

news

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01 ARCHITECTURE

Poltrona Frau Contract for Isabella Stewart Gardner Museum's Calderwood Hall by Renzo Piano Building Workshop



The Isabella Stewart Gardner Museum in Boston, Massachusetts, is home to an intimate collection of fine art, as well as an interactive venue for innovative and contemporary artists, musicians and scholars. In 2012, a new 70,000 square feet wing of the museum was added, designed by Pritzker Prize-winning architect, Renzo Piano to provide a venue upon which performance, music, exhibition and education could be celebrated. Calderwood Hall, the museum's new performance hall is the largest space in the new wing. The performance hall is configured vertically, with three balcony levels overlooking a central performance area. The balconies each have a single line of seating, reminiscent of Shakespearian theatres where the public looked down on the performance below from



all sides. The public are in close contact with the artists, increasing the intensity of the visual and acoustic experience. It was very important to get the seating system right. Poltrona Frau Contract used two different models: the first was the RP02, a fixed theatre seat which is perfect for the three balcony areas; the second was the Movie Chair, a light stackable chair which is ideal for the ground floor where the seating had to be more flexible to allow for the different configurations required by the various types of performances held. Both models were customised to fit the requirements of Calderwood Hall, and designed in close co-operation with the Renzo Piano Building Workshop staff and the acoustician, Yasuhisa Toyota.

Credits © Nic Lehoux

02 DESIGN

Poltrona Frau Contract introduces a new chair that has been created in collaboration with Doria and Massimiliano Fuksas



Doria and Massimiliano Fuksas have realized some of the most symbolic contemporary architecture of our time like the Peres Peace House in Jaffa-Tel Aviv, the Armani Fifth Avenue in NYC, the Zenith Music Hall in Strasbourg, the new Trade Fair Pero-Rho in Milan and the Headquarters of Ferrari in Maranello. Together and Poltrona Frau Contract they have consumed a new auditorium chair called "Carla", initially designed for the conference hall of the National Archives of France located à Pierrefitte sur Seine-Saint Denis, Paris. 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 that can make the best use of even limited spaces. Just as in the past, leading international architects

continue to choose Poltrona Frau Contract for its long-standing tradition in the world of design and craftsmanship, its ability to stay abreast of technology and its expertise in acoustics and viewing layouts.

03 LIFE & PEOPLE

Poltrona Frau Contract with Daniel Libeskind on Design at Milan Design Week 2012



The large audience attested to the interest in the talk given by Daniel Libeskind on the relationship between architecture and design on 19 April last. Poltrona Frau Contract organized the event at the Fondazione Arnaldo Pomodoro where the Poltrona Frau Group had set up its temporary showrooms in Design Village as part of the Milan Design Week 2012 events. In a lively interview with Nicola Leonardi, editor of the prestigious architecture magazine "The Plan", Libeskind talked about his recent debut into the area of industrial design and what this meant to him since architecture has been his primary focus to date. In fact he is behind his internationally important projects as the Jewish Museum in Berlin and the London Metropolitan University Graduate Centre



and he also developed the Ground Zero masterplan in New York. His new venture into the world of industrial design began with the recent opening of a studio in Milan as a partner office to those in New York and Zurich. The Milan Design Studio will deal exclusively with industrial design. One of Libeskind's first projects in his new adventure in design have been two innovative chairs for Poltrona Frau Contract: the "Tangram" auditorium seat and the "Duet" stackable chair. The conference finished up with an exclusive cocktail party where 300 guests were treated to Ferrari Spumante.