

Press release

29/10/2014

## **Poltrona Frau Contract and Frank Gehry together again for the Louis Vuitton Foundation**

The partnership between the architect and Poltrona Frau's Contract Division goes back a long way: their first joint project dates to 1997 for the Guggenheim Museum in Bilbao.

The Louis Vuitton Foundation project is the sixth in the series and consolidates this fruitful collaboration centred on the joint study of the most cutting-edge interior design solutions that can turn every event in the auditorium into a unique experience for both musicians and the public.

The **Louis Vuitton Foundation**, opened to the public from the 27<sup>th</sup> of October, will become a new creative hub for French and international artists. It will host temporary exhibitions, galleries and permanent collections, and the main auditorium, equipped with **340 customised seats supplied by Poltrona Frau**, will be used for a wide range of events and shows.

*"We are very proud of our long partnership with Frank Gehry",* comments Kurt Wallner, Managing Director of the Contract Division at Poltrona Frau. *"Each Gehry project is completely unique and represents a new challenge that we are only too eager to accept."*

The **building** is located in Paris, in the Bois de Boulogne, in one of the biggest parks on the west side of Paris, and stands out for its imposing majesty, a complex structure of glass floors that seems to rewrite the rulebook to create new conceptions of space. A cloud, a ship, an iceberg: there are numerous different ways of interpreting the structure, a kind of autobiography of the multi-talented and charming Frank Gehry in glass, cement and wood.

The Foundation's **mission** is to promote and encourage the creativity of contemporary artists both in France and across the globe, and to get as many people as possible interested in art and culture.

The **interior design** project was also developed with these goals in mind.

An iconic project and a majestic piece of design, attained through the close evaluation of every single planning and construction detail of the auditorium. The

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**Poltrona Frau Contract Division** demonstrated that it was up to the task, highlighting its ability to supply highly customised interior design solutions resulting from a combination of its long artisanal tradition and its ongoing research into technology and materials.

## **Poltrona Frau Contract**

Poltrona Frau Contract has a long tradition of producing high-quality seats. People around the world have been able to directly appreciate the comfort, design and elegance of Poltrona Frau Contract seats installed in some of the most prestigious theatres and concert halls, on airplanes and luxury cruise ships, as well as in embassies, 5-star hotels and other public and private spaces. Poltrona Frau Contract has been acknowledged at an international level and has a long tradition working alongside high-profile architects such as Gio Ponti, Richard Meier, Jean Nouvel, Sir Norman Foster and Frank Gehry. It has completed over 1000 projects in over 50 countries with a collection of 20 made-to-measure seats that transform the dreams, ideas and challenges of the world's most famous architects into reality.

## **The architect**

Frank Gehry is one of the most important architects of our time. His projects are powerful and immediately recognisable. Since the opening of the Guggenheim in Bilbao, his work has been lauded for his almost magical powers to regenerate urban landscapes.

### In summary:

Overall area of building: 11,700 m<sup>2</sup>

11 galleries

Auditorium with 340 seats designed by Frank Gehry for Poltrona Frau Contract

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