

Ferrari

Media

Ferrari and Poltrona Frau present “Cockpit”, the new office chair.

The passion for automotive excellence in an armchair.



Maranello, 7 aprile 2017 – Ferrari and Poltrona Frau present “Cockpit”, the first office chair ever design by Ferrari Design Centre. Produced by Poltrona Frau, that has upholstered the interiors of Ferrari cars since the 80’, it is neither a car seat nor a pure piece of furniture or design. It is a contemporary hybrid that brings together two brands, a blend of automotive know-how and the culture of living that celebrate the 70th anniversary of the Maranello carmaker. An office chair that captures the excitement, the speed of the driver’s seat, as well as the passion for racing.

The Cockpit is a place where concentration, quick reflexes and intuition join with a will to win. It is a space where the contact between the body and the seat creates dynamic sensations that help the driver to control the car as efficiently as possible. The armchair has an architectural and modular structure, and offers expansion possibilities. For the moment two versions are available, the President and the Executive. Both comprise a reclining base and seat, integrated with two different backrests. The President is the managerial model with a high backrest that is inspired by the ergonomics of competitive racing seats. The Executive model, a chair that adapts to all work contexts, has a deliberately low and narrow backrest to ensure more freedom of movement.

The design of “Cockpit a” synthesis of automotive innovation and inspiration, the product of Ferrari’s 70 years of experience. Every element connects with the brand’s DNA, and the materials are the same as those used in Ferrari cars, like the external shell moulded from carbon or alutex. The central band on the seat takes its cue from racing seats, while the swivel device sports the same design and mechanical elements as the steering wheel.

For the leather upholstery, the Ferrari Design Centre team has chosen shades and finishes inspired by the trim of the three Tailor-Made service lines, which allow for the personalized configuration of the car: Scuderia, Classica and Inedita. Cockpit can also be customised in terms of its colours and materials.

Ferrari S.p.A.
Direzione e stabilimento
Via Abetone Inf. n. 4
41053 Maranello (MO), Italia
Tel. +39 0536 949 111
www.ferrari.com

Sede legale
Via Emilia Est n. 1163
P.O. Box n. 589
41122 Modena, Italia
Capitale sociale
€ 20.260.000 i.v.

Reg. Imprese di Modena,
P. IVA e Codice Fiscale
n. 00159560366
R.E.A. di Modena n. 88683

Società a socio unico
Direzione e coordinamento
Ferrari N.V.



Media

Text images of Cockpit can be downloaded from the Ferrari media site - www.media.ferrari.com