

Poltrona Frau for the new Casa Alitalia flagship lounges

Opening ceremonies held to present the first two Casa Alitalia lounges at
Milan Malpensa and Rome Fiumicino

30 May 2016 – The first two Casa Alitalia flagship lounges were opened to the public today: Poltrona Frau, through its Contract Division, supplied made-to-measure furniture and items from its collection as part of a project signed by the architect Marco Piva.

The **Casa Alitalia lounges** represent the tip of the diamond of the recent relaunch of the national company and to develop them Alitalia, faithful to its vocation as the global ambassador of the best of 'Made in Italy', turned to Poltrona Frau, the epitome of Italian style and beauty.

The first phase of **the partnership** between Poltrona Frau and Alitalia regarded the creation of the Italian company's long-haul Business Class seats upholstered in Pelle Frau® leather. The partnership, now even stronger, continues with the supply of furniture for the Casa Alitalia lounges.

A stimulating collaboration that has seen Poltrona Frau support Alitalia in all development phases, from design to production and through to the final delivery of all items of furniture. The combination of Alitalia's know-how in terms of customer perception and Poltrona Frau's product expertise and knowledge has made it possible to create Casa Alitalia, a unique environment unlike any other in the sector.

The concept, developed by Milanese architect Marco Piva, offers a new take on typical Italian hospitality with a design project centred on painstaking details, quality materials and ergonomics.

With Casa Alitalia, **Alitalia and Poltrona Frau** offer travellers the chance to immerse themselves in Italian culture, experiencing all of its beauty, design and elegance.

The interior design **project** tangibly addresses Alitalia's desire to provide its guests with a stylish and welcoming environment that makes them feel completely at home. This is an important factor for regular and long-haul travellers and Alitalia, always attentive to the needs of its customers, enriches their travel experience with these lounges, spaces capable of turning waiting times into valuable moments.

The contract included not only chairs, sofas and stools from the Poltrona Frau collection but also made-to-measure side tables and special Pelle Frau® leather panels.

The furniture chosen from the Poltrona Frau collection was created using a leather that meets all durability and resistance requirements and satisfies the strictest quality standards.

The main lounge is furnished with the Archibald armchairs by Jean-Marie Massaud. The restaurant and bar area is furnished with Montera and Ginger stools and chairs, while the relaxation zone has the sinuous Mamy Blue chairs designed by Roberto Lazzeroni.

All of the furniture is in warm and welcoming colours: Carioca yellow, cinnamon brown, tobacco, redcurrant and beige were the shades chosen from the coordinated range of the 96 colour variants of Pelle Frau® leather, picked to evoke typical aspects of the Italian panorama.

The **Casa Alitalia lounges at Milan Malpensa** (around 500 m²) and **Rome Fiumicino** (around 800 m²) have a reception area, relaxation and conversation areas, catering areas, a bar area where it is possible to try, among other things, a selection of the finest Italian wines or the typical Italian aperitif, and a number of private meeting rooms.

In both lounges waiting times become genuinely vibrant experiences where you can interact, relax, work, connect or share while feeling right at home thanks to the comfort and style of the Poltrona Frau products.

Poltrona Frau and its Contract Division

Over the years Poltrona Frau has confirmed its ability to interpret, but above all to anticipate, the evolution of contemporary living.

Key values include design and quality, integrity, change and innovation, and teamwork. These values are reflected in the products: items of furniture that are icons of the collective imagination, concrete examples of a unique blend of expert craftsmanship, modernism and high quality standards.

For many years the **Contract Division** has transferred these values to interior design projects for public spaces: hotels, offices, theatres and auditoriums.

An understanding of the most advanced technology combined with manual expertise. Artisanal know-how that enables the Poltrona Frau Contract team to transform the thoughts and creativity of the designer into reality, right down to the smallest of details. Always in the context of bespoke contracts and turnkey services that include all phases, from engineering to prototypes, installation to post-sales assistance. Over 1000 projects in over 50 countries to turn the dreams and ideas of the most famous contemporary designers into reality.

In recent years the Division has also enjoyed international recognition in the **travel** sector, furnishing lounges and waiting rooms in airports and train stations in Italy and abroad. In Italy it has furnished the waiting areas at G.Marconi airport in Bologna and Fontanarossa airport in Catania, as well as the Sala Montale at Milan Malpensa and some areas of Naples airport. The international projects include the Etihad lounge in Abu Dhabi, the Emiri Terminal in Doha, the Air France Lounge in Tokyo and the cabins for the Cathay Pacific lounge in Hong Kong. The Poltrona Frau Contract collection includes the Fly_air and Onda Airport modular seats designed for airport waiting areas. In addition to the Casa Alitalia lounges, Poltrona Frau has supplied the leather covers for the business class seats of the Alitalia fleet: around 500 pieces for 22 new planes.



For further information:

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