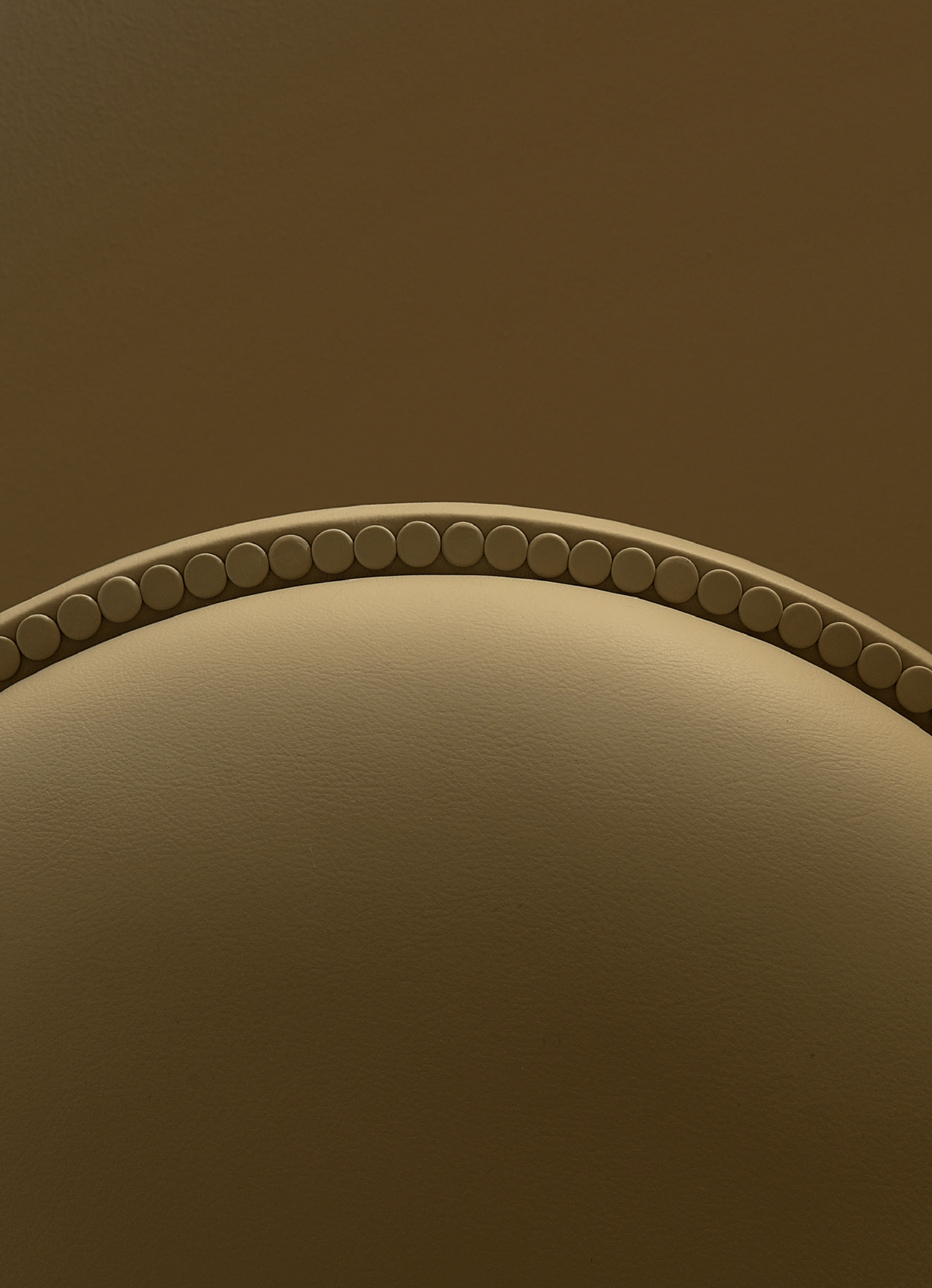




Lyra
design Renzo Frau, 1934



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







Lyra

design Renzo Frau, 1934

Inizialmente fu progettata la poltrona "Lira", in velluto. Eravamo nel 1916. Quasi due decenni dopo, nel 1934, quando ormai Poltrona Frau veniva identificata con la lavorazione sofisticata della pelle, la poltrona viene ridefinita per un rivestimento appunto in pelle ed assume il nome di "Lyra". A differenza di altri prodotti del tempo, quali la "Vanity Fair" o la "1919", destinate ai club per gentiluomini o, nei palazzi, ai fumoir, la "Lyra" venne da subito identificata come un oggetto più femminile, adatto ai boudoir e a quelle stanze che, una volta, venivano riservate, dopo la cena, alle signore.

La struttura portante è in faggio stagionato. Il molleggio per sedile e schienale è ottenuto con molle biconiche in acciaio legate a mano e appoggiate su cinghie di juta. L'imbottitura è in crine gommato mentre il cuscino di seduta è in piuma d'oca. Una fila di chiodini rivestiti in pelle rifinisce la parte superiore dello schienale e il retro. Serie a tiratura numerata. Targa dorata a bagno galvanico 24 Kt.

The 'Lira' armchair was originally designed in velvet. It was 1916. But almost two decades later, in 1934, when Poltrona Frau had by then gained recognition and popularity for its sophisticated ways of working leather, the armchair was redefined for leather upholstery and renamed 'Lyra'. Unlike other products at the time, such as the 'Vanity Fair' or the '1919', intended for gentlemen's clubs or smoking rooms, the Lyra was immediately identified as a more 'feminine' object, suited to boudoirs or the rooms that were once reserved to women, to which they would retire after dinner.

Support structure in seasoned beech wood. Seat and backrest sprung by means of hand-tied double cone steel springs resting on jute belts. Padding is in rubberised horsehair; the seat cushion is goose down-filled. A row of leather-upholstered nails further embellishes the top of the backrest and the back. Numbered series. 24 kt galvanic dipped golden plate.

Le fauteuil Lira a d'abord été créé en velours. Nous étions en 1916. Vingt ans plus tard, en 1934, alors que Poltrona Frau devenait synonyme de travail soigné du cuir, le fauteuil est repensé pour être habillé de cuir et il prend alors le nom de Lyra. Contrairement aux autres fauteuils de l'époque, tels que Vanity Fair ou 1919, destinés aux clubs masculins ou aux fumoirs des hôtels particuliers, Lyra apparaît immédiatement plus féminin, adapté aux boudoirs et aux pièces qui étaient autrefois réservées aux femmes après le dîner.

La structure portante est en hêtre vieilli. Des ressorts biconiques en acier fixés à la main et posés sur des sangles en juta, forment les suspensions du siège et du dossier. Le rembourrage est en crin caoutchouté et le coussin de l'assise en plume d'oie. De petits clous habillés de cuir ornent le haut et le dos du dossier. Série à tirage limité. Plaque dorée galvanisée 24 Kt.





Der ursprünglich entworfene Sessel „Lira“ war aus Velours. Man schrieb das Jahr 1916. Fast zwei Jahrzehnte später jedoch, nämlich 1934, als Poltrona Frau zum Symbol für raffinierte Lederverarbeitung geworden war, wurde der Sessel eben mit Lederbezug neu entworfen und erhielt den Namen „Lyra“. Im Gegensatz zu anderen Sesseln aus jener Zeit wie „Vanity Fair“ oder „1919“, die für Herrenclubs oder Fumoirs bestimmt waren, wurde „Lyra“ sofort als weiblicherer Gegenstand angesehen, der in Boudoirs und in jene Zimmer, die nach dem Abendessen den Damen vorbehalten war, passte.

Das Gestell ist aus abgelagertem Buchenholz. Die Federung von Sitz und Rückenlehne wird mit von Hand gebundenen, auf Jutegurte gelagerten Tail-lenfedern aus Stahl erzielt. Die Polsterung ist aus gummiertem Rosshaar, während das Sitzkissen aus Gänsedaunen besteht. Eine Reihe lederbezogener kleiner Polsternägel zierte die Oberseite der Rückenlehne und die Rückseite. Serie mit nummerierter Auflage. Galvanisch vergoldetes Schild, 24 Karat.

“Lyra” fue proyectada inicialmente en 1916, en terciopelo, y sin embargo, casi dos décadas después, en 1934, cuando ya Poltrona Frau se identificaba con el sofisticado trabajo de la piel, la silla es nuevamente definida en piel y con el nombre de “Lyra”. A diferencia de otros productos de la época como “Vanity Fair” o “1919”, destinados a clubes de caballeros, palacios, o salones de fumar, “Lyra” fue inmediatamente identificada como un objeto más femenino, apto para los gabinetes y las habitaciones que antiguamente eran reservadas a las damas después de la cena.

La estructura portante es de haya curada. Sistema de resortes para el asiento y el respaldo formado por muelles biconicos de acero atados a mano y apoyados sobre correas de yute. Acolchado de crin engomado; cojín del asiento de pluma de oca. Una hilera de tachuelas forradas en cuero termina la parte superior del respaldo y la parte trasera. Edición numerada. Placa dorada por baño de galvanizado de 24 Kt.

アームチェアー“Lyra(リラ)”は1916年当初ビロードの張り地が考えられていました。約20年後の1934年にはPoltrona Frau社ではレザー商品での洗練さがアイデンティティーになっていました。そこでこのアームチェアーはレザー張りで商品化、“Lyra(リラ)”と命名されました。同時代の作品、“Vanity Fair(ヴァニティー・フェア)”や“1919”のようなジェントルマンの通うクラブ・パラス・喫煙室に好んで置かれる作品と比べるとLyra(リラ)”は一昔前にブルジョワジーの女性がディナー後に休憩した部屋によく合うような女性的な作品だと言われています。

本体フレームは十分に乾燥させたブナ材です。座面と背もたれのスチール製コイルスプリングはウェービングベルトの上に手作業で固定してあります。中材はゴム加工した馬毛、一方座面のクッション材は羽毛です。革張り釘は一列に背もたれの上から背面に続きます。シリアル番号と24金メッキでの商標がついています。

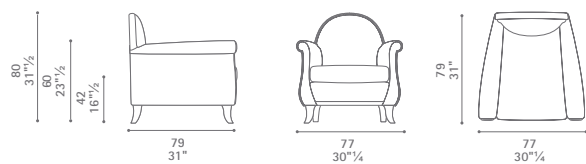
▼ **Lyra** armchair Pelle Frau® SC 51 Panna. **Bob** table d45 h52 Pelle Frau® SC 51 Panna. **Bretagne** 2 seater sofa Pelle Frau® SC 51 Panna. **Regolo** table d54 Pelle Frau® SC 51 Panna.





Lyra

Armchair



Cushion



03/14 MIT

▼ Lyra armchair Pelle Frau® SC 51 Panna.

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.

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