

1. Furniture Fair 2011, Milan

THE LOBBY COLLECTION



The Lobby is the new collection by **Fratelli Boffi** that puts together four different project codes and expressions of design to welcome us into a refined and intimate living room where **forms and materials are again the protagonists**. **Christophe de la Fontaine, Philippe Bestenheider, Marc Krusin and Giopato & Coombes** give voice to the sophistication of Fratelli Boffi with insight and a great wealth of fine details. With ability and cleverness that are entirely contemporary, the company invites us into its luxurious and opulent boudoir where the ironic and refined style that is now familiar makes contemporary braid, velvets and fine woodcraft.

Now an expert and in full harmony with the philosophy of the company, **Martino Berghinz** once again handles the layout design, where the space and the furnishings are reflected infinitely in the game of mirrors created by him. The architect succeeds, as every year, in creating the ideal setting: the reflecting surface is extended onto the walls of the entire stand and is decorated with huge rosettes with geometric motifs inspired by flora. **The intriguing atmosphere**, evoked by reflections and symmetries, where the mirror becomes the revealer of deceptions and truths, entices us and invites us to enter the private sphere of Fratelli Boffi, rich, abundant and sumptuous.



Pleasant and enveloping, the Kir Royal sofa and armchair introduce us into this exclusive environment, by tracing the footsteps of the classical upholstered furniture revisited in a modern vein.

A thin sheet of wood moulds the main structure, giving form to the back, of which is visible only a fine outline, made precious by the cotton velvet upholstery with a three-dimensional flock texture that is reminiscent of button tufting. To match the sofa and the armchair, the pouf is also made of a wooden heart which is then upholstered. The rounded form evokes a large fringe trimmings.



Kir Royal – C. de la Fontaine



The peculiarity of the Arpa table lies in the development of the legs, which are inspired by two different architectural periods. This “cage” structure, studied in details, is the strength of this piece, which also seems to be inspired by the harmonious forms of nature.

The Arpeggio small armchair and chair take on the sinuous form of the table with essential and sober lines to accompany it lightly and delicately.

The profile supports the back, giving rise to a cosy and comfortable chair, available in the dining room version with the high back and the “throne” version with arms.

Tavolo Arpa e sedie Arpeggio – Giopato & Coombes

Called upon this year by the company, Philippe Bestenheider takes part in the choral work of The Lobby collection with a sophisticated lamp, whose ceramic base is a fine work of volumes and dimensions: four cylindrical forms, on different levels, create a sculptural and multiform profile with a strong visual impact. On this very decorative base, the coloured lampshade is finished with luxurious trimmings, common thread that runs throughout the collection.

The same principle generates the ceramic vase, which re-uses the base of the lamp, to which holes are applied at the extremity of the cylindrical forms that make up the structure. In this way flowers can be arranged at various heights to create a lively interplay of perfumes and colours.



Lampada e vaso Heap – P.Bestenheider

Again by the prolific Swiss designer, the Lui bookcase is reminiscent of a double-sided beehive composed of open and closed boxes, usable both as a storage unit and as a partition wall, revealing its versatility and multi-functionality.



Libreria Lui6 – P.Bestenheider



Cafè Creme – M.Krusin

To complete the environment, a precious wardrobe by the young English designer Marc Krusin.

The structure of Café Crème is made up of four parallelepipeds of various sizes arranged in space vertically and horizontally, intersecting at different heights. The frame of each of the constituent parts emerges from within, giving rise to a lively effect of volumes and thicknesses.

This **multiplicity of perspectives** and points of view contributes to give a strong idea of the company, whose precious designs and rare and exceptional products are real works of art, where drawing from the wealth of traditions and from the past, both as regards the working and use of materials, in style and decoration, rediscovering and reinventing them, is the thread running through. The Lobby is an exercise in style to express once again **the exceptional bravura of the brand in the sector of supplies and contract furniture and the capacity to create environments suitable for hotels and collective spaces.**

In this collection, the decoration and rich ornaments are not only to beautify but become the main players, defining a fascinating world in which we focus our attention on details and on the preciousness of the workmanship and craftsmanship. The Fratelli Boffi living room is an unconventional place, extravagant and intimate, in which to chat, read and relax without foregoing an ironic and original view of life.

2. Press review

Many are the Italian and foreign editorial publications which used Frag products in their anticipations on Salone del Mobile.



Vanity Fair
April 2011



Domus
May 2011



Atcasa – Corriere.it
April 2011



MFL
April 2011

For any further information please contact: info@fratelliboffi.it
www.fratelliboffi.it