



## The Italian Job

### POLTRANA FRAU GROUP TEAMS UP WITH MUBADALA TO LAUNCH PF EMIRATES SHOWROOM IN DOWNTOWN DUBAI

UAE: Luxury furniture retailer Poltrana Frau Group (PFG) and Abu-Dhabi based development giant Mubadala have joined forces to create an oasis of high-end Italian style in Dubai.

Located in Downtown Dubai, the new PF Emirates showroom celebrated its opening on February 6, 2013. The 600m<sup>2</sup> showroom represents PFG's merger of the world's leading brands: Poltrana Frau, Cassini and Cappellini.

To physically express the

identity of each brand, the showroom's linear space is divided into three distinct sections. Expertly executed, the elegant, light-filled space showcases each brand in a relaxed environment.

Far from sterile, antique toys and worn Italian books comfortably intermix with iconic pieces. Dario Rinero, CEO of PFG remarked: "The showroom is a beautiful example of the PF Group's design philosophy, showcasing classic contemporary pieces, along with

timeless icons. It is also fitting that this latest expression of Italian beauty and craftsmanship should be opened in Dubai on the 100th anniversary of Poltrana Frau, serving as a bold and exciting start for the company's next 100 years."

Poltrana Frau is a leader in top-range furniture and proclaimed champion for the values associated with Italian-made goods.

Known for classics such as its Vanity Fair chair and Gio Ponti's Dezza chair, Poltrana Frau also boasts sophisticated Contract and Interiors in Motion divisions. Etihad Airlines' first class cabin's upholstered interiors were designed in its exclusive Pelle Frau leather. Not limited to upholstery, Poltrana Frau's workroom is capable of developing entire seat units. Its

skillful hands have graced luxury automobile interiors, including Maserati and Ferrari.

Considered today as one of the brands that best represents Italian design worldwide, Cassina began its operations in 1927. Early on, Cassina cultivated close relationships with architects with an appetite for research, innovation and vision.

Notable figures in Cassina's portfolio include Le Corbusier, Frank Lloyd Wright, Charles Rennie Mackintosh, and contemporary designers such as Vico Magistretti, Piero Lissoni, and Jean-Marie Massaud. Cassina has gained exclusive world rights to many of its furniture pieces by great architects.

Commercial Interior Design caught an interview with Giulio



Cappellini of Cappellini at the new PF Emirates showroom on the day of the opening. Named as one of the top ten trend-setters of our time by TIME magazine, he possesses a gift of identifying young design talent. Cappellini has helped launch the careers of award-winning designers such as Jasper Morrison, Tom Dixon, Marcel Wanders, and Ronan and Erwan Bouroullec.

Originally trained as an architect himself, Cappellini took over his family's small furniture company in 1979 and transformed it into an international triumph in innovative design. Cappellini looked globally for inspiration. He noted: "I like very much to work with a variety of different people from different parts of the world with different

attitudes. What I like to do is connect the different spirits of these people, but at the end to try to create a Cappellini product. What's important to me is that they can fit in the same catalogue to try to create the right balance."

Unlike many companies, Cappellini doesn't seek to create best-sellers. Instead, it strives to create long-sellers.

He explained: "Sometimes when I create a design or a product, at the beginning if it's [considered] too avant garde, it's not successful in the market. It may take two, three, four years until it will be successful. There are some products by Morrison and Dixon designed over 20 years ago; and they are still very good, successful products."

Near the showroom entrance, the wildly colorful Proust Geometrica chair is a 1992 Alessandro Mendini design that is as relevant today as it was twenty-one years ago.

PF Emirates' Cappellini area represents the typical "Cappellini HOME" environment with its comfortable, home-like setting. The famous S-Chair, Nendo Yuki divider, and namesake Cappellini container system are illuminated by a new addition, Meltdown lamp by Johan Lindsten. Its hand-blown shape was inspired by making something beautiful out of something disastrous, specifically the nuclear accident in Fukushima.

Representing sand, Cappellini selected the honed Botticino marble floor and green paint colour for the walls. Every Cappellini

showroom worldwide is painted a different colour to symbolically connect it to the city. He explains of Dubai: "We were thinking of the oasis: trees and sand."

The opening of PF Emirates showroom is a refreshing destination in Dubai's growing interior design market. Firas Al Saleh, CEO, PF Emirates stated: "As with individual consumers, companies and corporations based in the UAE are opting for bespoke designs that reflect their personality and corporate image. With our vast expertise in creating premium and bespoke designs, we have the capability and the expertise to offer world-class levels of quality and creativity in developing premium interior furniture solutions to the region." 