

Salone del Mobile.Milano Shanghai
Nov. 22 to 24, 2018
Shanghai Exhibition Center
Central Hall
West of the hall WG12 - WG16
First Floor

Press Release

Frag attended the Salone del Mobile.Milano Shanghai at Shanghai Exhibition Center, a landmark building on Shanghai's Yan'an Road, where numerous cultural activities of the city have been held.

Frag's debut appearance at this well-known exhibition is aimed at continuously expanding the company's market networks in China and celebrating the close ties that have been established between Italian's home decoration industry and Chinese market.

The Frag universe in fact - with its almost centenarian **heritage** in **hide and leather processing**, its **contemporary lines** and a **refined and timeless style** - responds to the new ideal of Italian luxury living exported to the East. The products of the brand coincide with a renewed Chinese taste that appreciates more and more a linear, refined, made in Italy, **attentive to detail and craftsmanship**. Moreover, the company's ability to mix leather and hides with different materials finds its maximum expression in the creation of **tailor-made** products, dedicated to the contracting works and design project, for which coatings and colors can be customized on request.

Inside the exhibition space, designed by **Ferruccio Laviani**, historical products and new collections give life to domestic environments and contract situations, illustrating a lifestyle composed of different types of products and inspired by contemporary and international elegance

Within the range of **new products** - revealed at the last Salone del Mobile, and presented for the first time in Asia in Shanghai - Frag proposes **Riviera** and **Cocoon** by **Dainellistudio**, **Clubby** by **Chrisophe Pillet**, **Elf** by **Gordon Guillaumier** and **Artù** by **Michele di Fonzo**.

Riviera by **Dainellistudio** is an armchair lounge in which can be found, both modernist references for the use of metal tubing, and a contemporary and decorative imprint, for the precious finishes such as brass and for the combination of leather for the cushions and saddle leather for the seat and back.

The tubular forms the structure by drawing rectangles to form the base, the armrests and the supporting structure to which the leather seat is bound, creating a sort of hammock. Two soft removable cushions in leather add structure, comfort and softness to the seat.

Dainelli Studio also signs the lounge chair with **Cocoon** footrest, a collection made of enveloping, harmonious, balanced shapes and skilful material combinations. The **lounge** is composed of a base and feet in walnut, on which is fixed the leather covered shell that acts as a backrest and armrests. Inside the shell, two soft and wide cushions covered in leather invite to relax. In fact, Cocoon lounge defines a perfect union between aesthetic formalism and comfort, confirming at the same time the ability of Frag to mix and work different materials and coverings.

Cocoon footrest reproduces the walnut wood base of the lounge, to which it adds a saddle leather cushion: ideal as a complement to the armchair, thanks to its personality this object can also be used as a stand-alone piece of furniture.

To extend the range of upholstered furniture by **Frag, Christophe Pillet** has created the **Clubby** collection: club armchairs and ottomans with rounded lines, inspired by the armchairs of the smoke rooms of the Parisian clubs. The proportions and forms of this family, in fact, make it particularly suitable for common areas and for contract projects.

The armchair is made up of a cylindrical structure, to act as a seat, and a semi-circular backrest, padded and enclosed by a shell that wraps them completely on the back. Thanks to the multiplicity of coverings and finishes, the body becomes the main element of the project leaving ample space for creativity: saddle leather shell and leather padding, mono-material leather or fabric, leather outer and fabric interior, in addition to the special versions with shell upholstered in woven leather, ideal for customized projects.

Clubby pouf simplifies the shapes of the family, confirming at the same time the rounded contours and its decorative character, keeping the padded cylinder and the brass revolving base.

Elf is a family of leather seats designed by **Gordon Guillaumier**. The Maltese designer designed one of the company's most popular furniture styles - the chair entirely covered in leather - creating an object of new sinuosity and an extremely contemporary taste. This new collection of seats maintains a rigorous profile without sacrificing comfort thanks to the soft padding. Elf is available with or without armrests, with high and low backs and in various types of upholstery, perfectly adapting to the most diverse needs and contexts.

Michele di Fonzo designs **Artù**, the archetype of the round dining table, giving life to an object with important shapes and sumptuous character, dedicated to the most luxurious dining rooms and the most refined meeting rooms. The base of the table is composed of a square section cone covered in soft leather and embellished by a pedestal and two profiles in burnished brass, immediately highlighting the strong individuality of the this object

The marble top is available in two sizes: 160cm and 180cm. A marble lazy-susan can be added as an accessory to complement and decorate the table.

Alongside new projects, the company offers a selection of products which illustrate the company's style by creating precious and graceful settings

The **Square Collection** is a rigorously designed family by **Christophe Pillet** consisting of small armchair, lounge chair, sofa, stool and two couples of coffee tables. The **concept of the seats** is that of a cube, covered in leather or saddle leather, hollowed out and made comfortable by two leather cushions, one serving as the seat and the other one as the back. The shape of the armrests, slightly curved, gives an **enveloping feeling** while maintaining the refined and clean contours of the armchair, lounge and stool. Four thin metal legs act as structure and as distinctive feature, giving lightness to these minimalist objects with these details as the only whim.

The Shanghai fair will see the presence of lounges and tables.

Ferruccio Laviani designs the **Bak bookcase**, featuring a subtle contrast of materials, the structure is defined by three rectangular perimeters, in tubular dark brushed steel, which cross each other becoming a supporting element and a characterizing detail. The two metal side shoulders are covered and decorated with strips of soft leather, except in the space near the junctions, where the metallic finish remains exposed, creating a further refinement highlighting the geometric rhythm of the project. Four walnut shelves complete the project, perfectly balancing the lightness of the metal structure with the strength of the wood.

Coat hanger and object holder at the same time, **Bak valet stand** is part of the homonymous collection designed by **Ferruccio Laviani**, taking shape in a precious object useful for rationalizing the space of your bedroom or hallway. The frame, to which a parallel rod is added for hangers, is made even more efficient thanks to the round containers on the side, functional empty pockets with padded leather on the bottom. Available with and without mirror.

Privè, is a storage furniture series designed by **Christophe Pillet**, who combines inspirations from the 1960s, contemporary lines and expensive materials to make the details stand out. The concept of **Privè** combines elements of great materiality, such as the walnut case, the glass shelves and the leather details of the top and accessories, together with a design made of thin thicknesses, 45 ° edging and the lightness of the four thin feet in brushed dark steel rod.

The collection includes two low cupboards and a high sideboard: both models are finished on all sides, thus allowing a multiplicity of locations that see **Privè** in the various rooms of the house. Impeccable as a centerpiece in a spacious living room, on the wall in the dining area or in an entrance hall, the **Pillet** project becomes an object that welcomes, reveals and hides; a special place, intimate and public at the same time.

The **Comb** coffee tables by **Gordon Guillaumier** combine a great expressive originality with a strong tension towards the structural component, recreating the finishes and décor of the 1950s and 1960s.

In the **sofa front** version, **Comb** expresses its regal character with generous dimensions and harmonious proportions, on the contrary, synthesizing it in the smallest **sofa side** variant, which can also be used as a sofa table thanks to its ingenious C shape. The rod structure is a base and characteristic of the project, becoming its undisputed protagonist. The thin metallic line draws the perimeters of two rectangles with a soft profile - respectively the base and support for the top - defining a rounded path, which rejects the geometric synthesis of angles and straight lines, created thanks to a masterly and balanced curvature processing of the material. To combine the two profiles a dense series of vertical rods depict the shiny interlacing between full and empty, light and shadow, leaving the surface as if suspended in the middle, ignoring the law of

Latina represents the classic and timeless seat in leather where the material covers the steel skeleton, fitting it and following every single line and curvature of the shapes. The particularity of this collection designed by **G. and R. Fauciglietti**, is in the flexible back in spring steel core, able to offer greater comfort.

In addition to the different versions of chairs and small armchairs with a more or less high backrest, there are also stools and small armchairs.

To close the selection of products, the **Dante** desk by **Michele di Fonzo**, dominated by the essentiality of its shape, whose particularity consists in the complete covering in leather. Its qualities of immediate simplicity and linearity fit it easily into a work space.

For more details and high definition pictures, please contact

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