

Milan Furniture Fair 2019
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Pavilion 16, Stand D51-D55

Compositions, combinations, material and color combinations. The Frag universe continues to expand, creating not just furniture, but **aesthetic inspirations** for a **world of refined and contemporary living**.

In our new collection, to be presented at the **Furniture Fair 2019**, our **expert craftsmanship** with leather and saddle leather products breathes life into a world of clear lines, volumes and details, bringing them together with the use of refined materials and finishings. **Brass, metal, marble, wood, finishes and careful production processes** all intertwine in a kaleidoscopic search for upholstery with carefully crafted details and elegant chrome combinations. Joining these new creations, together with the traditional leather and saddle leather craftsmanship which is the foundation stone of our enterprise, Frag is unveiling a **completely original range of fabric upholsteries**, designed to provide a response to the **demands of the contract market as well as refined domestic spaces**.

This year the display outline has been entrusted once again to the creative force of **Ferruccio Laviani**, who has been entrusted with creating an environment and atmosphere to serve as a backdrop for the new collection, immersed within a structure with clearly-defined architectural touches. The settings outline sumptuous living rooms, *dining* zones and contract solutions in a hypo-realistic key, recalling in part a verisimilar world, on the other abstract spaces. Floors and walls blend together, defining common areas and intimate private spaces.

The **Furniture fair 2019** sees the company catalogue expand with, among other things, **new collections of soft furnishings**, as well as our first ever **modular sofas**, designed by **Christophe Pillet** and **Leonardo Dainelli from Dainellistudio**. These new creations go alongside an increasingly rich proposal of upholstered furniture. A project that confirms the company's commitment to creating a constantly evolving collection: from chairs to modular elements, from tables to accessories. A coordinated proposal, inspired by contemporary elegance but stylistically consistent with the *heritage* of the company.

To open the new collection of sofas, the **Wilton** family signed by the French designer **Christophe Pillet**, a project that makes simplicity the fundamental note of its elegance. The clear shapes of the body define the square profile of this family as if it were composed of slightly curved rectangles, creating a sort of nest-origami. Inside, the softness of the cushions and the generous dimensions of the seat invite relaxation and a new form of conviviality. Four thin metal feet contribute to making the collection airy and light. The ability to mix different coverings opens the door to a wide range of variants: single-material - leather or fabric - or two-material, mixing the shell, leather or fabric with the upholstery of the cushions in leather or fabric. **Wilton** includes closed sofa models and a modularity given by angular elements, peninsulas and chaise longue that allows to range over different shapes and sizes.

To confirm the stylistic understanding highlighted last year with the company, **Leonardo Dainelli from DainelliStudio** designs the second collection of sofas presented at the Furniture Fair 2019. **Otis** has classically inspired forms but its details and proportions transform it in a very contemporary piece. **Otis** aristocratic profile and masculine style rightfully place it in the **most sought after living rooms**. Backrest and armrests form a unique design, enveloping and sinuous in its corners and curves. A distinctive element of **Otis** is the balanced proportion given by the meeting between the spacious seat cushion and the elegant hammer armrest, made comfortable by a soft and plentiful padding. Four round tubular metal feet, fixed to the structure through a thin metal plate, complete the project, with a sober ornamental quirk. The collection, composed of sofas and modular elements - corner pieces, peninsulas and chaise longue – that can be upholstered in a wide selection of leathers or fabrics, in several shades adapting to different contexts.

Leonardo Dainelli from DainelliStudio also designs the new collection **Public**, consisting of chair and armchair, lounge chair and two-seater sofa. This family, *nomen omen*, has been designed for destinations such as public spaces and contract solutions. The designer was inspired by the famous New York hotel that completely revolutioned the most classic patterns of the *hospitality*, where there are no *concierge* or valets but only technologically advanced applications that allow you to do everything in complete autonomy.

Public, entirely padded and upholstered in leather or fabric, has archetypal forms reinterpreted in a new, suggestive and international key thanks to the hand of Dainelli. Chair and armchair are as designed by a single line that defines legs, seat, backrest and rounded armrests that, in the chair, are transformed into the straight line that closes the backrest.

The lounge maintains the shapes and styles of the collection, lowered and extended for greater comfort. The sofa, starting from the dimensions and proportions of the lounge completes the family.

To the new wall bookcase **Morgans** closes the list of new products designed by **Leonardo Dainelli of DainelliStudio**. The project uses two vertical rectangular bars placed side by side that cross and fix five horizontal bars on each side: four, serve as support for the shelves while a fifth is fixed directly to the wall. The design of the metallic elements, with an almost industrial and constructivist style, creates a fascinating contrast with the refinement of the burnished brass finish and the precious leather covering of the shelves, creating an object with a peculiar character and a decorative aesthetic.

To give full voice to the **skilful processing of leather by Frag**, the family of accent tables **Motif** signed by **Andrea Mancuso** of design duo **Analogia Project**. The heart and soul of **Motif** lies in the ornate and decorative aesthetic of the tabletop, and the contrast this creates with the simplicity of the metal square section frame which defines the legs and four crossed planks.

The leather inlay design of the tabletop is carried out with a high-precision cut of the leather into different shapes, which are then stitched together with meticulous craftsmanship. The design begins with the repetition of a circle, forming a pattern which varies according to the choice of colours of the elements which form it. The different colour options make the **Motif** table a “tailored” item, with the option to personalise it with a range of shades and *tones*.

On the occasion of the **Furniture Fair 2019**, Frag also reveals some **extensions of existing collections**, introducing new types of products and new models of some of its latest creations.

Elf, family of seats in leather signed by **Gordon Guillaumier** presented last year, expands its proposal with **two types of stools**.

The first model, a faithful extension of the collection of seats, with four legs and available in two heights, with a metal footrest, the second - maintaining a clean and linear profile - with a metal base with adjustable gas pump height.

With **Elf**, The Maltese designer has masterfully produced one of the company's most popular pieces - the chair upholstered entirely in leather - creating an object with an original curved design and an extremely contemporary air. This new collection has a clean-cut profile with no lack of comfort, thanks to the soft upholstery.

The **Square** collection by **Christophe Pillet** , one of the most complete and varied of the **Frag catalogue**, updates its range of coffee tables with two new front sofa models, even larger sizes: 100x100cm and 140x90cm. The tubular structure that draws the base and the legs, *fil rouge* which links the various production types, also supports the tables' tops, available in the precious catalogue marble and in the light gray and slate gray cement paints .

The **Artù** table by **Michele di Fonzo** also multiplies its variants by adding the dimensions 180 and 200 to the 160 version presented last year. Artù is the archetypal round dining table. With its impressive shape and distinguished appearance, it is suitable for the most luxurious *dining areas* and elegant meeting rooms. The base of the table consists of a square cut cone upholstered in soft leather, enhanced by a burnished brass base and profiling. It is a piece with a strong personality that makes an immediate *statement*.

The top in the collection marbles, in the 180 and 200 versions, is embellished with a bar in burnished brass that recalls the profiles of the base dividing the stone into two semicircles. Once the table is completed and decorated, a marble lazy susan can be added as an accessory.

Frag therefore continues with its ongoing mission to provide a cohesive style inspired by an international and contemporary elegance. The brand simple and sophisticated style will become for this year also, the *common thread* at the heart of its projects, ensuring a striking visual impact while maintaining a perfect equilibrium between form and function.

For further information and high definition images please contact

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