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Classique Showroom  
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SURRY HILLS. NSW. 2010

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## MEDIA RELEASE

Date: Thursday, 25<sup>th</sup> November, 2010

Function: DESIGN SEMINAR : Transforming Leather Design  
Featuring Franco Poli & Massimo Grassi

Location: Classique Showroom & C-ique Design Bar

Attendees: Architecture and Design industry members

Classique celebrated the 130<sup>th</sup> Anniversary of Group Matteograssi, by hosting a design seminar with international guests from Italy, designer Franco Poli and President of Group Matteograssi – Massimo Grassi.

The presentation by Massimo Grassi focused on the superior qualities that have distinguished the Matteograssi brand as being the premier innovator and researcher into leather as a material for the purpose of furniture design. It also gave an account on the history of how this brand went from a humble manufacturer of leather products and accessories (such as manufacturing the parts used for the original Le Corbusier collection for Cassina); through to becoming one of Italy's top furniture designer brands in its own right, since 1978.

The seminar by Mr Franco Poli examined how his research into 3-dimensional geometric shapes, influenced the "net" of coach hide program, which uses patented technology of laser-cutting sheets of hard leather; to create something never used before in furniture design.

The 2006 "Loom Chair" and the designs following, were the first to use this net of coach hide, that has without a doubt transformed leather design.



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Loom Chair was the first leather chair to not require the usage of any stitching or seams and the net of coach hide adhered to the frame, can withstand the impact strength beyond 350 kgs.

Since 2006, Franco Poli has gone on to achieve complementary designs of room dividers / partitions, dining chairs, lounge chairs, desk chairs, modular lounges ... all part of this innovative and patented series of designs for Matteograssi.

Today, Group Matteograssi has gone on to amaze the industry with some notable achievements which include:

- Selected at Official Supplier to the Italian Pavilion at World Expo Shanghai 2010
- Acquired indoor-outdoor brand Bonacina Pierantonio
- Awarded one of the industry's largest seating contracts at Dubai Emirates Terminal 3 with over 19,000 seat placements
- Product Sponsor for Venice Biennale International Architecture and Art Festival

*For high-resolution images of these designs in the Matteograssi Collection and profile images of either Massimo Grassi or Franco Poli; please contact Classique on (02) 4372 1672 [admin@classique.net.au](mailto:admin@classique.net.au)*

*Images from the events of that week will be available to view via the Classique Website under the section IMAGE GALLERY from Thursday, 2<sup>nd</sup> December, 2010.*

*<http://www.classique.net.au/ImageGallery.aspx>*