



INDESIGNLIVE.SG

P5 Studio and Frag Explore What Leather Crafting Means to Singaporean Creatives

NARELLE YABUKA

IndesignLive Singapore

Elemental

Narelle Yabuka
07.10.2019

Designed by Michele di Fonzo, Ele features a sinuous silhouette and is upholstered completely with saddle leather. The AR_T project by P5 Studio and Frag was conceived as a way of exploring the Frag ethos of heritage and craftsmanship in new ways. The eight reinvented chairs were created by eight invited Singaporean design and architecture practices, and each took its own intriguing direction by embodying what heritage, craftsmanship and leather mean to the studio behind it.

“At P5 Studio, we are always finding alternative means to showcase and highlight the DNA of our brands. This campaign AR_T illustrates our commitment to our principles and to promote our local designers and talent,” says Calvin Ngo, Vice President of P5 Studio. Franco di Fonzo, the Italian CEO of Frag, was present at the unveiling of the reinvented chairs at an event at P5 Studio on 26 September. “I feel great emotion seeing these representations of our chairs in different ways,” he said after the unveiling. “Your interpretations of the chair are really important to us. We will think about them in the future,” he said to the creatives involved. Elemental by Right Angle Studio—The material of the chair was conceived as a liquid form in respect to the craft behind it.

Full article –
www.indesignlive.sg/happenings/p5-studio-frag-leather