

## Poltrona Frau and Grimshaw Architects present the Planetarium Chair

Milan, April 2014 – Poltrona Frau and Grimshaw Architects present the exclusive worldwide premiere of the **Planetarium Chair** specifically designed for the new "**Patricia and Phillip Frost Museum of Science**" in Miami.

The official presentation is part of the **Elements** installation, an exhibit-event to be held at the scenic **Fonderia Napoleonica Eugenia** foundry space in Milan, from 8 - 13 April.

**Elements** is a thematic exhibition divided into 6 focus projects and brings together some of Grimshaw Architects' finest work. This is showcased through photographs, drawings, prototypes and structural details, in an installation that also includes 3D models that can be viewed using the special Elements app.

Poltrona Frau has teamed up with Grimshaw Architects for two projects on display in Elements: the "Empac Conference Center" in Troy, New York and the above-mentioned "Phillip Frost Museum of Science" in Miami.

For this latter project, Grimshaw designed both the building's exterior and interior, and this monumental work will bring a 25,000-square-metre museum space to the city of Miami that will host exhibitions and events related to the fields of science and technology. The museum will also house a planetarium with 250 Planetarium Chairs, a laser projection system and a dome screen where images from any known point in the universe can be displayed.

Since the architectural practice was founded, a central element of Grimshaw's work has been industrial design pieces, and this expertise has been applied in the study and design of the **Planetarium Chair**.

With a mixed structure in wood and metal, the chair will be made with different inclinations to ensure that visitors attending the presentations at the museum space have the best user experience. Under the direction of Grimshaw Architects, Poltrona Frau's technical team have engineered a seat that will meet the high expectations of clients, for a dynamic and fascinating space and a highly edifying learning experience.

Once again Poltrona Frau is an active participant in the creative development of a product designed by an international architectural firm, taking the philosophy behind a seat with complex engineering features and creating a unique and innovative product that can ensure perfect comfort.

## **Poltrona Frau**

Poltrona Frau has a century-long tradition of manufacturing high quality seating. Audiences the world over have enjoyed first-hand the comfort, design and elegance of Poltrona Frau seating installed in the some of the most prestigious theatres and concert halls, on airplanes and luxury cruise ships and in public buildings, embassies, five-star hotels and many other public and private locations. It combines the most advanced technology, rigorous safety testing and expertise in auditorium and theatre acoustics and visibility with highly skilled workmanship. The mastery of craft achieved by the Poltrona Frau team ensures that it can express the designer's creativity and philosophy down to the finest detail. The focus is always on providing a finely tailored product and turnkey service that includes all stages, from engineering to prototype, and from installation to post-sales assistance. It has completed over 500 projects in more than 20 countries from a range of 20 customizable seating collections and 1,200 compliance certificates, turning the dreams, ideas and challenges of today's most famous architects into reality.

Some of its most recent projects include the International Conference Centre in Algiers, with 7,000 seats, and the Aalborg House of Music designed by Coop Himmelb(l)au.

## **Grimshaw Architects**

Grimshaw is an international architectural firm founded in 1980 by Sir Nicholas Grimshaw offering architecture, industrial design and urban planning services throughout the world.

With 300 employees, the practice has offices in Doha, Melbourne, Sydney and New York and has been honoured with over 150 awards for its unique, innovative projects that focus on sustainability and attention to detail.

Its most recent projects include the Fulton Center in New York, London Bridge Station and Reading station in London.

The firm collaborated with Poltrona Frau on the Empac project in Troy, New York: a signature work of architecture that brings together small studios and lab spaces, as well as a large concert hall (seating 1,200) and a theatre (seating 400). Both these venues have American maple, leather-upholstered armchairs that have been custom-made and installed by Poltrona Frau.

**Empac Chair** is part of the permanent exhibition in the Poltrona Frau Museum in Tolentino and as of this year will be included in Poltrona Frau's catalogue of custom chairs, enriching the already extensive range of chairs for auditoriums, theatres and international audiences, the result of the brand's skilled and established craftsmanship and a wealth of continuously evolving expertise.

*For additional information:*

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