



Chester
design Renzo Frau, 1912



Lorenzo Frau, detto Renzo, nasce a Cagliari nel 1881. Lascia la Sardegna per prestare servizio militare a Milano, congedandosi con il grado di tenente di fanteria. Sposa Savina Pisati e si trasferisce a Torino, allora città nevralgica per la cultura italiana. Inizialmente si impiega come rappresentante di commercio per la ditta Gribaudo e quindi per la Dermoide Patent, produttrice di finta pelle. Recatosi in Gran Bretagna per lavoro ha l'occasione di scoprire le poltrone modello Chesterfield, ne intuisce immediatamente le potenzialità e ne inizia, con successo, l'importazione in Italia. Contemporaneamente però è attratto anche da modelli propri allo stile francese e a quello mitteleuropeo. Decide così di creare un suo laboratorio artigianale di produzione. È il 1912: nasce Poltrona Frau. Dall'iniziale lavoro "in stile" ben presto Frau passa alla progettazione diretta. Poltrona Frau diviene non solo un polo produttivo, ma anche un punto di incontro per artisti e intellettuali. Renzo Frau utilizza tali rapporti per consolidare l'immagine del marchio: i modelli di successo si susseguono rapidamente. Allo scoppio della Prima Guerra Mondiale, Frau viene richiamato alle armi, la moglie Savina assume con coraggio le redini dell'azienda. Le poltrone di Frau intanto entrano nei palazzi più importanti, venendo utilizzate anche dalla casa reale. Renzo Frau muore prematuramente nel 1926. Lascia un cospicuo archivio di progetti che consentiranno alla moglie di alimentare con coerenza la produzione Poltrona Frau negli anni a venire.

Lorenzo Frau, known as 'Renzo', was born in Cagliari in 1881. He left Sardinia for military service in Milan, which he completed successfully earning the title of lieutenant. He married Savina Pisati and moved to Turin, at the time a real hub of Italian culture. He initially worked as a sales representative for Gribaudo and then for Dermoide Patent, manufacturer of faux leather. Having moved to Great Britain for work, he was able to discover the Chesterfield model armchairs and immediately imagined its potential, successfully starting to import it into Italy. At the same time, however, he was also attracted by the models of French and Central European style. He therefore decided to create his own artisan production laboratory. It was 1912: Poltrona Frau was created. From the initial work 'in style', Frau quickly moved onto direct design. Poltrona Frau became not only a production pole, but also a meeting point for artists and intellectuals. Renzo Frau used these relations to consolidate the brand image: successful models ensued quickly, one after the other. As the First World War broke out, Frau was called to fight for his country and his wife Savina bravely took up the reins of the company. Frau's armchairs thus began entering the most important buildings, also used by the royal family. Renzo Frau met an early death in 1926. He left an extensive archive of projects that would allow his wife to coherently pursue Poltrona Frau production in the years to come.

Renzo Frau





Chester

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Chester rimanda al modello classico dell'Inghilterra edoardiana. Ancor prima della Grande Guerra, Renzo Frau ha modo di scoprire a Londra, nei club più esclusivi, i divani e le poltrone detti Chesterfield. Ne intuisce le potenzialità, dapprima importa i modelli originali dalla Gran Bretagna verso la sua Torino, indi decide di procedere ad alcune sostanziali modifiche e di produrre autonomamente il pezzo. Nasce così, nel 1912, il Chester. Inizialmente poltrona, quindi divano.

Chester evokes the classical armchair model of King Edward's times. Even before the Great War, Renzo Frau had already discovered the Chesterfield sofas and armchairs featured in London's most exclusive clubs. He immediately saw the potential and initially imported original models from Great Britain to Turin. He then decided to make some major changes and produce the item himself. It was thus that Chester was born in 1912. First an armchair and later a sofa.

Chester reprend le modèle classique de l'Angleterre Edouardienne. Bien avant la première guerre mondiale, Renzo Frau découvrit à Londres, dans les clubs les plus sélects, les canapés et fauteuils Chesterfield. Il en comprit tout le potentiel et commença à importer les modèles originaux de Grande-Bretagne dans sa ville de Turin, puis il décida d'y apporter quelques changements importants et de les produire directement. C'est ainsi que naquit Chester en 1912, un fauteuil qui devint par la suite un canapé.





Chester erinnert an das klassische Modell der Edwardianischen Epoche in England. Noch vor dem Ersten Weltkrieg hat Renzo Frau in London in den exklusivsten Clubs die so genannten Chesterfield-Sofas und -Sessel entdeckt. Er ahnt ihre großen Möglichkeiten und importiert zunächst die Originalmodelle aus Großbritannien in seine Heimatstadt Turin. Danach beschließt er, einige wesentliche Veränderungen vorzunehmen und das Stück selbstständig herzustellen. So entsteht im Jahre 1912 Chester, zuerst als Sessel, später als Sofa.

Chester reenvía al modelo clásico de la Inglaterra eduardiana. Ya antes de la Primera Guerra Mundial, Renzo Frau tuvo la oportunidad de conocer en Londres, en sus clubes más exclusivos, los sofás y los sillones llamados Chesterfield. Intuye sus potencialidades, inicialmente importa los modelos originales de Gran Bretaña hacia Turín y decide proceder a algunas modificaciones sustanciales y producir automáticamente la pieza. Nace así, en 1912, el Chester. Inicialmente sillón, luego sofá.

Chester チェスターは英国エドワード朝様式の伝統を引き継ぐモデル。第一次世界大戦以前、Renzo Frau (レンツォ フラウ)はロンドンの上流階級のクラブでChesterfield チェスターフィールドと呼ばれるソファやアームチェアを目にしていました。彼は即時にそのポテンシャルを見抜き、Gran Bretagna (グラン ブレターニャ)から Torino (トリノ)までその特徴を重要視しました。いくつかの大幅な修正を行い、出荷時に自動的に価格が設定できるように改良しました。このようにして1912年にChester チェスターが誕生しました。当初はアームチェア、つまりソファでした。

Chester One

re-design Poltrona Frau R. & D., 2006

Chester One, una rilettura ampia, generosa, accogliente. Comunque caratterizzato dal macro-capitonné e dal bracciolo a voluta segnato da un profondo plissé. Il molleggio è ottenuto con molle biconiche in acciaio, posizionate su una struttura portante in faggio stagionato. L'imbottitura del sedile è in crine gommato, mentre schienale e braccioli sono in crine vegetale modellato a mano. Il cuscino della seduta è in piuma d'oca. Allora come oggi realizzato a mano.

Chester One, an ample, generous and accommodating re-interpretation. Always featuring the macro-capitonné working and spiral armrest with the deep plissé. Springing is by means of biconical steel springs, applied manually onto a support structure of seasoned beech wood. The padding of the seat uses rubberised horsehair, while the back and arms are filled with hand-fashioned vegetable horsehair. The seat cushion is padded with goose down. Today, just as it was then, hand-crafted.

Chester One en est l'actualisation ample, généreuse et accueillante. Ce modèle se distingue par le macro-capitonné et par le plissé de l'accoudoir qui se termine en volute. La suspension est assurée par des ressorts biconiques en acier, fixés sur une structure portante en hêtre séché. Le rembourrage de l'assise est en crin caoutchouté tandis que le dossier et les accoudoirs sont en crin végétal modelé à la main. Le coussin d'assise est en plumes d'oie. Le tout réalisé à la main comme autrefois.

Chester One, ein großzügiges, behagliches neues Modell. Es zeichnet sich ebenfalls durch das Makro-Capitonné und die volutenförmigen mit tiefen Plissees aus. Die Federung wird durch Taillenfedern aus Stahl erzielt, die an einem Gestell aus abgelagertem Buchenholz angebracht sind. Die Polsterung der Sitzfläche ist aus gummiertem Rosshaar, während die Rücken- und Armlehnen mit handmodelliertem Seegras hergestellt sind. Das Sitzkissen ist aus Gänsedaunen. Gestern wie heute handgefertigt.

Chester One, una relectura amplia, generosa, acogedora. En todo caso caracterizado por el macro-capitonné y el brazo a voluta marcado por un profundo plisado. Sistema de resortes obtenido con muelles bicónicos de acero, colocados sobre una estructura de haya curada; acolchado del asiento en crin cauchutada, respaldo y apoyabrazos en crin vegetal modelada a mano; cojín del asiento en pluma de oca. Hoy y en el pasado realizado a mano.

現在はChester One チェスターワンもござります。ゆったりとしていて寛大で包み込むようなチェアが再誕生しました。いずれもマクロ・カピトネや肘掛の深いプリーツに特徴があります。スチールのコイルスプリングは長期乾燥したブナ材のフレーム枠に固定されています。座面のクッション材はゴム加工したホースヘア、背もたれと肘掛には食物繊維を手作業で詰めました。座面のクッションの中材は羽毛です。現在に至っても、全て手作業で仕上げています。





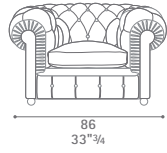
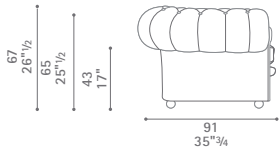


▲ Chester armchairs Pelle Frau® SCO Polare. Quadra 2 seater sofa large 1 low arm dx Pelle Frau® SCO Polare. Bob table d80 h32 Pelle Frau® SCO Polare.

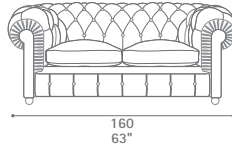


Chester

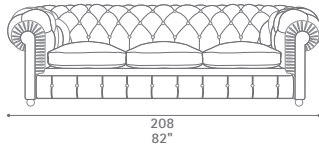
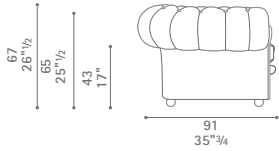
Armchair



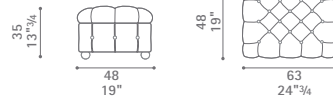
2 seater sofa



3 seater sofa

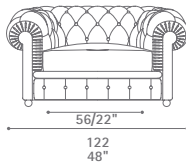
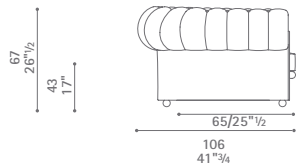


Footrest

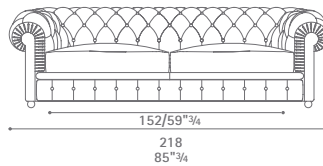


Chester One

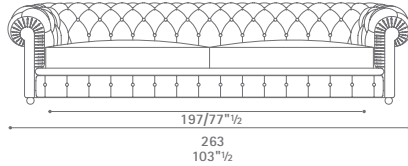
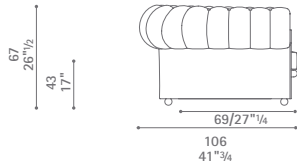
Armchair



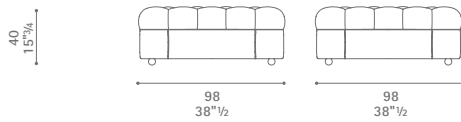
3 seater sofa



4 seater sofa



Footrest



Please note, the colour references must always be considered as purely indicative.

1:50 scale. All dimensions and sizes are in centimeter and inches; dimensional variations of +/- 2% are possible. Poltrona Frau reserves the right to modify the products and the components in this catalogue, without any prior notice.