



DesignFile 003: Matteograssi Areté Chair by Franco Poli



To maintain her virtue (or as the Greek say, 'areté'), the goddess Diktynna flung herself into the sea to escape the amorous pursuits of a mere mortal.

Rescued by fisherman, she was given the title 'Goddess of Nets' and revered throughout Greek history for her virtuous nature.

Can a chair be virtuous? Italian furniture-house Matteograssi, who will debut its Areté Chair to local design audiences at designEX 2008, certainly believe so.

Like the goddess it was named after, the Areté Chair has already won hearts. It was a favourite at the 2007 Venice International Art Expo Biennale and has even seen the Italian Presidente, Silvio Berlusconi, recline in its net-like seat.

Created by furniture designer Franco Poli, the Areté Chair's seat is laser-cut from coach hide leather using a patented process that allows it to better shape the body. The frame, made from chrome-plated INOX cast stainless steel, supports the seat in a seamless finish.

Available as a dining armchair (pictured, width 60cm) or lounge chair (width 72cm), the Areté Chair is as practical as it is luxurious – both variations can withstand a total weight of 350kg which for a fisherman, even one rescuing a virtuous Greek goddess, is a decent catch.

Image: Matteograssi Areté Chair by Franco Poli is available exclusively through Classique Leisure, winner of the designEX 2007 Product Design Award for Furniture (Matteograssi Loom Chair). The Areté Chair is priced from RRP \$3699 (GST inclusive). Quantity and trade discounts are available.

As a courtesy, it would be appreciated if designEX is referenced in editorial copy.

See the Matteograssi Areté chair unveiled at the Classique Leisure stand (1980) at designEX 2008, (April 10 - 12) Australasia's premier design forum. www.designEX.info. The Areté Chair can also be seen at the event's social hub, the Champagne and Oyster Bar.

For further information, including high resolution images, please contact Lauren Fragapane at Red Agency, lauren.fragapane@redagency.com.au, +61 3 9670 8350.

About designEX

Celebrating 20 years, designEX 2008 returns to Sydney 10 – 12 April to showcase the latest trends and innovations in contemporary design and architecture. A 20 year commemorative feature, The Design Tunnel, will celebrate memorable interior design products from the past two decades while the new D4S will be a drawcard for those looking towards the future of sustainable design. designEX favourites like Latitude, the Outdoor Room, Seminar Series and more will compliment the 20 year festivities, which will see some 20,000 visitors converge on the Sydney Convention and Exhibition Centre for three days. Form & Function, the premier exhibition for the building industry is co-located with designEX. designEX is a trade-only event. For further information, visit www.designEX.info. Registration is now available at www.designEX.info/register.

Media accreditation

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