

Frag Elemental

Cora Manzi 17.10.2019

Frag is flying to Singapore for the AR\_T workshop for architects and designers, organised in collaboration with P5 Studio.

P5 Studio, Frag's commercial partner, is a point of reference in the furniture and design industries, in constant synergy with private clients and designers.

For the purposes of this workshop, Frag will provide several pieces that will then be reinterpreted by eight local design studios and showcased in P5 Studio's showroom in Singapore, as part of a special exhibition. From August 6th to September 19th, the designers will be hard at work on eight of Frag's Ele chairs. The chairs will be upholstered in particular polished saddle leather for the occasion, which can be altered, dyed and otherwise customised.

The reinvented chairs will then be assessed, and awards handed out, on September 26th in eight different categories – including the most abstract, the most provocative, and the most subversive – rewarding the creativity and effort invested by every one of the participants.

The design studios will be given complete freedom to decorate and modify the chair as they see fit, while staying true to the original design language and brand style.

Full article – www.frag.it/en/2019/10/17/ar\_t-26-september-2019/