

Best of Bespoke *Seating*



Best of Bespoke Seating.

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



When
custom-made
means
perfect-made.

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

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

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

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



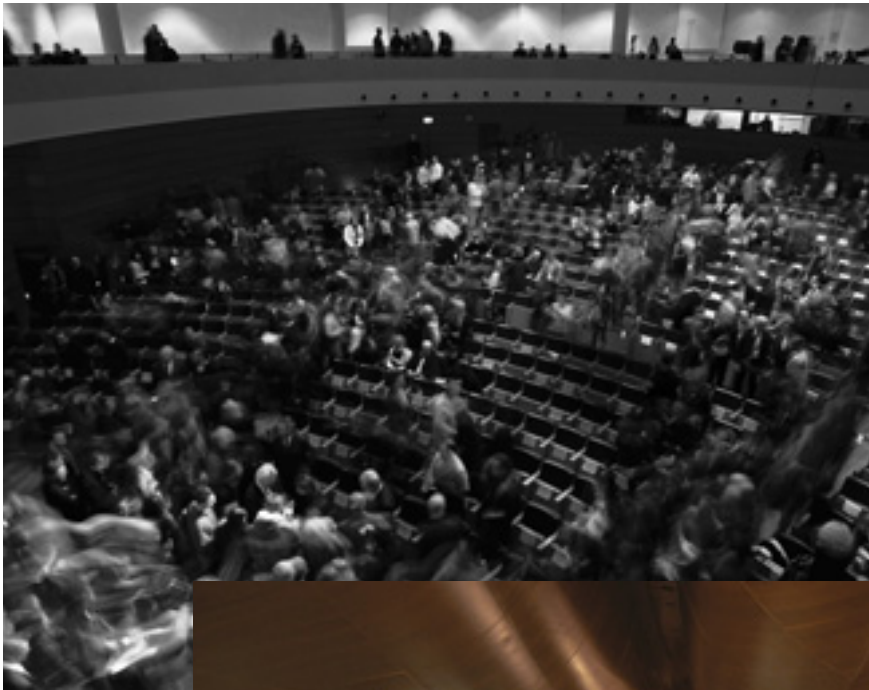
We have graced many of the globe's most iconic museums, auditoriums, showrooms, theatres, concert halls, hotels, restaurants, private residences, yachts, trains, planes, and luxury vehicles.

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

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

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





Seating.

Best of Bespoke

Since its debut, Poltrona Frau has been working on custom projects for high society of Turin and for the theatre furnishings in theatre stages, boxes and foyers.

The Custom Interiors business unit was officially born in 1984, when the company began experimenting with public space arrangements. The Auditorium of Spoleto is the first example.

Poltrona Frau, seating the world comfortably since 1912

Poltrona Frau is synonymous with the word seating. For over 100 years we have been associated with the history and culture of premium quality seats. We have cooperated with some of the most famous and prized designers and architects in the world, creating products that can be considered real icons in the history of design.

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 our first Compasso d'Oro award, to the more recent successes such as the collections by Jean-Marie Massaud and Roberto Lazzeroni.

Throughout the years, our Custom Interiors business unit has designed and produced some of the most remarkable seating solutions for many important venues such as the parliamentary chamber of the European Parliament in Strasbourg, the Arab League in Cairo, the Elbphilharmonie in Hamburg, the Walt Disney Concert Hall in Los Angeles and numerous theatres, auditoriums, concert halls all over the world.

Each project is a world of its own, where custom-made seats, stand along with catalogue designs, specifically created for seating audiences like the famous Kube by EOOS, or Le Big Chair by Franco Perrotti or the Museum Chair by Poltrona Frau Style & Design Centre, just to mention a few of the numerous models available.

We also provide partial customization of our catalogue products, to guarantee the best result of each project. Our large colour palette, selection of upholstery fabrics, types of wood and metal structures transform the vision of the world's most influential architects into reality while strictly complying with the safety and technological requirements that every seating project must respect.

We like to think of Poltrona Frau Custom Interiors as a standard bearer in the world of high-quality seating, where design, innovation, expertise and elegance join together creating a one-and-only experience that will last forever.

Best of Bespoke Seating.

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Projects with Renowned Architects

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Puteaux – France

client:
architect:

Hines, AG Real Estate, Paris - La Défense, AMUNDI
Ateliers Jean Nouvel

Hekla Tower

Hekla Tour is a 220 meters skyscraper designed by the famous French architect Jean Nouvel. Located in Paris La Defance area, it is 49 storey-high, covered with 45,000 square meters of solar glass, and has a distinctive prismatic shape. Hekla was created to meet office workers' aspirations, by building a new, comfortable, and healthy working environment.

The building comprises of 76,000 square meters of office space, 3 levels of housing, a Club space area, and a 250-seat Auditorium flooded with natural light.



For this unusual, and disruptive building experience, Poltrona Frau Custom Interiors cooperated in the customization of the 250 Close seats for the Auditorium. Originally designed by Jean Nouvel for the Abu Dhabi Louvre, Close chair is a compact, ergonomically shaped chair with a complex automatic locking system that allows a synchronized movement, and upholstered in Pelle Frau leather.





Poltrona Frau Custom Interiors is a distinguished and experienced partner for the creation of special seating projects like auditoriums, theatres, museums, Cinemas, and airports. It cooperates with architects from all over the world interpreting the spirit and philosophy of their projects. Artisanal craftsmanship combined with sophisticated technological know-how create the perfect combination to challenge any type of project regardless its size, location, or difficulties.

Moscow – Russia

client:
architect:

VAC Museum – GES-2
Renzo Piano - Renzo Piano Building Workshop

VAC Museum

In 2021, V-A-C Foundation inaugurated an innovative exhibition area located in the former GES-2 power plant, situated on the Bolotnava Embarkment in the centre of Moscow. The renovation project of the early 1900 building, was developed by Renzo Piano Building Workshop. An innovative space where multi-artistic productions can find their ideal location, from art exhibitions, to music, theatre, film screenings and education, facilitating the connection between the arts.





In this scenario Poltrona Frau Custom Interiors business unit was involved in the design and engineering project of a revolutionary seating. The project is based on the well-tested Gala system – a particularly complex mechanism that allows entire seating rows to fold and disappear under the hall's floor, therefore giving maximum flexibility to the environments in terms of seating capacity and floor space.

For this renovation project Poltrona Frau developed the 400 custom-made seats following the design of RPBW; the long and thin metal legs evoke the sense of lightness and transparency of the spaces. In addition, the GALA System obliges to create seats with a reduced weight, specific safety requirements for the users, and dimensions for the motion systems which allow the seat to safely go up and down, rotate and fold.





To stay under the maximum weight allowed - 30kg – Poltrona Frau engineers decided to use steel for the legs and aluminum for the back and seat structure; but also, to remove the steel counterweight usually used for the folding system, therefore they created a new mechanism with torsion springs for the automatic seat return, and a folding armrest. However, the amazing result is not only a highly technological project, but an extremely comfortable and welcoming seat, underlining Poltrona Frau's signature in the seating industry.



West Palm Beach, Florida – USA

client: Norton Museum of Art
architect: Foster + Partners Industrial Design - CBT (Childs Bertman Tseckares Inc.)
Boston, Massachusetts.

Norton Museum of Art

The Norton Museum of Art was founded in 1941 by Mr. and Mrs. Norton. He was the head of the Acme Steel Company in Chicago, and their art collection started as a private one for their home, becoming in time a truly remarkable selection. Today, the museum consists of a permanent collection of 8,200 art pieces and five departments: European, American, Chinese, Contemporary, and Photography.

In 2019, the London-based architectural firm Foster + Partners Industrial Design was asked to design the new Kenneth C. Griffin Building to provide further gallery space, classrooms and student exhibition areas, an auditorium, a new store, a restaurant, and a Great Hall to the original building.







Poltrona Frau Custom Interiors provided 200 Thea seats designed by the same architectural firm, Foster + Partners Industrial Design.

The Thea chair has a solid beech frame; the backrest and seat padding are in non-deforming fire-resistant polyurethane to ensure maximum comfort; the spring system includes elastic belts and automatic tip-up seat thanks to the steel counterweight. For this project, the seats were fully upholstered in faux leather (Skai Palma), with three varying widths for ideal layout and audience sightlines.

Thea has a compact and balanced design, with contained and comfortable volumes, while guaranteeing an ideal ergonomic posture. The Norton Museum of Art, together with Foster + Partners Industrial Design and Poltrona Frau create an amazing trio, where art meets architecture joined by the most beautiful design.





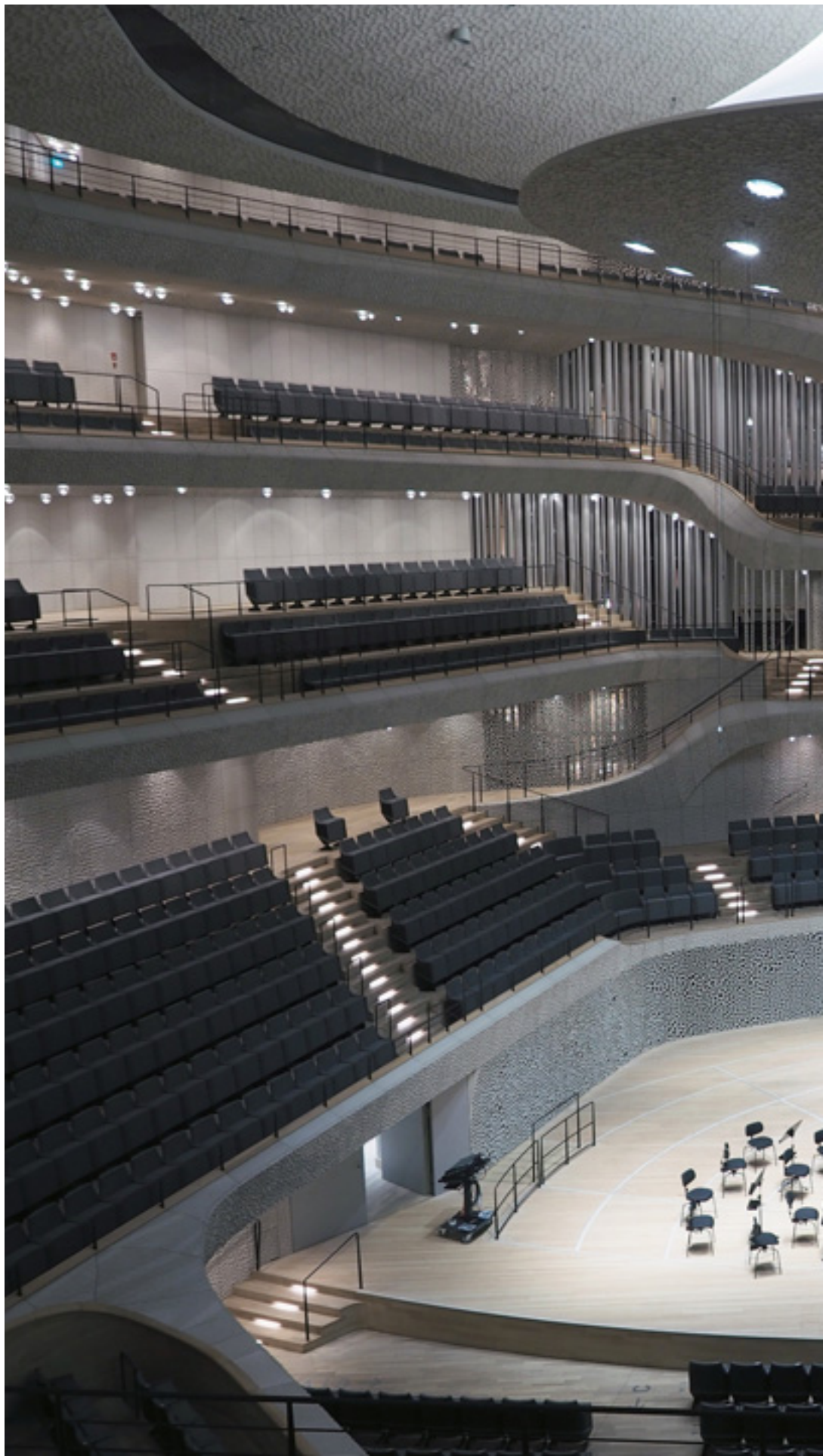
Hamburg – Germany

architect: Herzog & de Meuron
products supplied: Ham

Elbphilharmonie

Designed by Swiss architects Herzog & de Meuron, the Elbphilharmonie in Hamburg was opened in January 2017, becoming the new cultural hub of the city. Herzog & de Meuron, who oversaw every single detail of the project, also studied and developed the design of the chair that furnishes the Grand Hall: the Ham is an inviting, comfortable seat with a dynamic profile. Its supporting structure is made from rigid polyurethane and has an unusual shell shape. Poltrona Frau Custom Interiors supplied and installed 2100 Ham seats for the “Grand Hall” which, designed to hold concerts, represents the centrepiece of the project and is situated at a height of 50 metres above ground level.









The Ham seat and back are in crushproof polyurethane foam offering constant support, for perfect posture during concerts. The back of the seat is unusual, in curved black lacquered wood, a material that helps to achieve the required acoustics.

Poltrona Frau and Nagata Acoustics International have collaborated to achieve optimal acoustic performance. Every single seat at the Elbphilharmonie is positioned at a maximum of 30 metres from the musicians, guaranteeing a remarkably engaging auditory experience.

seats > 2100



Athens - Greece

architect:
products supplied:

RPBW - Renzo Piano Building Workshop
custom auditorium chairs

Stavros Niarchos Foundation

The Stavros Niarchos Foundation Cultural Center, the new site of the Greek National Opera, opened to the public in Athens in 2016. The project includes a main theatre with 1400 seats and an experimental theatre with 400 seats; the National Library, with capacity for 2 million books, and a hilltop park of approximately 170,000 m² with 1500 m² of buildings. The auxiliary buildings and the park were designed with an eye on environmental performance and sustainability. Poltrona Frau Custom Interiors supplied the seats for the auditorium, working in close collaboration with the RPBW - Renzo Piano Building Workshop team.



seats > 1800





Oslo - Norway

architect:
products supplied:

Snøhetta
Lille

Oslo Opera House

A piece of architecture designed to act as a meeting point between the public and art, and able to welcome up to 1900 spectators, The National Opera House in Oslo, Norway, was designed by architects Snøhetta. Poltrona Frau Custom Interiors was responsible for the seating systems of the main auditorium and the stage. Arranged in semicircular rows, the seats are tilted at different angles and have height-adjustable backrests and sides to guarantee maximum comfort and the best possible view and acoustics.









seats > 1900



Helsinki - Finland

architect: HKP Architects
products supplied: Pitagora (special edition)

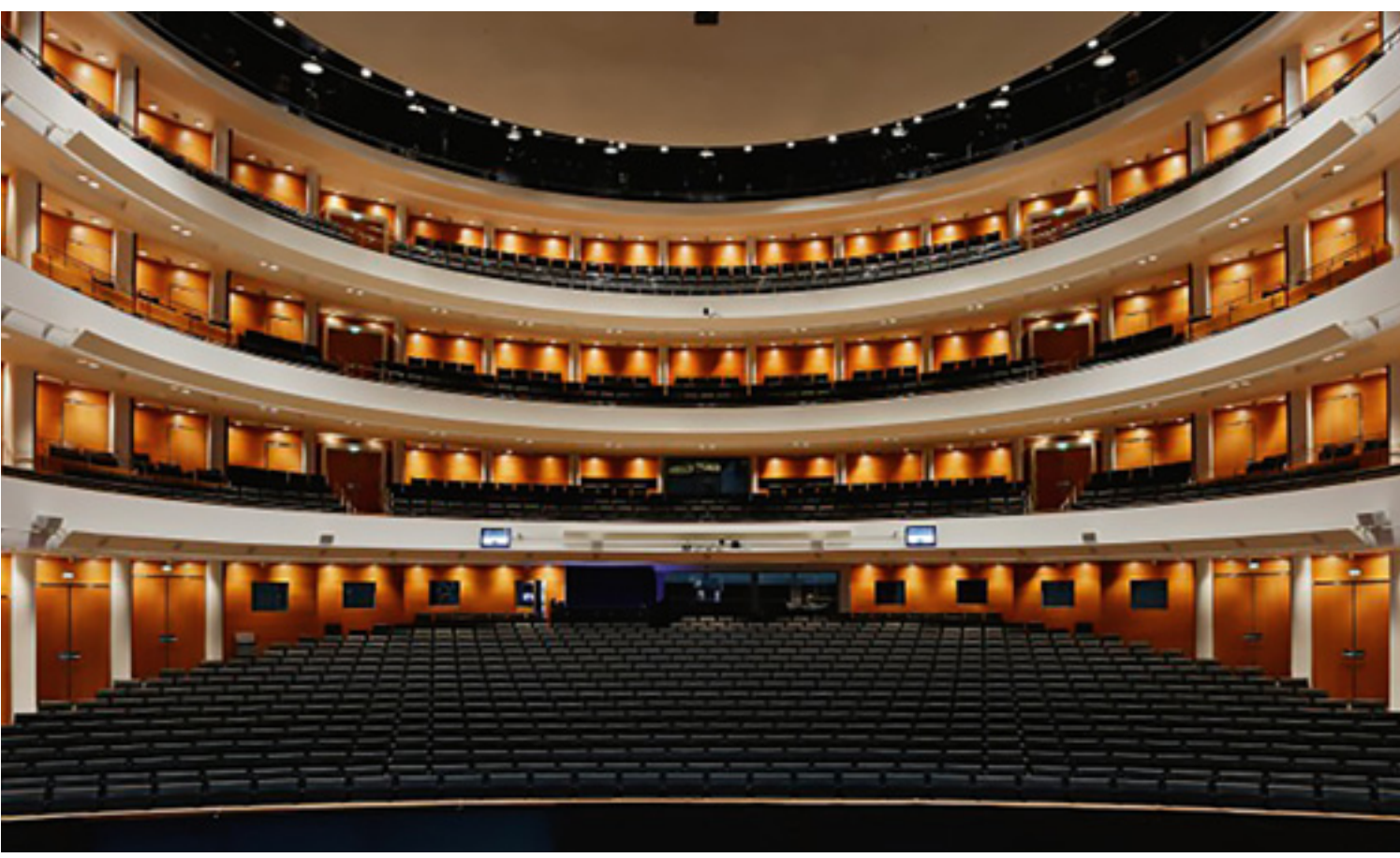
Finnish National Opera House

Poltrona Frau Custom Interiors has furnished the main auditorium of the Finnish National Opera House in Helsinki with 1350 seats. Every year the opera house stages around 20 different operas in 140 performances, and welcomes around 250,000 visitors. The Finnish National Opera House project is the work of architects HKP and designer Neil Morton of Theatre Plan. For its design, they chose to honour the history of the theatre by leaving the atmosphere of the original space intact.

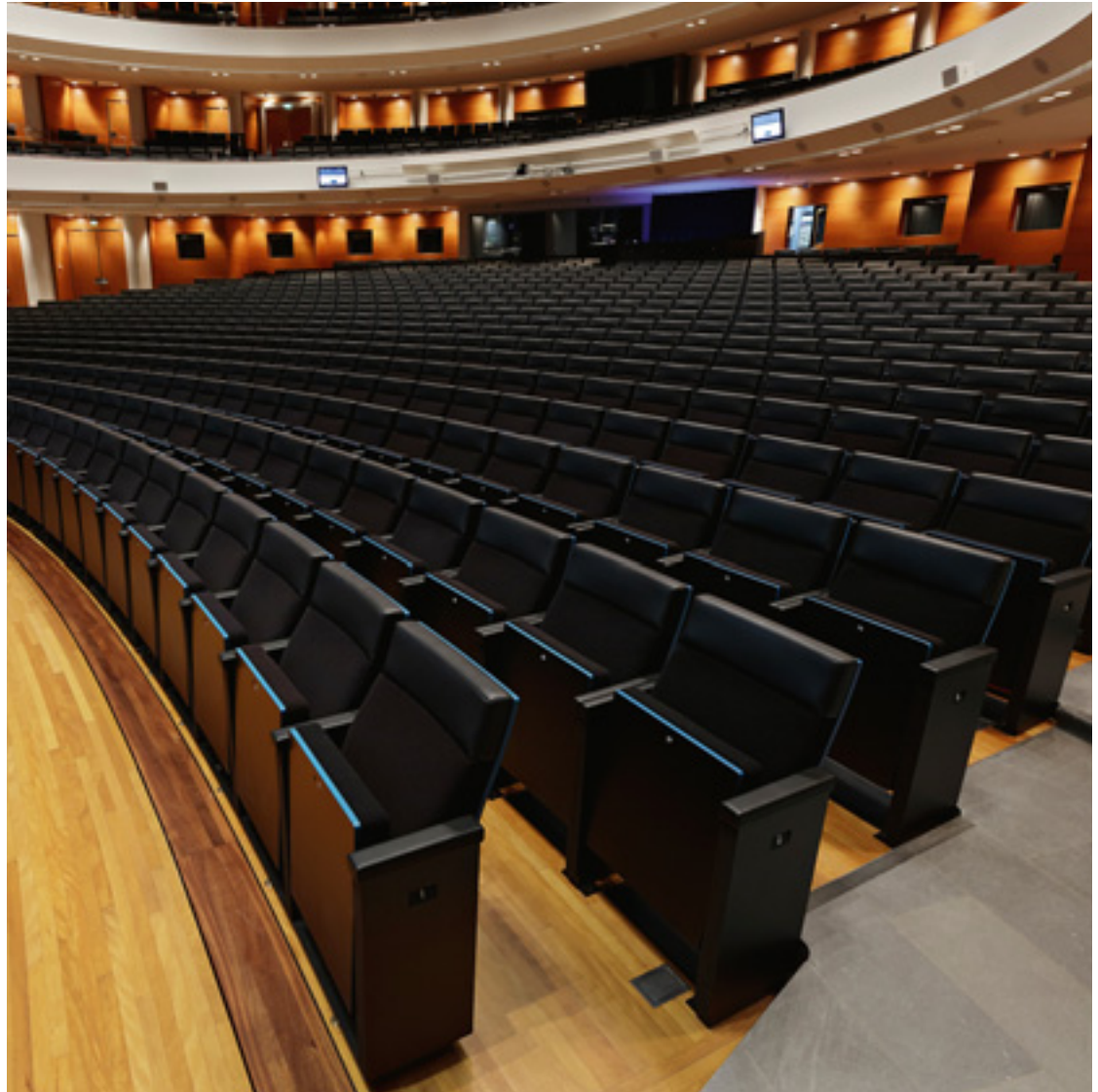








seats > 1350



Madrid - Spain

architect:
products supplied:

Herzog & de Meuron
Pitagora

BBVA

BBVA's new corporate headquarters in Madrid are a real architectural and sustainability landmark. The Swiss architecture firm Herzog & de Meuron drew their inspiration from the towns and cities of the past, built for people and their communities. Ciudad BBVA – almost a town of its own in the northern suburbs of Madrid, as the name suggests – gravitates around a large plaza presided by a round-shaped 19 story high rise called La Vela. Seven smaller buildings are built around the plaza and connected by an overhead walkway running along the perimeter. Gardens, patios, canals and cobble stone streets complete the Mediterranean atmosphere of this “town”.



Ciudad BBVA was built following state-of-the-art sustainability criteria, fulfilling even the most demanding international standards for sustainable constructions. In this context, Jacques Herzog and Pierre de Meuron asked Poltrona Frau Custom Interiors to provide 420 Pitagora seats for the auditorium. An imposing, modern construction, dominated by the light shades of grey of the walls and floor carpet, and the white leather of the seats.





Pitagora armchair, designed by Lella and Massimo Vignelli, has a distinctive and rigorous design. Specifically conceived for theatres and auditoriums, it can be installed in a straight line or in curved rows, as in this case. Its contemporary style fits perfectly with the suspended ambience of the location, where the colourless atmosphere gives even more power to the strong personality of this interior design project. For BBVA the Pitagora armchair has been customized with a translation system, it is hidden by a leather-covered flap.

Pierrefitte-sur-Seine, Paris – France

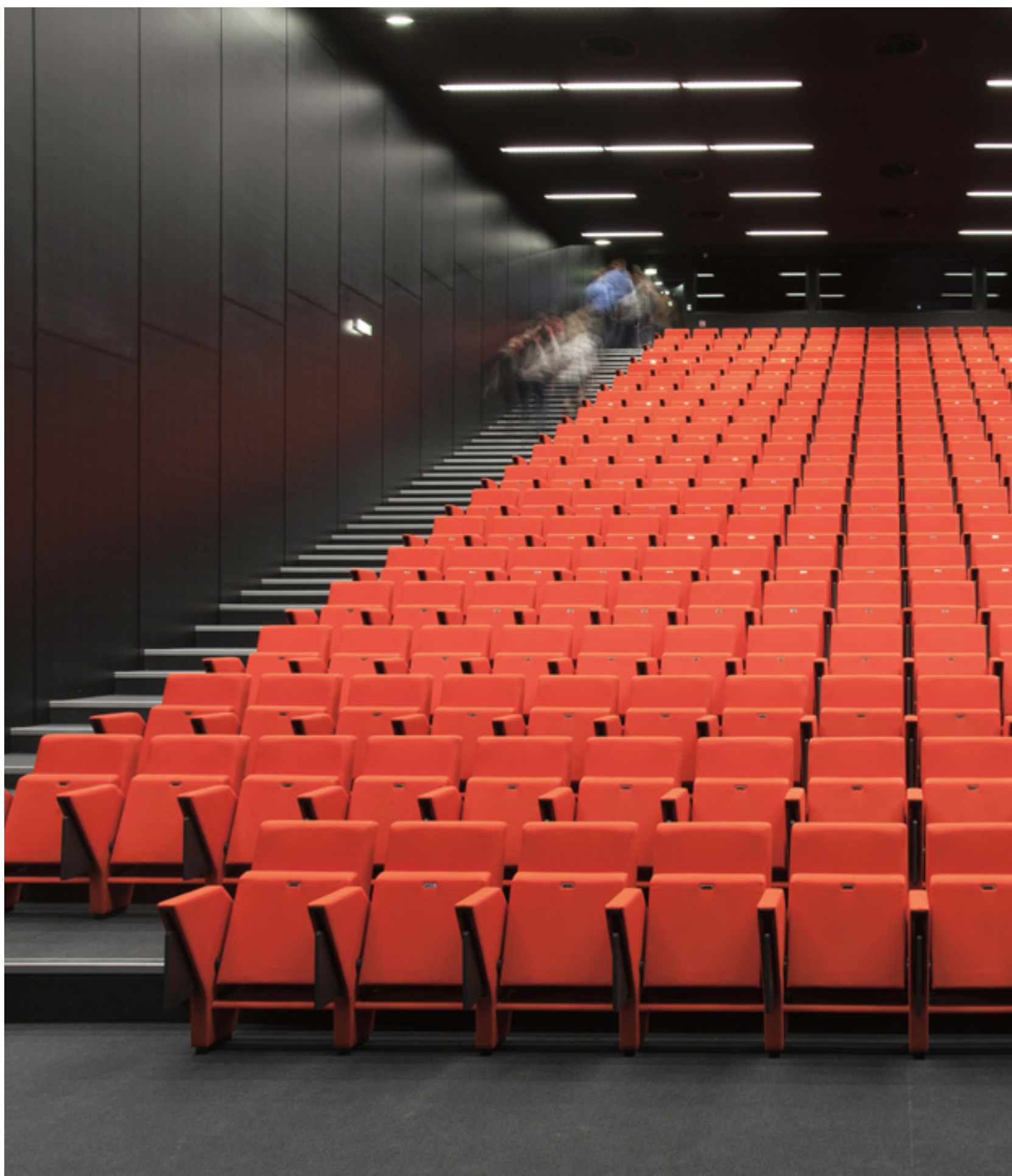
architect: **Doriana & Massimiliano Fuksas**
products supplied: **Carla**

National Archive of France

This impressive building has a surface area of 80,000 m² and 320 km of shelving to house all the historical documents from the French revolution onwards. The conference hall is in one of the six satellite units comprising the building along with the central body.

Poltrona Frau Custom Interiors division team took more than six months to develop the prototype 'Carla' seat which was designed and manufactured for the 300-seater conference hall in the splendid new French national archives.



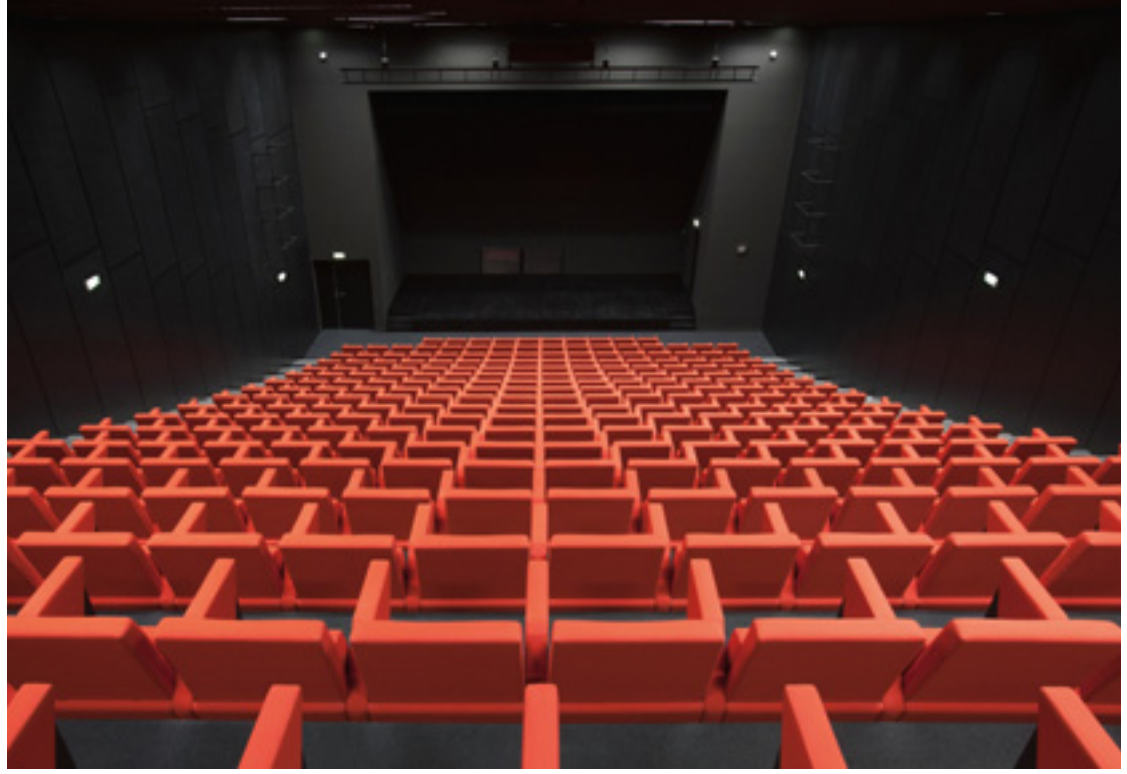






seats > 300





The seat for the conference room, realized in red colour textile, was designed by Fuksas architects. The chair is formed of two planes that intersect and rotate their way into the back, chair and armrests, just like a flower. A measured, minimalist shape.

Rome – Italy

architect:

Zaha Hadid

products supplied:

Kube

MAXXI

In summer 2020, during their closing period, which lasted a little more than a month due to the pandemic, Poltrona Frau was called for a challenging mission: renovate the entire seating of the Auditorium of MAXXI, the National Museum of 21st Century Arts of Rome.

A turnkey project, where in addition to the new seating, Poltrona Frau Custom Interiors took care of all the dismantling and new installation of the 216 Kube seats, designed in cooperation with studio EOOS. Kube seats are specifically created for auditoriums. They have a peculiar suspended shape.

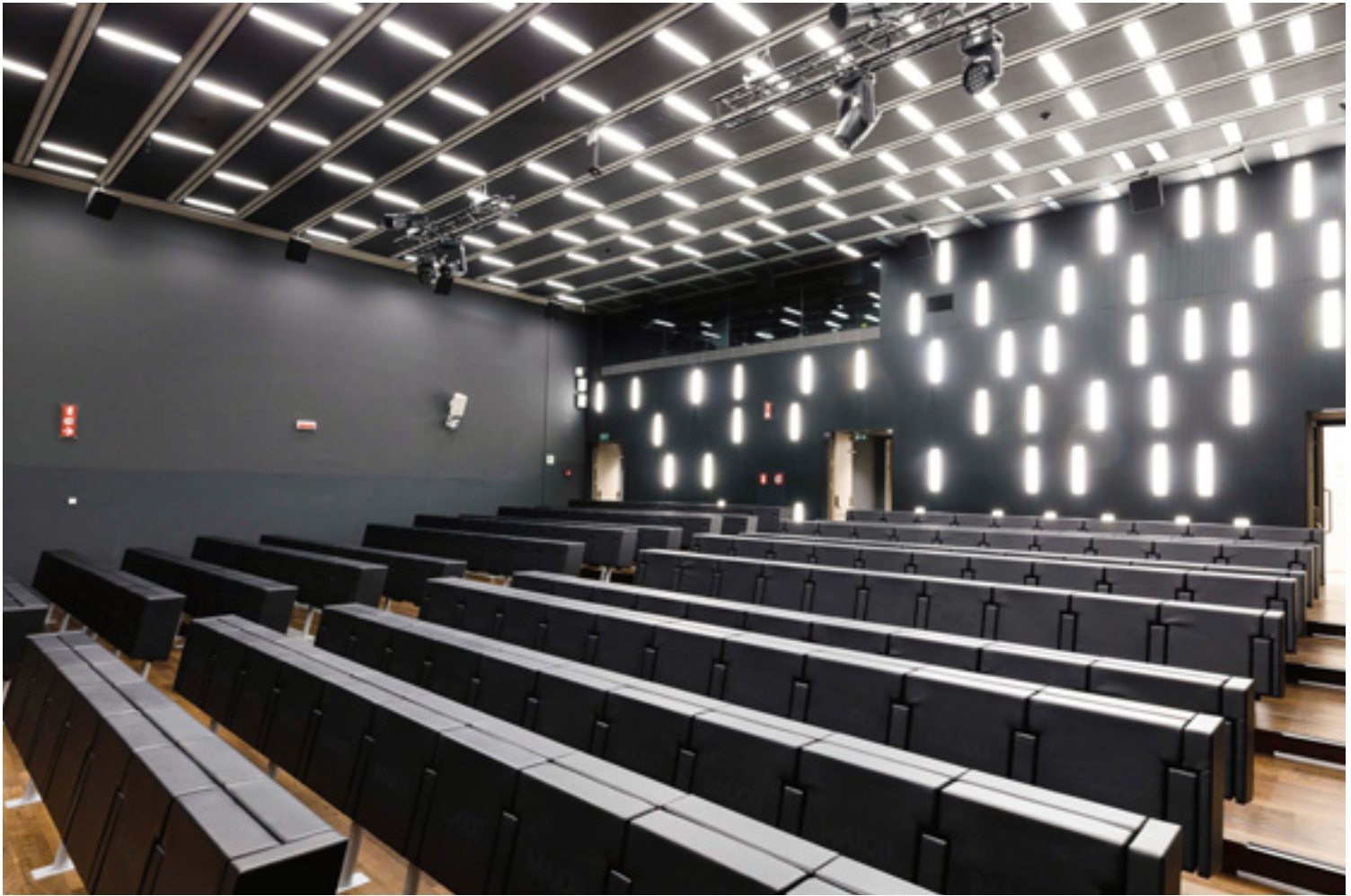


When closed, the single seat merges into a linear and compact module, creating the feeling of the ancient amphitheaters. For its elegance and style, Kube was awarded the prestigious Compasso d'Oro ADI in 2004. Kube seating has a metal and wood structure, a comfortable polyurethane padding and for this occasion, Pelle Frau® upholstery. In addition, each seat is personalized with the museum's logo.





Kube seating has a metal and wood structure, a comfortable polyurethane padding and for this occasion, Pelle Frau® upholstering. In addition, each seat is personalized with the museum's logo. MAXXI was conceived as a broad cultural campus, hosting exhibitions, workshops, conferences, shows, projections and educational projects, in this context the Auditorium becomes a very important location for most of the museum's activities. MAXXI was built in 2003 and designed by the famous Anglo-Iraqi architect Zaha Hadid.



Its innovative architectural design becomes a new and immersive experience. Poltrona Frau perfectly embodies the spirit of the project with its contemporary urban style, a challenging mission where manufacturing and logistics come together for the most successful result.



Los Angeles – U.S.A.

architect:	Frank O. Gehry
products supplied:	Frank Gehry chair
designer:	Gehry Partners

Walt Disney Concert Hall

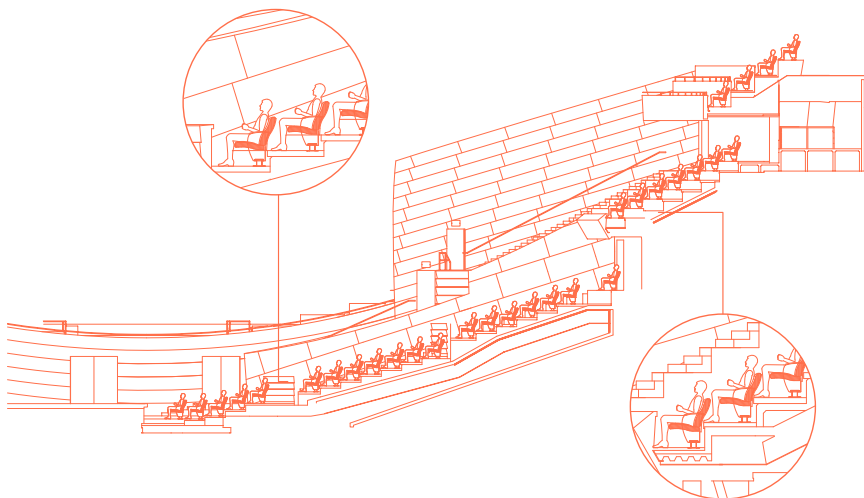
The Walt Disney Concert Hall in Los Angeles, California is the fourth Music Center hall in Los Angeles. It has a capacity of 2265 people and is also home to the Philharmonic Orchestra and Master Chorale of Los Angeles.

Poltrona Frau Custom Interiors supplied and installed the custom seats designed by Frank Gehry for the concert hall. In accordance with the particular architecture of the auditorium, the seat is distinctive for its wealth of materials and features. The seats are crafted from steel, wood, polyurethane and fabric, combined in such a way as to comply with acoustic standards.











Projects with renowned Architects

Seating.



Best of Bespoke

Los Angeles – U.S.A.

architect:

RPBW - Renzo Piano Building Workshop

products supplied:

custom auditorium chairs

AMMP

The Academy Museum of Motion Pictures of Los Angeles, the movie capital of the world, is the first institution dedicated to the arts and science of motion pictures. Designed by the world-famous architect Renzo Piano, the museum comprises of two buildings, the historical May Company building and the new glass and concrete Sphere Building. 30.000 square meters dedicated to permanent and temporary exhibitions, educational spaces, events locations, and of course the amazing state-of-the-art David Geffen Theatre and Dolby Family Terrace, an open-air promenade facing over the city, Hollywood Hills and the iconic Hollywood Sign.



Poltrona Frau, with its Custom Interiors division, developed the project for the 1000 seats of the Geffen Theatre, in cooperation with the seating designers of RPBW. A two-year challenging team-work that brought to the creation of custom-made seats, specifically designed for the occasion, completely tailor-made to suit the needs and requirements of this location.

The Geffen Theatre's stage can accommodate a 60-piece orchestra, while the seats in the front rows can be removed to create room for catwalks or other types of events. Also, the red velvet upholstery was specifically created to reflect the requests of RPBW designers.







In this case, as for many other projects, Poltrona Frau Custom Interiors division supported the work of the designers with their long-time experience and creative talent, faithfully respecting and interpreting their ideas while carrying out all the creative and manufacturing phases, from the first planning stage, through the development of the ideas, to their final implementation.



Troy New York – U.S.A.

client:	EMPAC – Experimental Media and Performing Arts Center
architect:	Nicholas Grimshaw
products supplied:	custom auditorium chairs

EMPAC

Empac (Experimental Media and Performing Arts Center) in Troy, New York is a signature work of architecture that brings together main venues as well as many smaller studios and lab spaces under one roof accommodating 1.200 seats in the concert hall and 400 in the theatre.

Poltrona Frau Custom Interiors supplied and installed custom made armchairs for all venues in American maple and upholstered in leather.







seats > 1600





New York – U.S.A.

architect: **Andrew Berman Architect**
products supplied: **Thea + custom auditorium chairs**

MCC Theatre

The Manhattan Class Company was founded in 1986. It started off as a collective of young actors, writers and directors. The new theatre space in Hell's Kitchen, the Robert W. Wilson MCC Theater Space continues today to be a creative hotbed. This new space is a state-of-the-art structure, shaped on the needs of the artists. And who better than Poltrona Frau could interpret the desires of its architect Andrew Berman? Poltrona Frau Custom Interiors, with its worldwide experience in the manufacturing of superior quality seats, is the best partner for any major seating project.



In this case, the project had several fundraising steps, but the common objective was only one: finalizing the new theatre and help young actors and performers bring on stage their talent. Theatres, auditoriums, museums, concert halls around the world have experienced their know-how and futuristic solutions. It has completed over 1000 projects in over 50 countries transforming the dreams, ideas and challenges of the world's most famous architects into reality. For this project, Poltrona Frau provided 245 particularly customized Thea seats.







The original design by Foster + Partners Industrial Design is upholstered in dark burgundy Maharam mohair with wooden finishes on the seats, backrests and side panels. In addition, the armrests are made in solid wood, which confers a modern but stylish look to the final product. Thea chair has a compact and rational design, combined with contained and comfortable volumes. It guarantees an ergonomically correct posture, the perfect start for enjoying a wonderful theatre season.



Hong Kong – China

architect:

Zaha Hadid

products supplied:

custom auditorium chairs

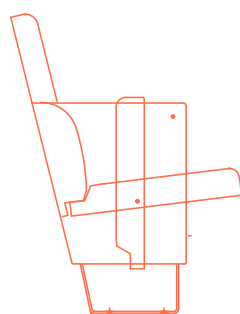
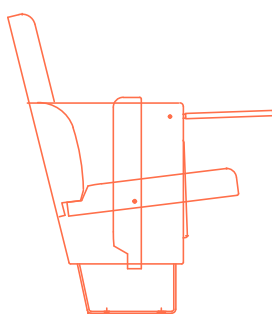
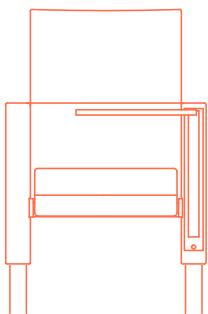
The Jockey Club Innovation Tower

The Jockey Club Innovation Tower is home to the Hong Kong Polytechnic University School of Design. “The fluid character of the Innovation Tower is generated through an intrinsic composition of its landscape, floor plates and louvers that dissolves the classic typology of the tower into an iconic seamless piece.





These fluid internal and external courtyards create new public spaces of an intimate scale which complement the large open exhibition forums and outdoor recreational facilities to promote a diversity of civic spaces.” - Zaha Hadid. The chair model was studied by Zaha Hadid design team and perfectly combines simplicity with modernity.



Dubai – United Arab Emirates

architect: **Janus Rostock**
products supplied: **Pitagora**

Dubai Opera House

The focal point of Dubai's artistic district is Dubai Opera House. Designed by Danish architect Janus Rostock of Atkins, the Opera House is the first multifunctional theatre in Dubai, a versatile location that can be transformed from a classic theatre into a concert hall, a venue for art exhibitions or fashion shows, or even an events room for large banquets. The 1242 Pitagora seats produced by Poltrona Frau Custom Interiors are in fact retractable.





seats › 1242



Washington DC – USA

client:
architect:

MPA – Motion Picture Association
Gensler

MPA

The Motion Picture Association supports the work and business of the film, television, and streaming industry around the world. Its headquarters, a brutalist building of the 1950's located in Washington DC, underwent renovation in 2020 with Gensler architectural studio.

Gensler transformed the association into an entertainment hub, a perfect blend between the glamorous style of old Hollywood and contemporary technological innovation. The project included the reception area, theater, and hospitality zone.







The theater consists of a 145-foot curved metal wall in champagne color, with milled metal fins that lift like a modern theatre curtain, revealing a curved digital screen. The lines are inspired by the fluid and sinuous shape of old film reels, ready to welcome the elite and celebrities of Hollywood and Washington DC.

Poltrona Frau Custom Interiors provided the seating for the screening theatre. The first three rows include twenty-four XL VIP Pitagora C-C 33 ½" with a 16-degree back tilt mechanism. The seats are fully upholstered in HBF Velvet in Raw Sienna, with extra-thick seats and backrests for added comfort. The rear block of the theater has eighty-eight Pitagora C-C 23" with a 10-degree back tilt mechanism, fully upholstered in Athens/Aria velvet by Schellens in black.

Poltrona Frau Custom Interiors is the perfect partner for every seating project. Their widespread knowledge in terms of quality, technical support, and safety regulations guarantee maximum comfort, enjoyment, and undeniably, beautiful design.





Multipurpose Auditoriums

106	Taipei Performing Arts Center
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130	Palariccione
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150	Kettering University

Taipei Performing Art Center

The Taipei Performing Arts Center, designed by OMA, interprets the concept of sustainability with a precise mission of inclusivity. Located in Shilin Night Market, a popular and vibrant area of Taipei, it integrates street life into the theatre. It is an innovative and extremely flexible building, both in the concept as in the shape.

It's made by a spherical Globe Playhouse with a capacity of 800 seats; 1500-seat Great Theatre; and a Blue Box seating 800 people in the central cube.



The last two can be matched together forming a Super Theatre, an amazing space for equally inspiring performances; while the Globe Playhouse is dedicated to experimental theatre, where artists have the opportunity to enhance their talents.

The entire structure is lifted from the ground, almost as floating in the air. The public—with or without a ticket—can enjoy the performances through a Public Loop, which runs through the theater's infrastructure.

Thanks to its widespread experience in theatre and auditorium seating, Poltrona Frau was called to design the over 3000 seats of the three theatres.





Poltrona Frau Custom Interiors unit provides a turn-key service for any size seating project, furnishing state-of-the-art technological, regulatory, and of course design support. Custom Interiors cooperates with all other units like the Research & Development department creating innovative and original solutions to satisfy even the most demanding desires of some of the world's most famous architects.









Paris - France

architect: Frank O. Gehry
products supplied: Custom auditorium chairs

Louis Vuitton Foundation

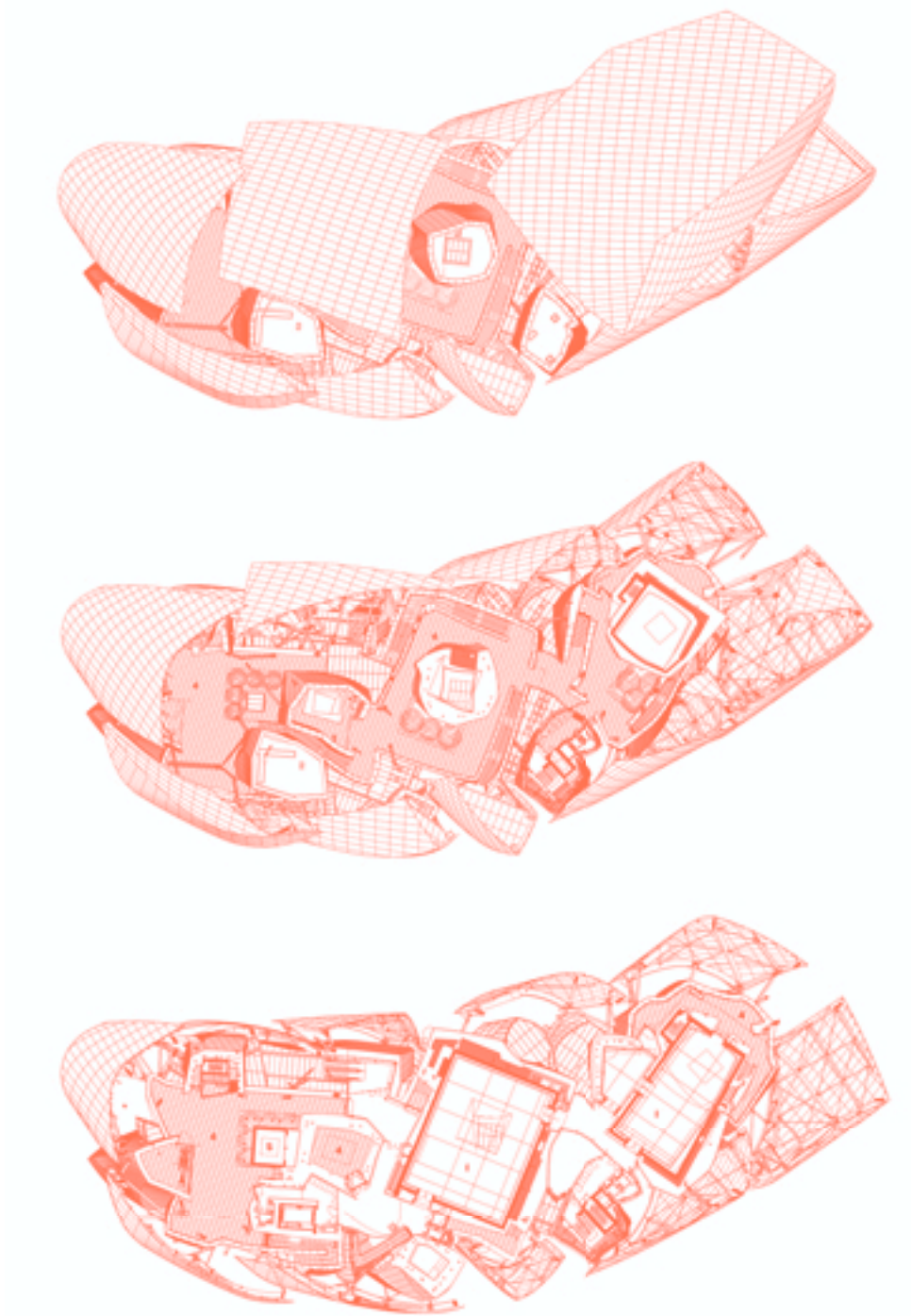
Poltrona Frau Custom Interiors and Frank Gehry worked together on the project to furnish the Louis Vuitton Foundation in Paris, a multipurpose creative space that hosts temporary exhibitions, galleries and permanent collections. The main auditorium, equipped with 340 custom seats supplied by Poltrona Frau, is used for a wide range of events and shows. The installed seats stand out for their unusual sides in steel sheet; the back of the backrest is in visible wood while the armrests are made from curved plywood.



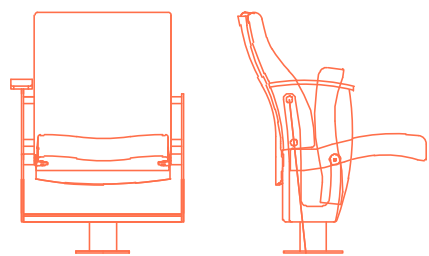


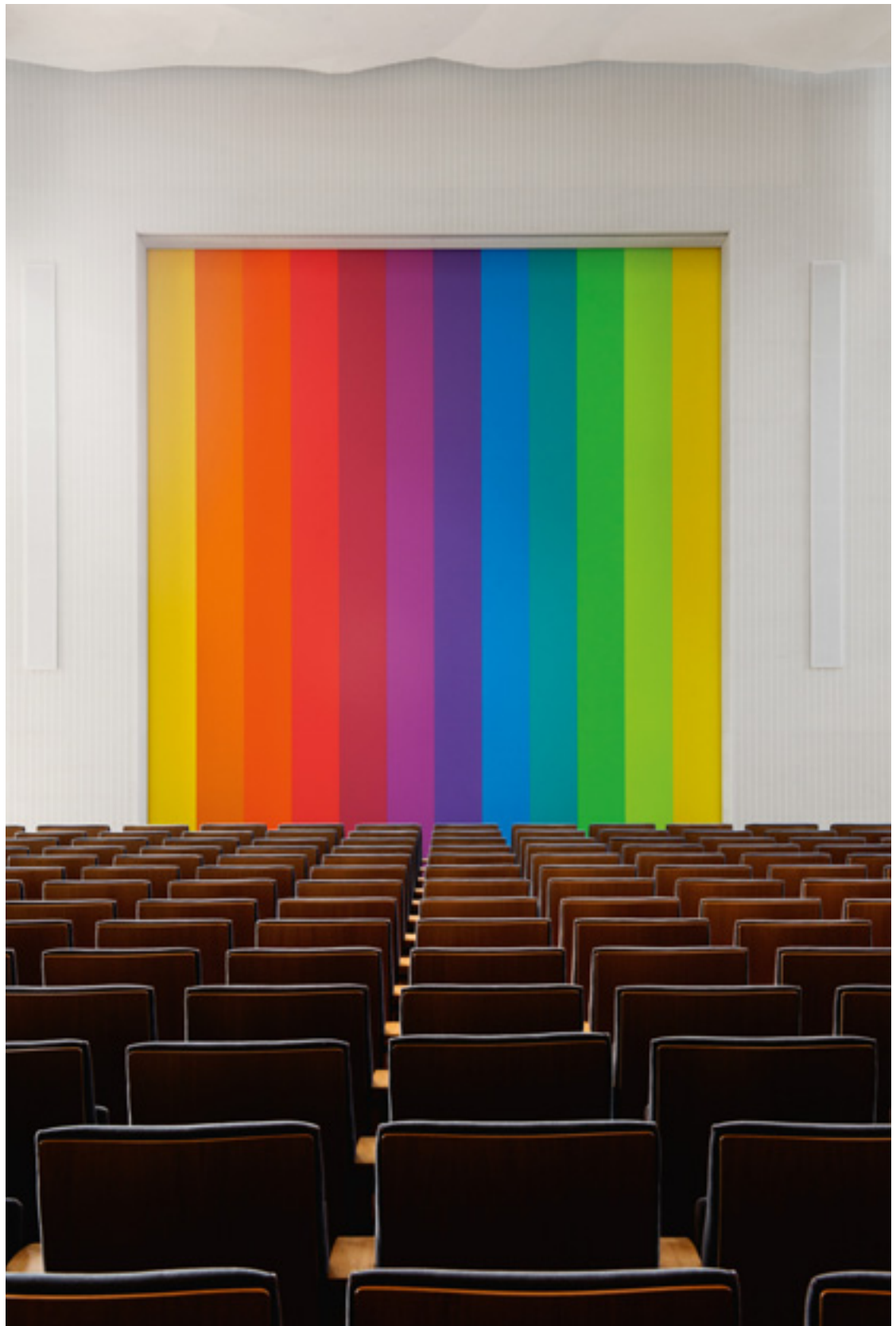
The armchair stands for a perfect synthesis between avant-garde and innovation combined with the original forms and it is well integrated with the futuristic context of the Foundation.

size > 11.700 m²
seats > 340



The automatic folding seats have joints in anti-noise nylon while the springs are obtained using a special elastic sheet. The chair is the perfect blend of cutting-edge style, innovation and original design and fits perfectly with the Foundation's futuristic vibe.





The installed seats stand out for their particular sides made of steel sheet, the shell has a visible wood backrest, the armrests are in steam-curved plywood. The gravity folding seat has anti-noise nylon joints, while the seat spring system is made by a special elastic fabric.

Macau - China

architect:
products supplied:

Scéno Plus
custom auditorium chairs

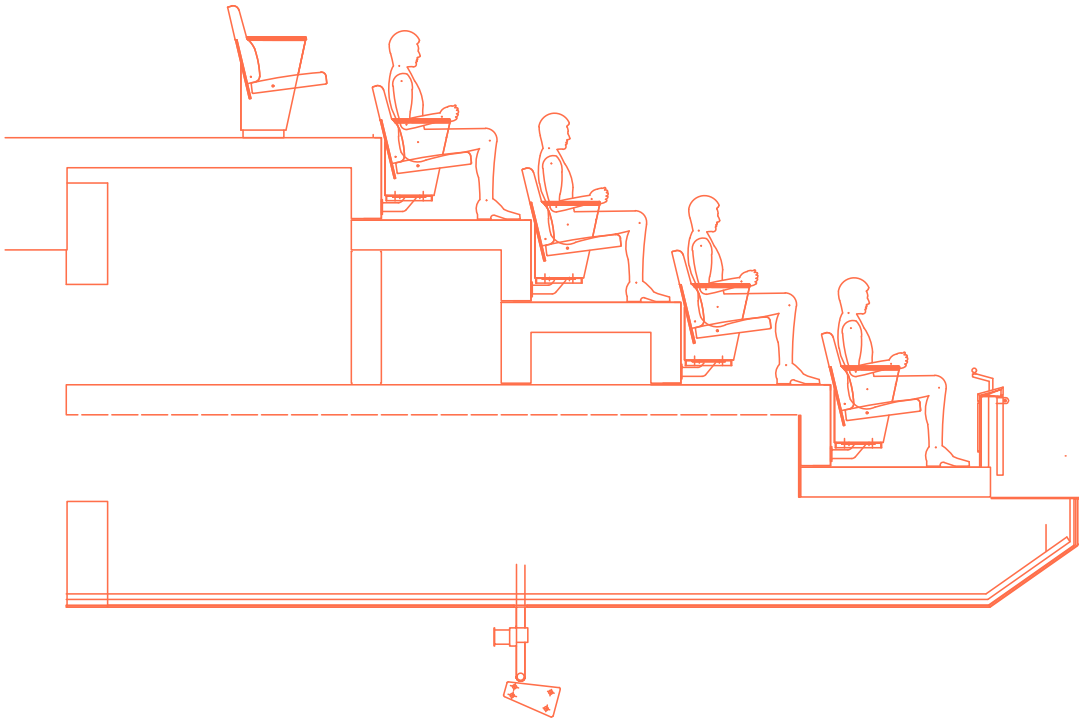
MGM Cotai Resort Theater

Poltrona Frau has designed and manufactured 2000 seats for the new MGM Cotai Resort Theater, which opened in February 2018. Designed by Scéno Plus, the theatre is an engineering and architectural masterpiece. The custom-made seats - with more than 10 different configurations - have special features such as the wooden back and armrests and are equipped with an aisle light and push & pull cup holder. This project has been an unprecedented success, raising the brand to the position of the world's leading high-end auditorium & theatre seating manufacturer.





seats > 2000



Multipurpose Auditoriums

Seating.



Best of Bespoke

Lausanne – Switzerland

architect:

Richter Dahl Rocha & Associés architectes

products supplied:

custom auditorium chairs

Swiss Tech Convention Center

The Swiss Tech Convention Center is one of the most modern and best equipped conference center in the world. Located on the campus of the prestigious Ecôle Polytechnique Fédérale de Lausanne (EPFL) is a world-class tool for the exchange of knowledge and reaffirms the strong position of the school at the heart of Europe's scientific community. In this project Poltrona Frau Custom Interiors have combined the most advanced technology, rigorous safety testing and expertise in auditorium with highly skilled workmanship.



The focus is always on providing a finely tailored product and turnkey service that includes all stages from the engineering to the prototype, installation and post-sales assistance.







The seating system is integrated with the Canadian technology “Gala Systems”: thanks to this technology the large auditorium can be automatically transformed in about 15 minutes, at will, to a banquet hall of more than 1800 square meters. Multiple intermediate configurations offer event organizers unsurpassed flexibility. The ground floor offers the possibility of countless workroom configurations across an area of nearly 1500 square meters.



Riccione – Italy

architect:
products supplied:

Studio Anselmi – Gandolfi – Passarelli
Hyde + Movie

Palariccione

A state-of-the-art Congress Hall in Riccione, a seaside city on the Adriatic Sea.

The city needed a multifunctional location that could lend itself to different types of events. The result was the amazing building designed by Studio Anselmi – Gandolfi – Passarelli, a futuristic project where Poltrona Frau Custom Interiors entirely manufactured the interiors.

1,400 armchairs with an innovative swivelling retracting action, furnish the main congress hall, the Concordia Hall. The special Poltrona Frau “Hide System” patent was applied here for the first time. This system enables the chairs to “retract” into the floor of the hall.







Multipurpose Auditoriums

Seating.

By activating a sophisticated electronic mechanism, the hall can be radically modified in its functions in a very short time: from an auditorium furnished for congress use, to an entirely empty space for trade fairs or other applications, with a total of 1,800 square metres floor space. Poltrona Frau also made approximately 1,000 Movie-model armchairs, for the five multi-purpose halls. All the partition units, the cladding of the perimeter walls with wood and metal panelling, and the wire net suspended ceilings, were included in Poltrona Frau's turnkey contract project.

Best of Bespoke



Likewise, the foyer facilities on the ground floor, which comprise the welcome area, reception, cloakroom, information desk and leisure areas, are furnished with custom-made units manufactured specially by Poltrona Frau. A demanding and complex project that perfectly defines the company's expertise and long tradition in the production of superior quality seating combined with cutting-edge technological skills.



Daicec Mumbai

The Mumbai Daicec, recently renamed Nita Mukesh Amabani Cultural Centre after its founder, is a tribute to Indian heritage, culture, and arts. It was created with the intent of preserving and promoting Indian arts, and with the commitment of nurturing and inspiring Indian talents, while uniting people from all over the world.

The Centre offers different spaces, with different capacities: The Cube, The Studio Theatre, and the Grand Theatre and an Art House. The NMACC faces the beautiful Dhirubhai Ambani Square with the praised Fountain of Joy inspired by the true spirit of Mumbai.







The Grand Theatre is considered the most technologically advanced theatre in India, and Poltrona Frau provided the 2000 custom-made seats. The Studio Theatre was equipped with an electrically operated automatic retractable tribune and folding armchairs. The Cube offers smaller capacities for a more intimate atmosphere and is equipped with stackable Movie armchairs.





The seats come in different widths to enhance visibility, different inclinations for extra comfort, and upholstered backrests. ADA (Accessible Design Aisle) seats were also included in the project to ensure safe and easy use for disabled individuals. Poltrona Frau Custom Interiors, is the ideal partner for any contract seating project, regardless its size or location. Poltrona Frau ensures a widespread experience following every step, from the first planning stage, through the development of the ideas, to their final implementation.





Lausanne – Switzerland

client:

Millennium Center

Millenium tower

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

Poltrona Frau Custom Interiors has proudly taken part of the project providing the custom-made seats for the auditorium named “La Scène”, and the furnishings for the offices.









La Scène is an exceptional auditorium designed to host large-scale events with a seating capacity of 500, including 400 seats in tiered seating. Its spacious and comfortable leather seats are made in solid beech wood, fire-resistant polyurethane padding, and Pelle Frau ColorSphere® upholstery. Each seat is equipped with a LED number projected onto the floor for easy identification, a side-mounted USB Type-C port, and 230v power outlets.

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

Multipurpose Auditoriums

Seating.



Best of Bespoke

Flint, Michigan – USA

client:
architect:

Kettering University
Stantec

Kettering University

Kettering University, first known as The School of Automotive Trade, was founded in 1919 with the aim of training the new technical and management leaders of the growing automotive industry.

Today, Kettering University has become one of the strongest STEM institutions in the world. In 2022, they inaugurated the Learning Commons, an innovative facility that can adapt to multi-purpose educational and institutional events.

It is a one-of-a-kind building, with advanced technological spaces that encourage collaboration between students and faculty, nurturing innovation, and a cooperative learning model.







The facility includes a digital library, an auditorium, dining spaces, media resource centres, outdoor common spaces, and separate areas where students can stimulate teamwork or find their private study environment.

Poltrona Frau provided 206 Corum seats, a sophisticated solution designed by Poltrona Frau R.&D. Corum chair is made of a solid steel frame, padded fire-resistant polyurethane foam, and a spring system consisting of woven elastic belts. The silent counterweight system ensures the automatic retraction of the seat. The armchair sits on a steel base that is fixed to the floor and finished with epoxy powder paint.

For this project Stantec required a Trevi upholstery in three different colours, wood armrests with power and USB integration.

The Learning Commons is an innovative and flexible environment, where technology and human values share the same spaces. The same creative freshness that Poltrona Frau guarantees and has always provided in endless contract projects throughout the world.

Government Buildings

156	European Parliament
162	Wipo
168	Arab League Hall

Strasbourg – France

architect:	Architecture Studio
products supplied:	Monsieur Pol
designer:	Avant Travaux Architectures

European Parliament

The entire European Parliament and the large semicircular assembly room was fitted out with over 5000 seats, together with tables and benches equipped with telephony, data and electronic voting systems. The armchair created by Avant Travaux was produced with or without armrests and accessories and in a version for the disabled. Apart from the seating, all the furnishings for the semicircular room and the meeting rooms were made specially to order.





The challenge for Poltrona Frau's Custom Interiors Division was to furnish all of the spaces, and the Monsieur Pol chair took the limelight.

seats > 5000



The building stands at the continental crossroads, centered over the river; its hemicycle holds 750 seats and 29 meeting rooms for a total capacity of 2,690 people. Poltrona Frau's Custom Interiors Division was given the challenge of furnishing all these spaces, a commission that took three years of work by a dedicated team of specialized professionals.





At the time, Monsieur Pol was a daring, avant-garde design distinguished by a set of polyhedral surfaces, almost like a multifaceted diamond. For AS. Architecture Studio, Monsieur Pol is a “functional and seductive mix, a hybrid between an office seat and a club armchair.”

Geneva – Swiss

client:
architect:
products supplied:

WIPO – World Intellectual Property Organization
Behnisch Architekten
Geneva Chair

WIPO

The new World Intellectual Property Organization's conference hall was specifically conceived and designed to meet the needs of the organization. All 900 seats, arranged around a single stage, are positioned in the space in an entirely non-hierarchical arrangement.

The room is therefore dynamic, comfortable and suitable for interaction between the representatives of the various countries. Several smaller meeting rooms complete the functionality of this state of the art conference hall.



Poltrona Frau Custom Interiors delivered seats that focused on ergonomics, functionality and space management. To install as many seats as possible in the space, Poltrona Frau, together with Behnisch Architekten, proposed a solution in which a seat can be mounted either on wheels or on a rail system.



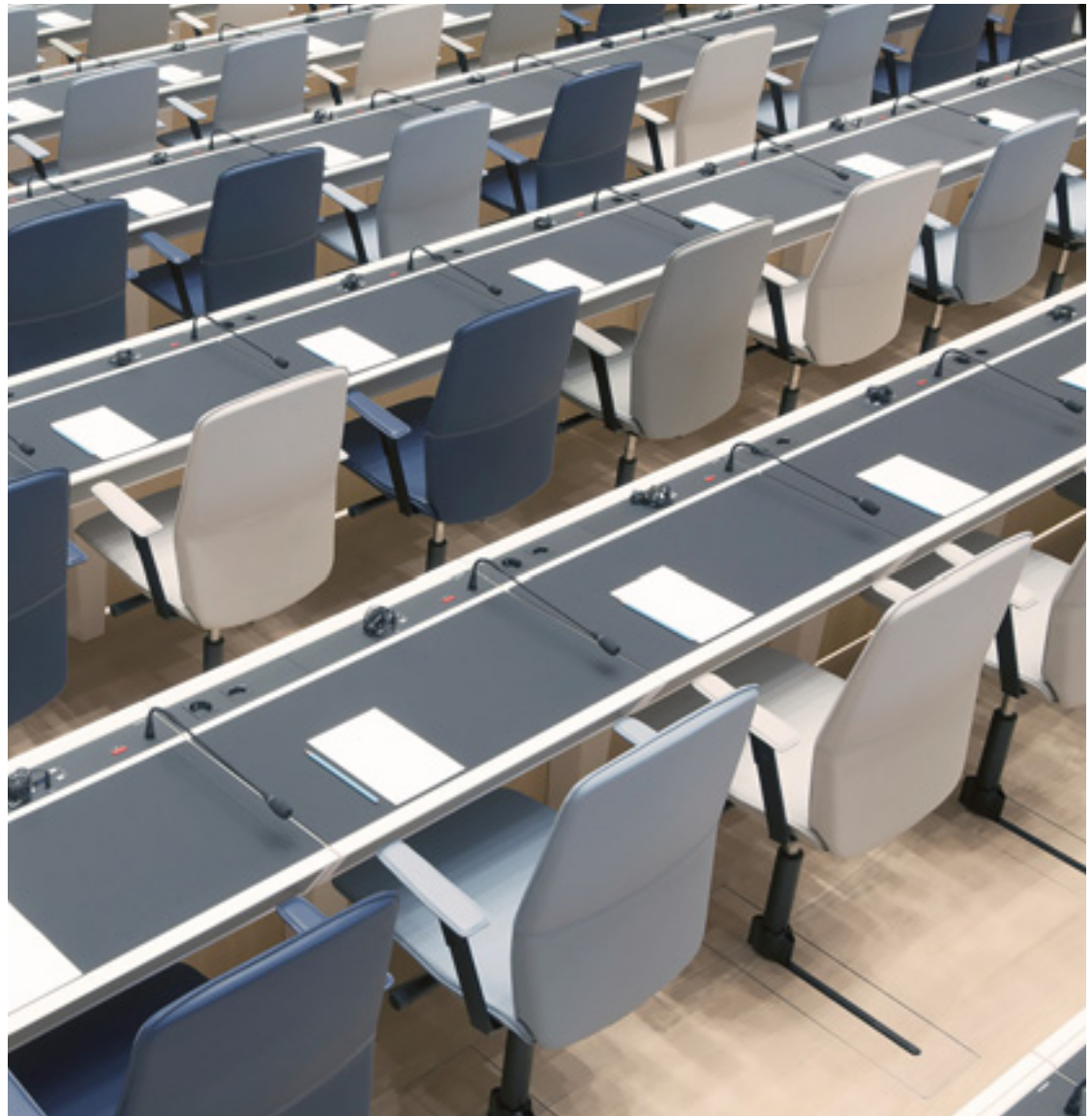


Geneva Chair is available in high or low backrest versions, with or without armrests and in the leather colours of Pelle Frau® leather from the ColorSphere collection. The five-spoke metal base can come with or without wheels. As per the finest traditions of the Custom Interiors Division, the stitching and details can be customised in various ways and of course the special certifications required for public places can also be obtained.



This ensures the stability of the seats, which are fixed to the floor, whilst preserving their functionality. In fact, the seats can rotate to a right angle.

Given the innovative and technological characteristics of the seats Potrona Frau develop a complete collection for similar conference rooms. Given the link to the new WIPO conference hall in Geneva, the seats will be called Geneva Chair, a sinuous and elegant seat with a compact and light profile.



Cairo – Egypt

architect:

Nada Debs

products supplied:

Le Big + T85 + Chancellor Office President chair

Arab League Hall

In 2015, Nada Debs, famous Lebanese designer, was appointed by the UAE for the renovation of the Arab League Hall in Cairo. The Hall was built in 1955 by the modernist architect Riad Mahmoud after the British Army left Egypt. It carries a strong symbolic value for the entire Arab world, therefore only a designer with a strong Arab identity and heritage, but with a contemporary taste and spirit, could fulfill such a demanding task. Poltrona Frau was asked to provide all the seating pieces, for its balance between heritage and modern vision.



Nada Debs explains that each Arab nation has its own identity, but they are all connected through geometry. Poltrona Frau respecting this attitude towards geometric lines provided the Chancellor seats for the delegates' round table. Their understated geometries and strong visual presence perfectly resemble the message of peace and dialogue that permeates the room. Their customized blue-green colour, also used for the floor, has a symbolic value and represents the fertile Arab region.







All around the table, the first row of seats for the interpreters is made of white Le Big armchairs by Franco Perrotti, with integrated translation system in the armrests, while in the back of the hall the press area is furnished with white T85 seats, provided with a translation system. All Poltrona Frau seatings are characterized by a modern but universal style, that goes beyond any geographical and cultural border, communicating to all people the art and language of beauty and design.



Convention Centres

176	KFCC King Fahad Cultural Center
186	Sidera
194	Maraya Concert Hall
200	La Nuvola Roma Convention Center
204	Centre International des Conferences
210	Strasbourg Convention and Exhibition Centre
216	Ice Krakow Congress Center

Riyadh – KSA

client:
architect:

KFCC - King Fahad Cultural Center
Giò Forma - Black Engineering

KFCC King Fahad Cultural Center

Originally constructed in 1987, in 2022 the Ministry of Culture took KFCC through an important renovation project developed by Giò Forma and managed by Black Engineering. The KFCC - King Fahad Cultural Center - is a cultural landmark of the city of Riyadh which also plays a key role in Saudi cultural life. It hosts exhibitions, artistic and cultural events, musical performances, film presentations; a complete offer for local and international audiences.









For the theatre Giò Forma and Black designed for Poltrona Frau the King Fahad chair; a pure expression of elegance and modernity. It embodies the classic style of theatre seating reinterpreted in a contemporary language. The leather and wood for an ancient and traditional style, the brass for an extra precious elegance, and the integrated touch screen confirming its contemporary and technological vocation.







“Everything is a stage” this is the philosophy that has guided this project, inspired by Salmani architecture, where traditional Saudi elements are combined with modern design. Poltrona Frau Custom Interiors has given a strong contribution, with some standard catalogue pieces for relax and conversation areas and the custom-made seating for the theatre. We can find several items by Roberto Lazzeroni like the Ginger chairs, Fidelio coffee tables, and Nivola armchairs and sofas, in addition to Jean-Marie Massaud's famous Archibald armchair and sofa and Bob Bistrot tables.



Poltrona Frau - with its historical, manufacturing, and design heritage together with its state-of-the-art technological skills - is the perfect partner for architects and institutions for any design and architectural project where culture and innovation become the main creative element.



Forlì – Italy

client:
architects:

CIA - CONAD
Tissellistudioarchitetti

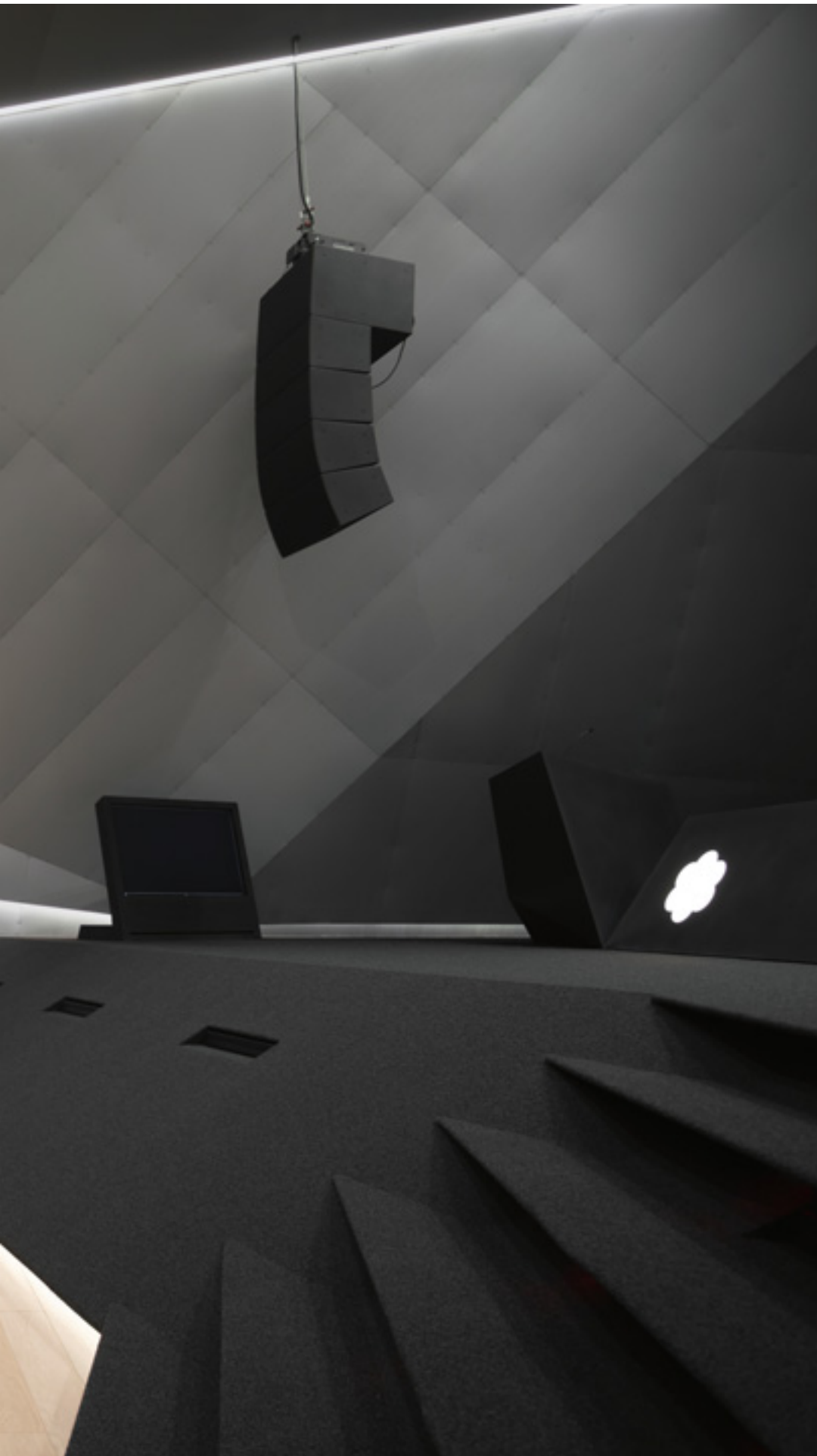
Sidera

Sidera, the new headquarters for CONAD (Italian Consortium of Shop Owners) is a futuristic building in glass and steel. 33 meters high and over 100 meters long for 10.000 square meters of office space designed according to the most modern principles of neuro-architecture.

The shape of the building represents the rational and pragmatic spirit of the cooperative, but at the same time, Sidera can be considered a living organism where light, air, acoustics, and visual sensations are perfectly calibrated creating a favourable working environment.



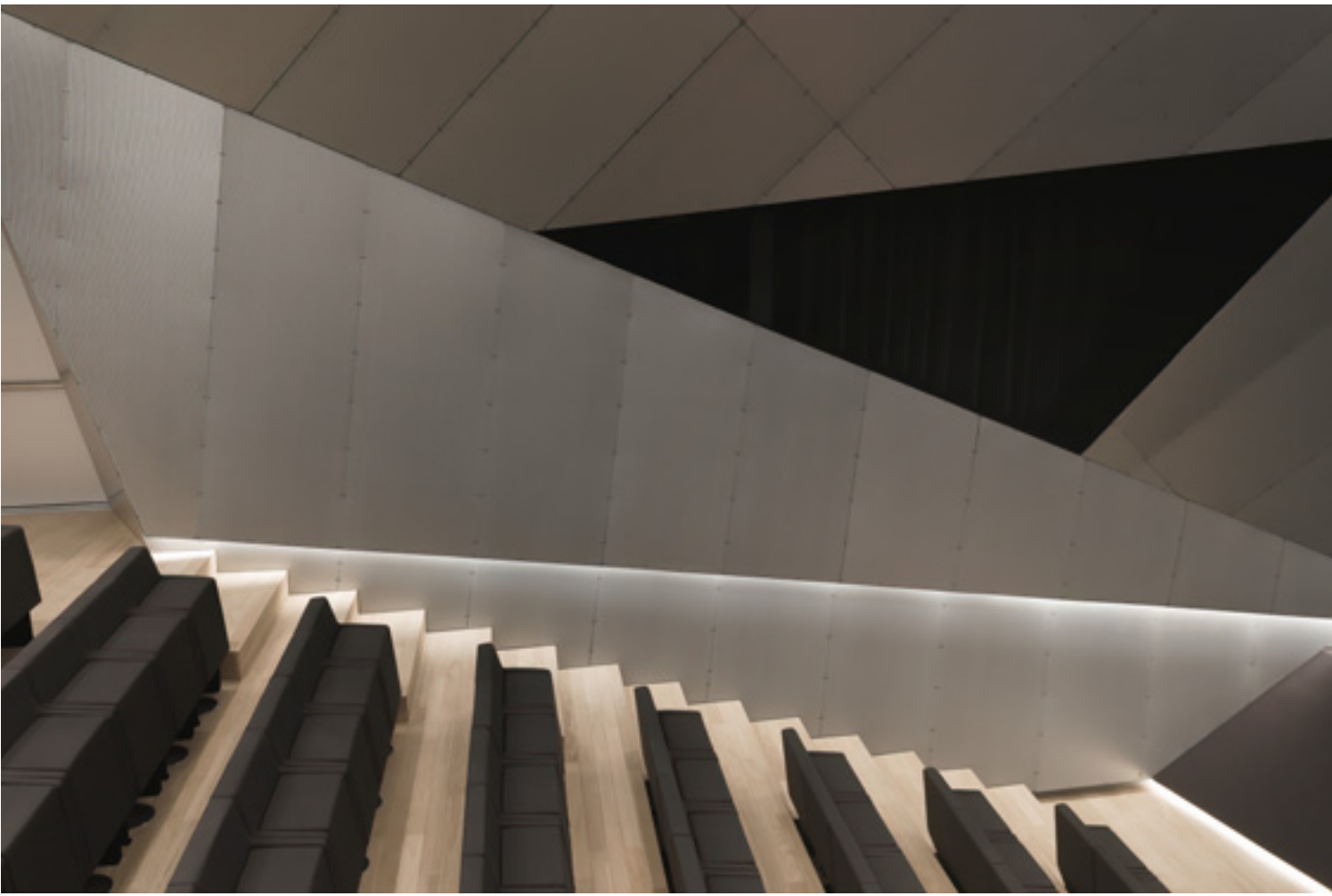




A pioneer project where the architects have considered even its birds eye view, typical of satellite and GPS mapping. A pitched roof, very unusual in industrial architecture, with six flaps recalling the Apennine mountains which give space to three large size skylight windows.



Contemporary architecture design and nature, cooperation between workers together with the desire of creating favourable working environments; these are values that Poltrona Frau has shared with Conad for the seating of their assembly hall, where the cooperative holds its meeting. 200 BCN seats designed by Herzog & De Meuron, characterized by solid geometric volumes and here upholstered in fireproof and soundproof fabric, according to acoustic regulations.







Poltrona Frau Custom Interiors, is the ideal partner for any contract seating project, regardless its size or location. Poltrona Frau ensures a widespread experience following every step, from the first planning stage, through the development of the ideas, to their final implementation complying to any international and local safety regulation while preserving design, style, and timeless elegance.

AlUla desert – Saudi Arabia

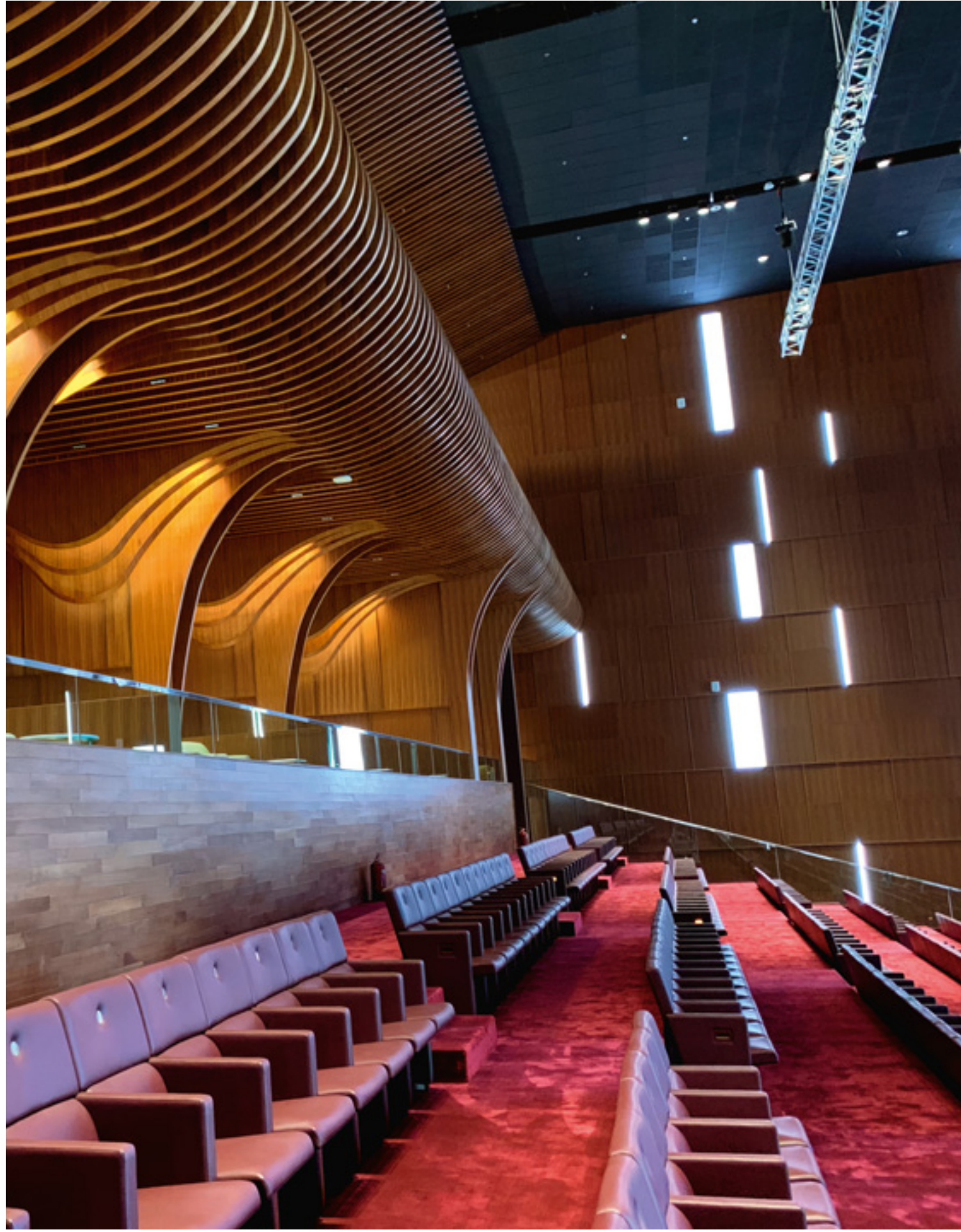
product supplier:
architect:

Pitagora Armchair
Giò Forma – Black Engineering

Maraya Concert Hall

Set against the spectacular backdrop of the AlUla desert, the Maraya Concert Hall stands out as a symbol of Saudi Arabia's cultural vision and its Vision 2030. A gigantic mirrored cube integrated into the fascinating landscape of AlUla—a crossroads of ancient civilizations with over 200,000 years of history—Maraya is today a global cultural landmark for international events, concerts, and gatherings.







Convention Centres

Seating.

Best of Bespoke

Clad in 9,740 square meters of mirrors, the cube-shaped structure reflects the vast and enchanting surroundings of AlUla, the first historical site in Saudi Arabia to be recognized by UNESCO as a World Heritage Site. Standing 26 meters tall, the concert hall earned a Guinness World Record in 2019 as the world's largest mirrored building. A remarkable feature of the venue is its 800-square-meter retractable glass façade, which opens to reveal a breathtaking view of the desert landscape.



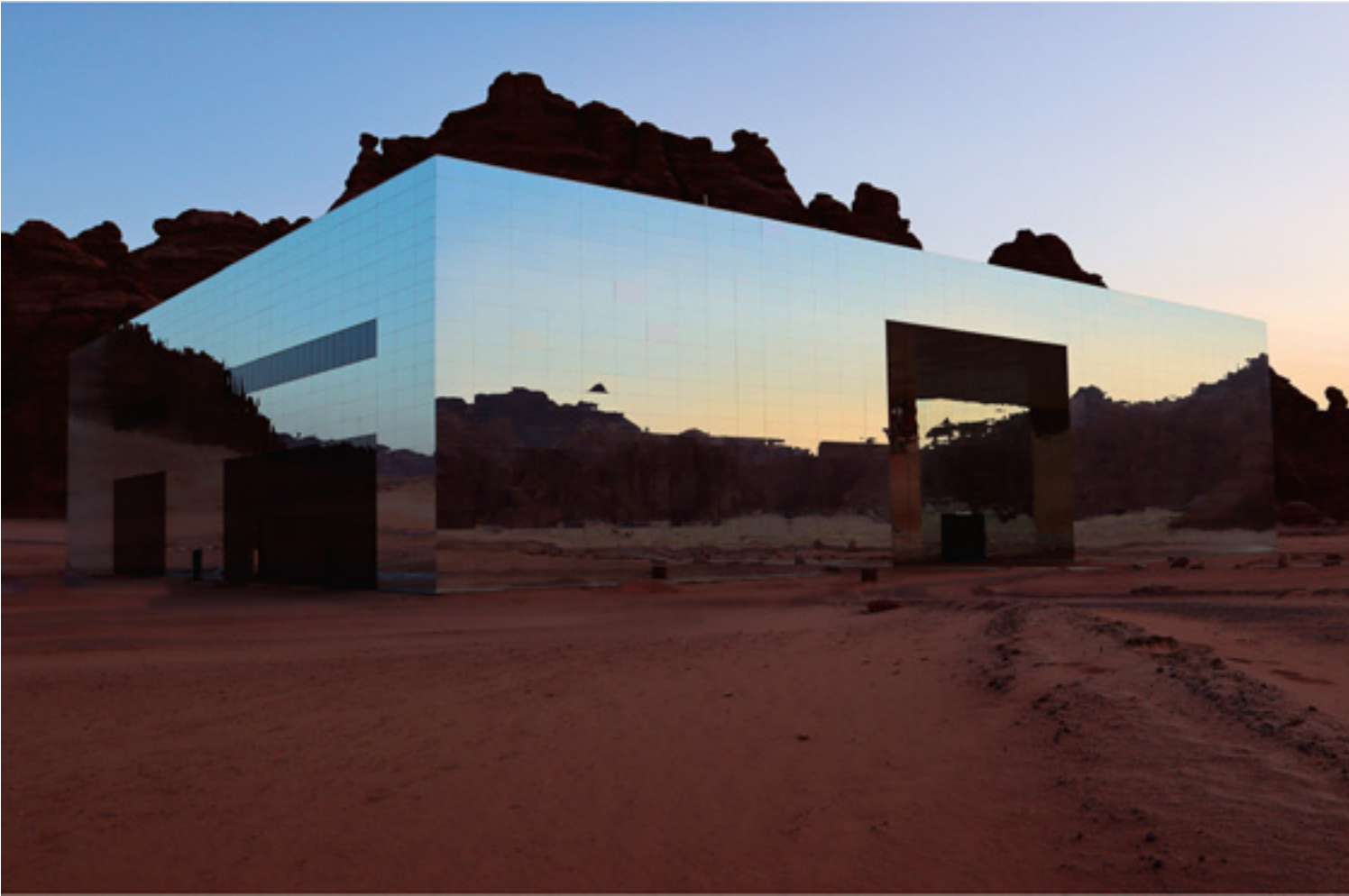
The Pitagora model, originally designed in 1982 by Lella and Massimo Vignelli, is renowned for its essential geometry, ergonomic comfort, and excellent acoustic performance, making it ideal for high-performance cultural venues. Complementing the seating, the hall is also equipped with custom-designed shelves featuring double shoe racks, combining practical functionality with the same refined aesthetic sensibility.

Poltrona Frau's contribution enhances both the visual and functional experience of the space, delivering exceptional aesthetic quality with a sustainable approach. Maraya continues to host prestigious international events, reinforcing AIUla's role as a prominent global cultural hub.

Convention Centres

Seating.

Best of Bespoke



Roma – Italy

architect:
products supplied:

Doriana & Massimiliano Fuksas
Carla

“La Nuvola” Roma Convention Center

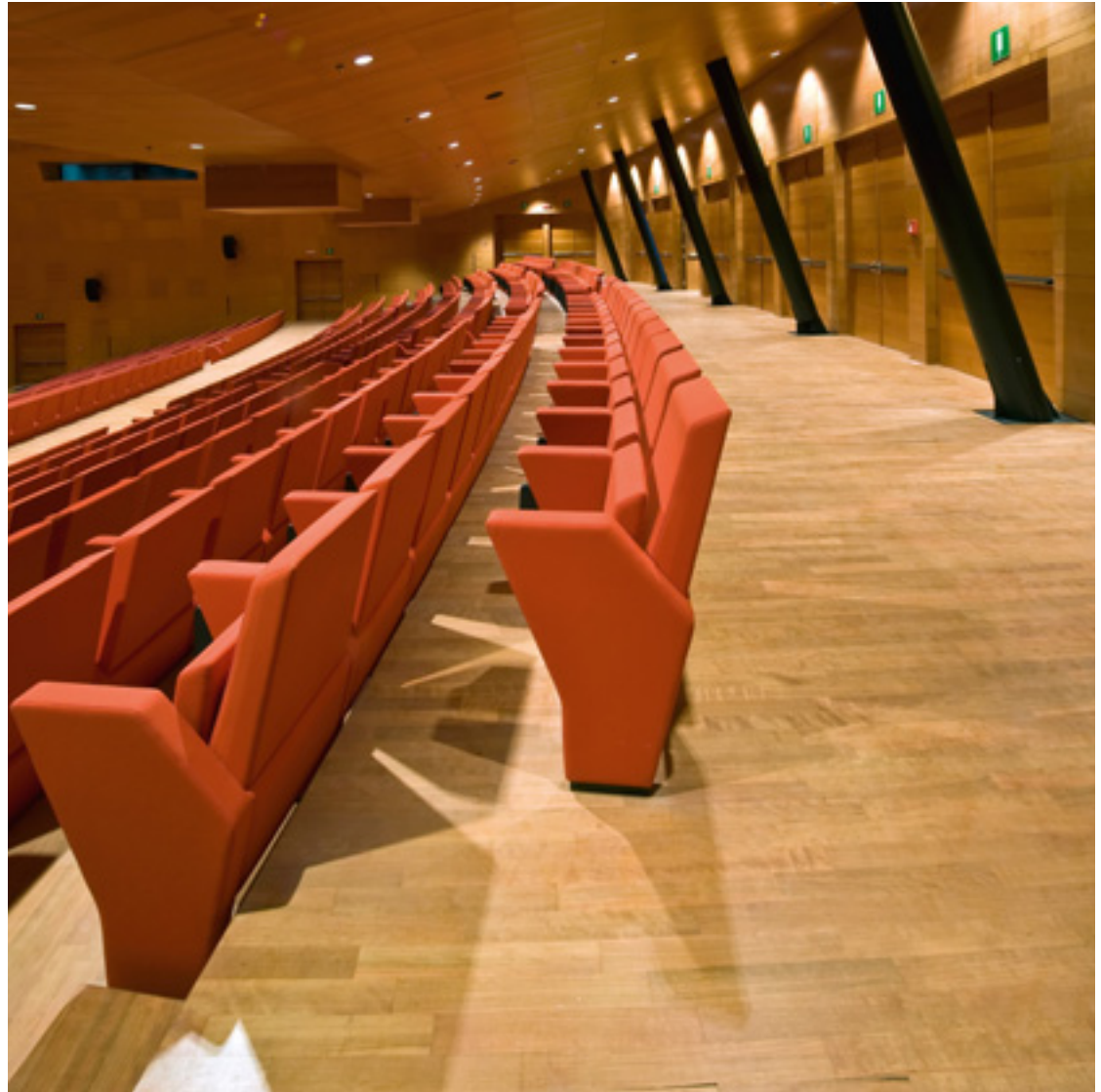
“La Nuvola” complex provided the Italian capital with a modern conference centre that is able to host various types of events, from conferences and trade fairs through to exhibitions and shows. The centre occupies an area of around 55,000 m² and includes an underground space featuring the smaller auditorium halls, the meeting rooms, related facilities and a car park, the so-called “Nuvola” auditorium with 1800-seat capacity and a 441-room hotel. Poltrona Frau Custom Interiors furnished the auditorium with the Carla chair designed by architects Doriana and Massimiliano Fuksas.



PHOTO: © Studio Maggi/Moreno Maggi



size > 58.500 m²
seats > 1800



Algiers – Algeria

architect:

Fabrizio Fabris

products supplied:

Pitagora + Le Big + custom auditorium chairs

Centre International des Conferences

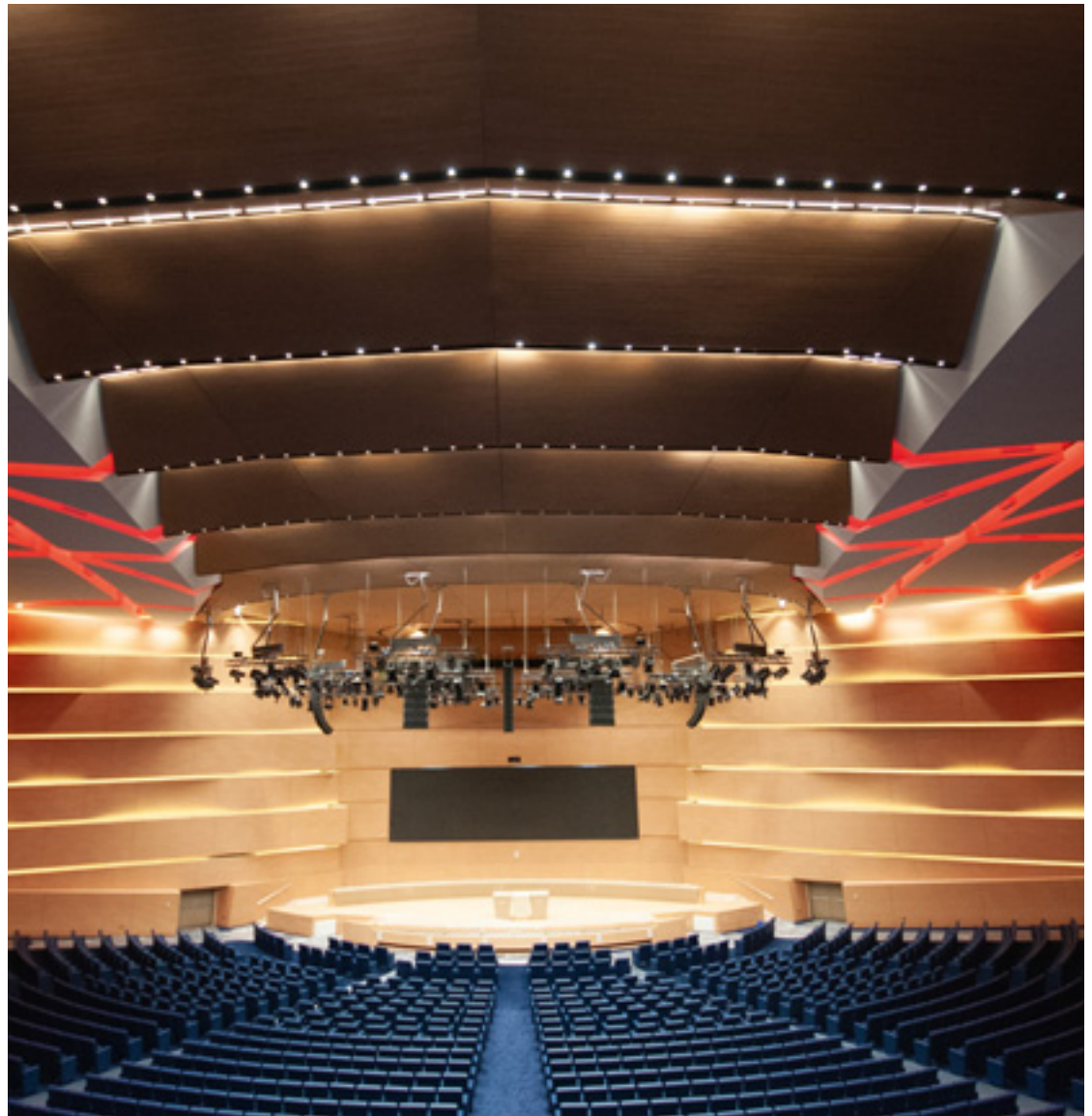
The CIC, Centre International des Conferences de Algiers opens to the public. It is a highly technological congress centre with a 6,000 seats main auditorium and a conference hall hosting 705 seats, all produced and installed by Poltrona Frau.

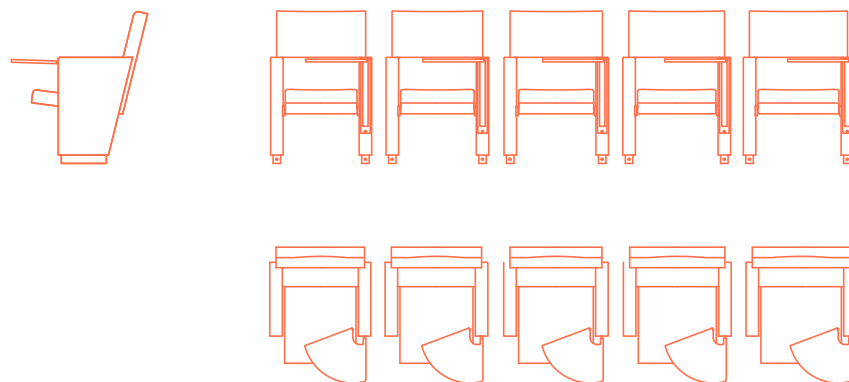
Bearing the signature of Italian architect and designer Fabrizio Fabris, this project is the biggest yet for the Poltrona Frau Custom Interiors division, in terms of number of seats supplied for a single location.





size > 220.000 m²





seats › 705





Strasbourg – France

architect:

Dietrich | Untertrifaller + Rey-Lucquet & Ass.

products supplied:

custom auditorium chairs

Strasbourg Convention and Exhibition Centre

Strasbourg Convention Centre is located near to the European Parliament and is the ideal environment for all types and sizes of professional meetings with two auditoriums, 25 meeting rooms and various exhibition areas.

The conference and exhibition centre hosts conferences, business conventions, exhibitions and cultural events, including the concert season of the Philharmonic Orchestra of Strasbourg. Poltrona Frau Custom Interiors contributed to the recent renovation project by supplying 3900 seats.





seats > 3900







Krakow – Poland

architect:
products supplied:

Ingarden & Ewy Architekci
custom auditorium chairs

Ice Krakow Congress Center

A total of 36,000 m² of conference spaces, a main auditorium with a capacity of 1900, a 600 capacity hall and a third smaller hall with 300 seats, all located in strategic position in the centre of Krakow.

Modern and functional, the building is the result of a collaboration between Polish architects Ingarden & Ewy Architekci, ARUP, who designed the technical and acoustic features of the building, and Japanese firm Arata Isozaki & Associates. Poltrona Frau Custom Interiors supplied all of the seats for the auditorium and halls.



seats > 2510





The main Auditorium Hall, adapted for the purposes of classical music, electronically amplified music, ballet or film screenings, is capable of hosting conferences for between 1,700 and 1,900 people.





Historical Theatres

224	Opera Budapest
230	Stadttheater
236	Academic Theatre of Opera and Ballet
242	Mikhailovsky Theatre

Opera Budapest

There are times when customization is hidden behind the history and prestige of an historical building, like the Budapest Opera House. The Neo-Renaissance palace designed by Miklós Ybl had been open to opera and ballet lovers for more than one hundred thirty years when it underwent an extensive renovation project that lasted for nearly five years.

The challenging task for Poltrona Frau Custom Interiors was to recreate the original atmosphere but remaining compliant to the new safety, acoustic and comfort requirements.



Poltrona Frau created a special type of cotton fabric that could satisfy the flame-retardant regulations without compromising the original style. For the new auditorium they provided 1200 seats upholstered in red velvet as in the original version, but the rows have been set further apart and the seats are larger and more comfortable. For this project, Poltrona Frau has also given its contribution in the study and perfectioning of the acoustics and the seating layout to improve visibility from all points of the theatre.





Poltrona Frau Custom Interiors gives added value to every customization project, because they supply turn-key solutions that involve a widespread technological experience, together with the artisanal craftsmanship, style, and design skills that have characterized Poltrona Frau for over 100 years. We like to think of Poltrona Frau Custom Interiors as a standard bearer in the world of high-quality seating, capable of turning the dreams, visions, and ideas of the most famous contemporary architects into reality.





Solothurn – Switzerland

architect: **Phalt Architekten AG**
products supplied: **custom auditorium chairs**

Stadttheater

The oldest baroque theatre in Switzerland still in activity. The Stadttheatre in Solothurn dates back to the 17th century. It was first used for the performances of the Jesuits' school, and from the middle of the 19th century until today there has been a regular and professional production of comedies and classic plays, opera and ballet. In 2013-14 it underwent a massive renovation project designed by Zurich architects Phalt Architekten AG mainly for safety and practical reasons. The project also became the occasion to expand the theatre by including the “Haus Krieg” building creating a more spacious entrance and a bar area for the audience.



STADTTHEATER

**TAG DER
OFFENEN TÜR**
am 14.10.2019 14.00-18.00
KOSTENLOS

14.10.2019 14.00-18.00
KOSTENLOS
14.10.2019 14.00-18.00
KOSTENLOS
14.10.2019 14.00-18.00
KOSTENLOS

The end result was a location where history and modern technology worked as one. Poltrona Frau contributed providing the 280 custom-made chairs with solid wood sides and wooden seating and back panels upholstered in with velvet fabric. Poltrona Frau furnished two different types of seats, the first for the parterre and the first-row seats of the balcony, while the second type was used for the second-row balcony seats.







The latter, were provided with an innovative mechanism that lowered the footrest while lowering the seat. Poltrona Frau with its historical tradition, craftsmanship and expertise in the chair design sector combined with the technological knowledge acquired project after project, is the ideal partner for any seating design. Every project managed by Poltrona Frau Custom Interiors is a journey in history, style and state-of-the art technology.



Academic Theatre of Opera and Ballet

The Novosibirsk State Academic Theatre of Opera and Ballet is the main symbol of the Siberian city of Novosibirsk. It's the only theatre in the world, which was built and unveiled during World War II.

It's also often called the "Siberian Colosseum" for its huge size, extension and beauty. The authors of the project wanted to create a huge panoramic theatre, where the cars, tractors, tanks could appear on the stage right from the street. The construction of the theatre was completed in February 1944, and the first performance was held on May 12th, 1945. It is the largest theatre in Russia, larger than the Bolshoi Theatre in Moscow.



Thanks to its long-time experience and know-how, in 2018, Poltrona Frau Custom Interiors was asked to completely refurbish the 1600 historical seats of the entire theatre, both in the main auditorium and balconies and in the Small Hall. The project, completely custom made, started from the original blueprints dating back to the 1930's focusing on comfort, quality of the materials while guaranteeing an improved stage visibility.





Historical Theatres

Seating.

Best of Bespoke

The renovation included specific custom-made carpentry work for the panels and thrones of the surrounding balconies. The original design and project were completely respected and preserved in the style and colouring. On the contrary, even though the Novat theatre preserves its historical look, it surprisingly is the most technologically advanced theatre in Russia, and for this reason it stages some of the most important national and international festivals.





Novosibirsk – Russia

architect: RosInteriorReconstruction
products supplied: Custom Planetarium

Mikhailovsky Theatre

Poltrona Frau Custom Interiors supplied and installed 547 custom Planetarium seats for the renovated luxury auditorium of the Mikhailovsky Theatre in St. Petersburg. The project was held together with RosInteriorReconstruction company and completed on December 2017.

The Mikhailovsky Theatre reclaimed its historic name in 2001, then in 2007 it was recognized as St. Petersburg's most prestigious musical theatre.



Today, while preserving Russia’s centuries-old musical theatre traditions, the Mikhailovsky Theatre is constantly pushing to be at the forefront of contemporary world theatre. The renovated luxury of the entrance hall and auditorium enables theatre lovers to pass their time in comfort.



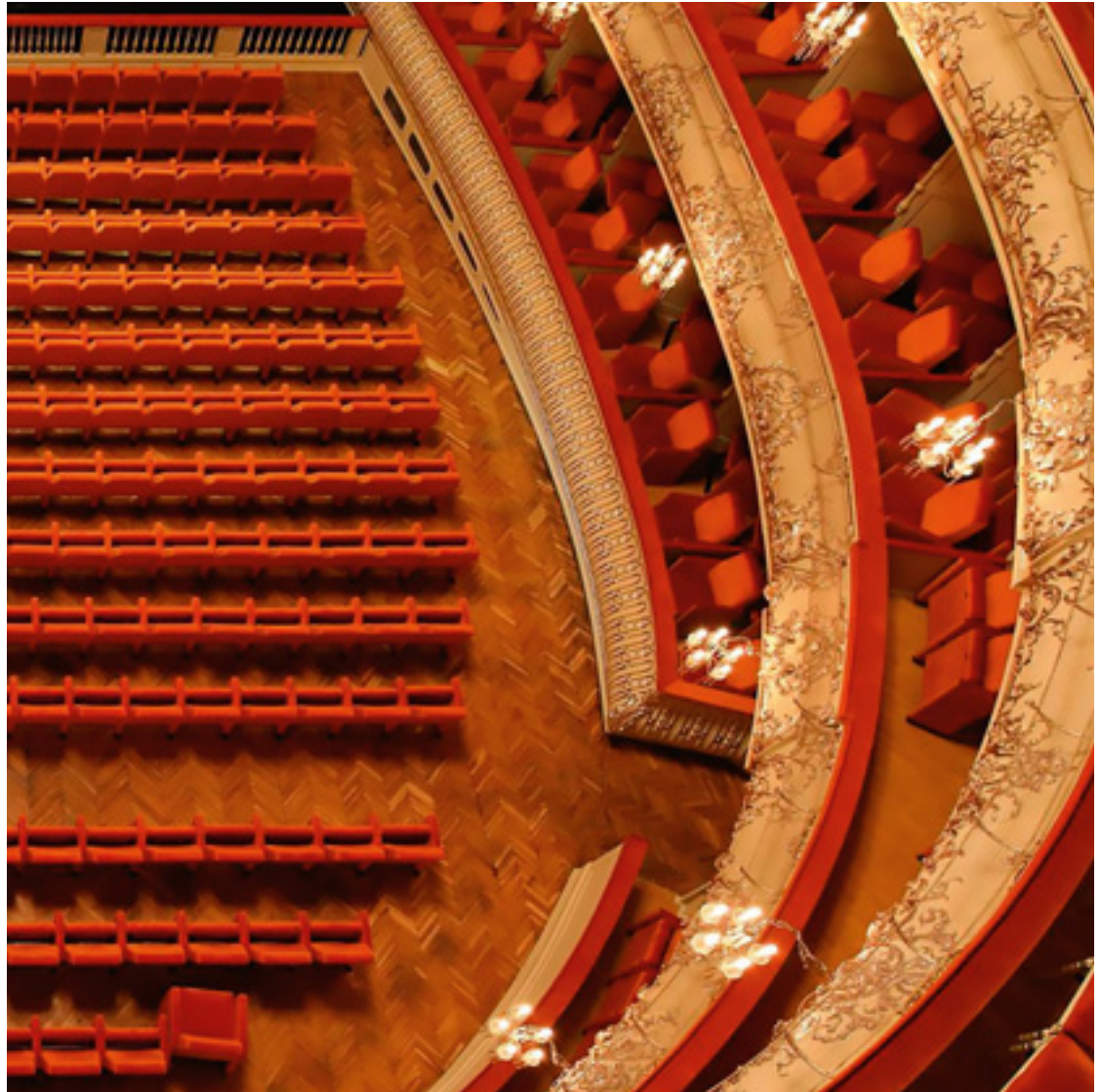




5 different typologies of custom Poltrona Frau Planetarium seats have been used for this project, especially designed to adapt to the spaces and needs of the theatre.

Seating can be reclined by gravity mechanism and they all have different wheelbases and different degrees of seat-back inclination between the gallery and the stalls.

Thanks to Poltrona Frau Custom Interiors the best stage view ever is guaranteed.



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