



BENJAMIN NORIEGA-ORTIZ AND POLTRONA FRAU COLLABORATE FOR 2017 DIFFA SHOWCASE

The Studio Presents: Renzo Frau's Man Cave

NEW YORK, NY (March 2017) – New York-based luxury design firm, [BNO Design](#), and leading Italian furniture brand, [Poltrona Frau](#), are collaborating on a contemporary interpretation of Poltrona Frau Founder, Renzo Frau's personal home sanctuary, dubbed *Renzo Frau's Man Cave*. The showcase will premiere at the [DIFFA Dining By Design](#) event **March 16-20, 2017** in a display curated by BNO Design Founder and Principal Designer, Benjamin Noriega-Ortiz, and will highlight key pieces from Poltrona Frau's collection of expertly handcrafted furniture.

Known for their luxury residential and hospitality projects across the United States, BNO Design created a showcase to present the understated elegance of Poltrona Frau, while drawing upon the strong and assertive spirit of its founder. The design centers on the image of a rooster, which symbolizes Renzo Frau's presence in the multipurpose room.

Noriega-Ortiz selected the Mesa and Bolero dining tables as a focal point of the display, styled for eating, working and even drawing. The table is surrounded by various seating options, including the padded Lepli bench and the ash wood Montera dining chair. The 'living and dressing' area includes a leather upholstered armchair for lounging, the low Fidelio storage cabinet in leather, walnut and marble, and finally a sophisticated brass and walnut standing mirror from the brand's transitional Ren collection.

"The goal for our participation in DIFFA was to collaborate with a well-respected brand that would allow us to showcase our evolving creativity," stated Benjamin Noriega-Ortiz. "Poltrona Frau's rich history, and innovative approach and understanding to luxury living provides us with a wealth of opportunity for expression."

"The decision to participate in DIFFA for a second time marks our dedication to one of the design community's most imaginative and innovative showcases," says Nicola Coropulis, General Manager of Poltrona Frau. "We could not be more delighted to work with the incredibly talented Benjamin Noriega-Ortiz, who's elegant and modern, yet livable sensibility perfectly aligns with our brand."

To complement the classic Poltrona Frau designs, an Orley Shabahang rug will define the 'living and dressing room' portion of the space, while a large Lasvit chandelier will anchor the 'dining and study room' area.

For more information on BNO Design, please visit www.bnodesign.com. For more information on Poltrona Frau, please visit www.poltranafrau.com

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ABOUT BNO DESIGN

"Interiors should be elevated into living works of art, environments in which the intrinsic human desire for comfort and beauty are naturally aligned."

While the results of each project are unique, tailored to the personality of the individuals living there, our work leans toward clean lines and simple patterns, characteristics of modern design. At the same time, we adhere to the dominant sensibilities of classical architecture including the use of strong axis, as well as attention to proportion, hierarchy, and the balance of form in the placement of furnishings within a space. The marriage of modern and classical provides the opportunity to mix pieces of various periods. The result is a human scale, a walk-in sculpture, where color and form take precedence over the pedigree of any one object. Through this process, a strong concept is defined, in which rooms are built or changed to represent that concept, and space is ultimately transformed.

ABOUT POLTRA FRAU

Poltrona Frau, backed by a great history and tradition, lives in the present. Interpreters of timeless beauty, the company believes in designs and materials that guarantee wellbeing, and it proudly maintains its international standing as a spokesman for the values associated with the design and production of Italian-made goods. Founded in 1912, Poltrona Frau has been refining its sophisticated expertise in hand-crafted workmanship for more than a century. This expertise continues to be passed down by master craftsmen from generation to generation. Today, as in the past, this heritage of knowledge and skill is captured within each piece of Poltrona Frau furniture and continues to evolve to obtain the best from the renowned Pelle Frau® leather. Poltrona Frau's blend of tradition and modernity has made the brand a highly recognizable presence in the residential, office and contract sectors in addition to the interiors for cars, airplanes, yachts, helicopters and trains. www.poltronafrau.com

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