



# Petite Friture

FROMME - PRODUCT NEWS

Janvier 2020











# FROMME

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## *Pitch*

- This year at IMM, Petite Friture releases Fromme chair, designed by Tom Chung, a brand new designer joining Petite Friture's broad team of creative spirits.
- The chair stands out by its pure line and compact design, but you have to give it a try to fully understand its uniqueness: absorbers placed under the seating gives a soft and very comfortable flexibility to the chair. This design was inspired by Tom Chung personal history. A devoted biker, he used to climb Fromme mountain outside of Vancouver and was fascinated by the technical performance of his bike. He worked on how that efficiency he enjoyed during sports time could be applied in reinventing the most common object to work on and yet the greatest challenge for a designer: a chair.
- Fromme chair comes in five colors : black, blue, coral, brown red and mint green. Each color gives a new take to the clean design of this incredibly light and efficient chair. Made from aluminium, it can be used both indoor and outdoor and is easily stackable.
- This new addition to Petite Friture forward thinking range of products is proving again that the Brand gives its chance to young designers and trusts them into creating key pieces for its collections.

## CARACTERIS TICS

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*1 size*

*5 colors*



Aluminium, Anti-UV powder coating for outdoor use, grained matte finish (same quality as Week-end range)

Suitable for outdoor, domestic and public use.

No visible screw. Rubber absorbers under the seat pan.

Dimensions: Width 45cm, Depth 46cm H: 78cm / H (seat) 45cm – Weight: 4kg

Assembly of die-cast parts and specific extruded profiles and tubes for a light yet strong structure.

Stackable (6pcs)

Flexible seat for a very comfortable chair.

Follows European Standards EN581-1 & 581-2 (Contract Use, other seating)

# SEAT

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*A flexible seat for more  
comfort.*





## DESIGNER

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*Tom Chung*

- Studio in Toronto and soon in Amsterdam.
- Born in 1990 in Vancouver BC, Tom Chung is an independent industrial designer who established his eponymous studio in 2016. The studio operates in both research and commercial practice.

Awards :

- 2019 Wallpaper Design Award, 'Best Finishing Touch', Muuto Beam Lamp
- Product Designer of the Year according to Designlines Magazine, in 2018
- Design Parade 2013, Finalist





















## RECAP

- \_\_\_ created by a young Canadian designer
- \_\_\_ a flexible seat inspired by biking
- \_\_\_ 100% aluminium, works both for indoor or outdoor use
- \_\_\_ weatherproof seat
- \_\_\_ stackable up to 6pcs
- \_\_\_ light but comfortable chair
- \_\_\_ Follows European Standards EN581-1 & 581-2 (Contract Use, other seating)

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*1 size*

*5 colors*



Petite  
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