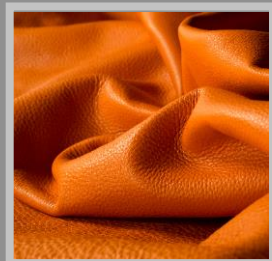
Poltrona Frau is research and development as guarantee of the best quality standard. Every new project, represented a new challenge, and every new challenge has required new answers in terms of raw materials, manufacturing processes and technologies.

Craftmanship



We use the most
advanced
technology
of the world
—
our hands.

Intelligence in our hands. That special combination of experience and sensibility that allows you to feel if a padding is well distributed, or if the pleats have the right thickness or if a lining is well stretched.



Quality for us
is always
—
at the first place.

Leathership represents the Poltrona Frau primacy in the evolution and manufacture of leather. At the same time it encloses the sense of a long-lasting expertise coupled with continuous research and innovation to stand always as the beacon in the industry.

Sustainability



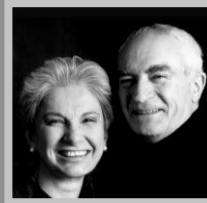
We try to
improve any
environment
—
even the one
we live in.

Poltrona Frau is production processes
that respect the environment
and resources.

Designers



Many have
written our story
—
that is what
makes it so
unique.



Beside working on our history, we
constantly deal with the most
prestigious names of international
design.

Designers

12 Pritzker Price winners have collaborated with Poltrona Frau.



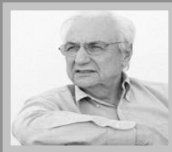
IEOH MING PEI (1983)
Deutsches Historisches
Museum
Berlin, 2000



RICHARD MEIER (1984)
Ara Pacis
Roma, 2006



OSCAR NIEMEYER (1988)
Auditorium Oscar Niemeyer
Raveño, 2010



FRANK O. GEHRY (1989)
Walt Disney Concert Hall
Los Angeles, 2003



RAFAEL MONEO (1996)
Auditorium Museo del Prado
Madrid, 2010



REM KOOLHAAS (2000)
National Library Ostar
Doha, 2013



RENZO PIANO (1998)
Parco della Musica
Roma, 2002



NORMAN FOSTER (1999)
British Museum
London, 1998



HERZOG & DE MEURON (2001)
Auditorium Forum 2004
Barcelona, 2004



ZAHA HADID (2004)
New Theater Armchair
Array, 2013



JEAN NOUVEL (2008)
The Hotel
Lucerne, 2000



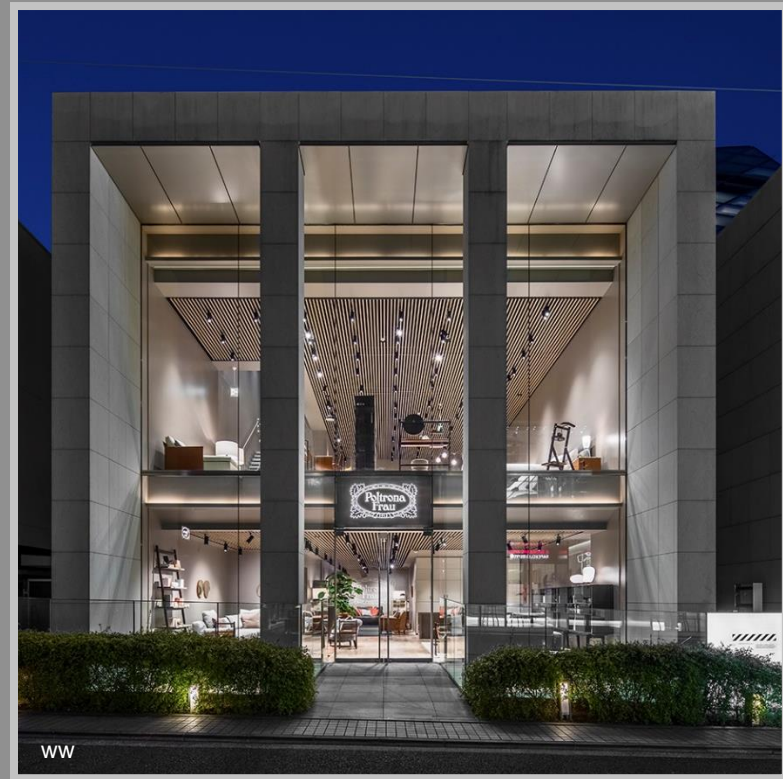
CHRISTIAN PORTZAMPARC
(1994)
Auditorium Société Générale
Paris, 2012

From Gae Aulenti, Achille and Pier Giacomo Castiglioni, Pierluigi Cerri, Michele De Lucchi, Rodolfo Dordoni, Roberto Lazzeroni, Peter Marino, Jean-Marie Massaud, Jean Nouvel, Pininfarina, Gio Ponti, Ferdinand A. Porsche, Andrée Putman, Ludovica+Roberto Palomba, Claudio Silvestrin, Lella and Massimo Vignelli, Marco Zanuso, Frank O'Gehry, Oscar Niemeier, I.M. Pei, Foster + Partners, Herzog & de Meuron, Renzo Piano, Rafael Moneo, Richard Meier, Santiago Calatrava and many more

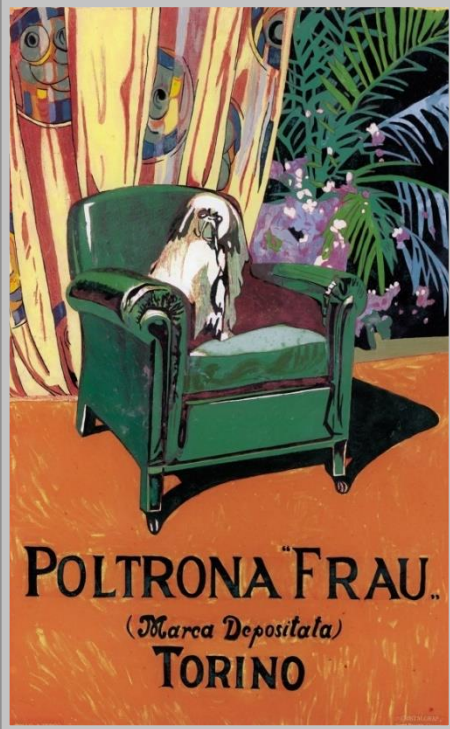
Distribution



Distribution



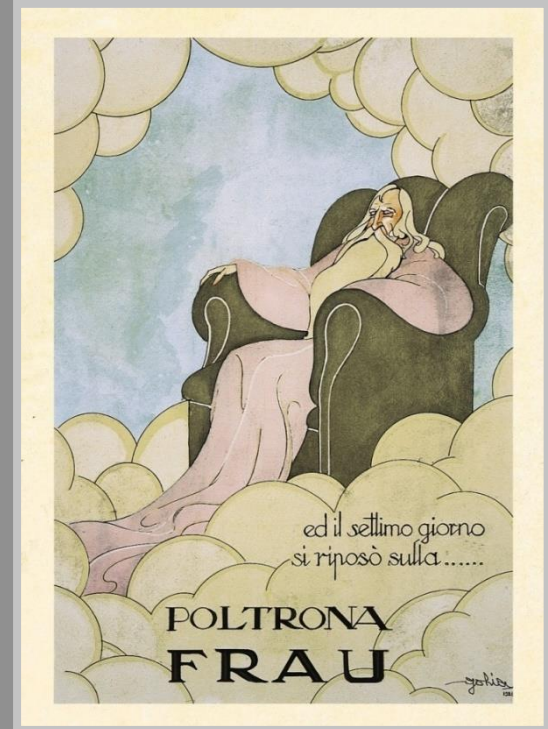
Communication



1924



1912



1926

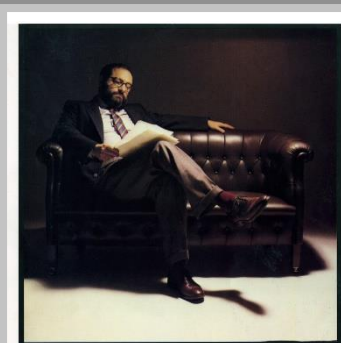
Communication



1930



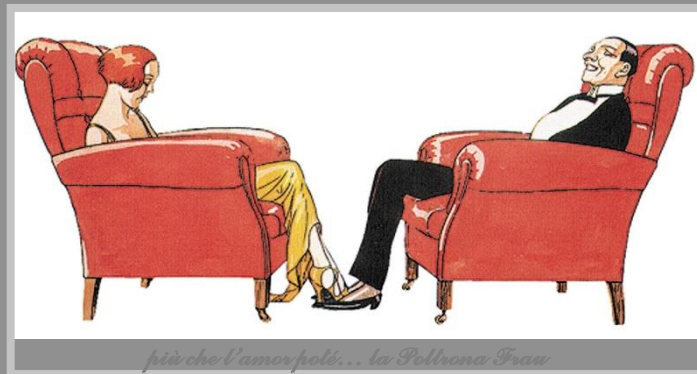
1969



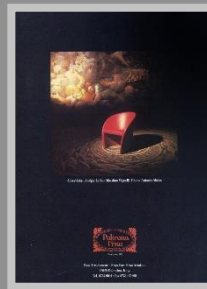
l'attore Di «dante» Tenore



1984



1932



1990



2001



Communication

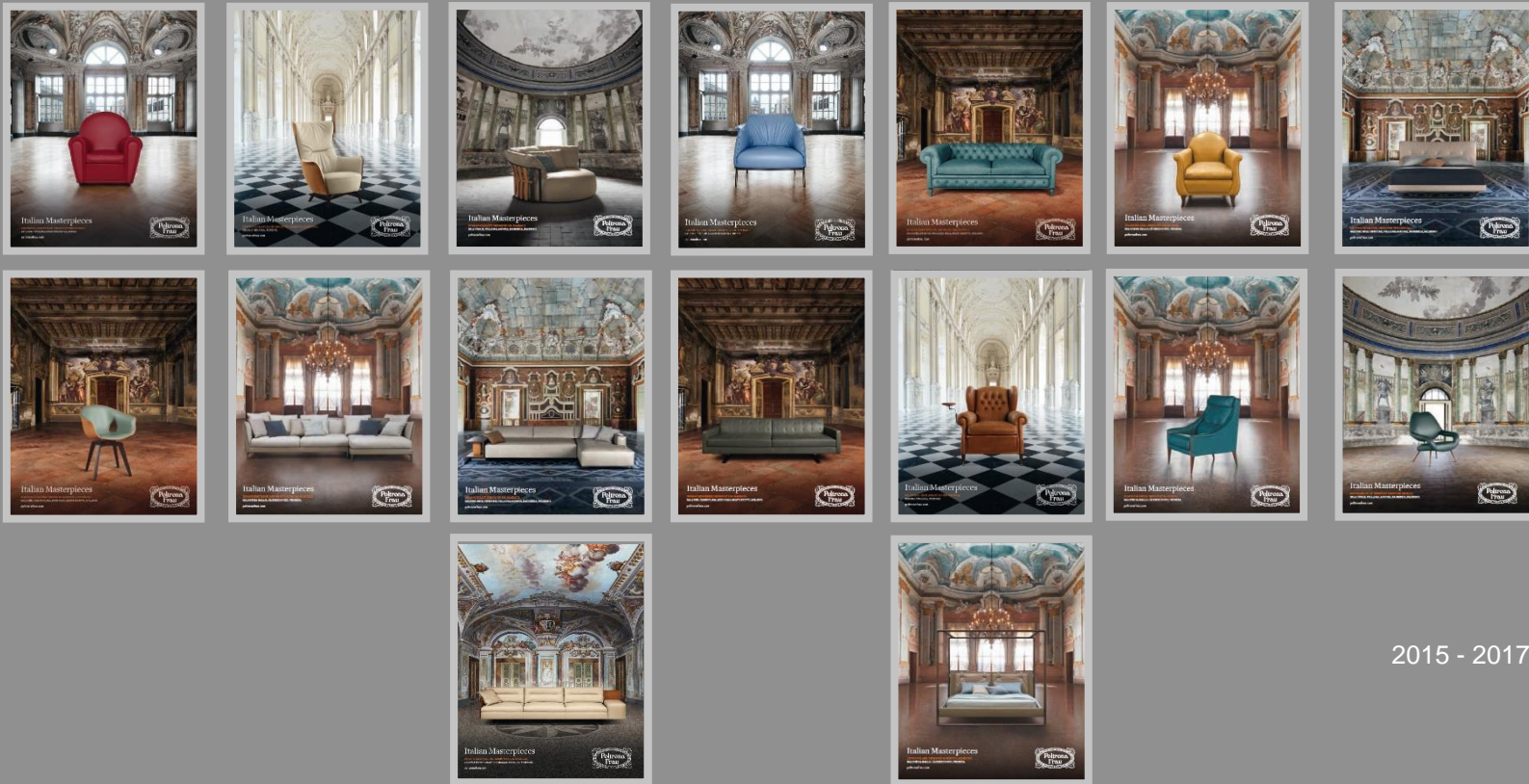


2010



2014

Communication



2015 - 2017

Communication



2018

Communication

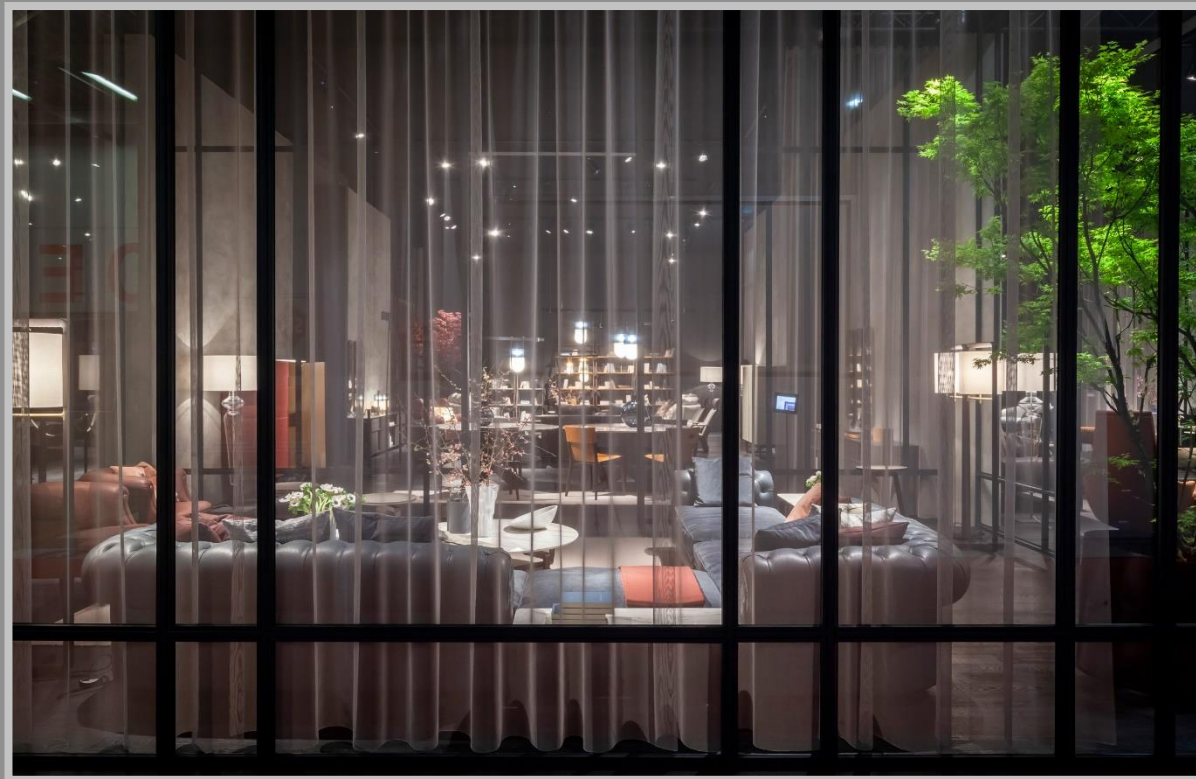


2018

Salone del Mobile 2018

"The proportions are not just harmony, they are the research for the relationship between fullness and emptiness, light and shadow, hidden and unveiled, ideal beauty and scars of time."

— Michele De Lucchi



Salone del Mobile 2018



