



PRESS RELEASE

The New CCH – Poltrona Frau Awarded Contract for Permanent Auditorium Seating

Hamburg, August 3, 2018 – In a bidding process spanning all of the European Union, Italian furniture manufacturer Poltrona Frau has won the contract for supplying the fixed seating for Auditoriums 1 and Z in the new CCH – Congress Center Hamburg. The remaining auditoriums in the CCH, which has been undergoing comprehensive modernization and remodelling since early 2017, will receive portable seats. Auditorium 1 will be fitted with 3,000 seats, Auditorium Z with 1,000.

The total number of 4,000 seats will be custom-made to match the specific needs of CCH visitors. In detail, the chairs, fully upholstered in fabric, have been developed for congress use to improve the best comfort even on long sessions and provided with writing tablet and power sockets for electronic appliances charging. A large part of the chairs is equipped with a rollerset system for a fast and easy reconfiguration of the auditorium. Future visitors will be able to enjoy the comfort, design and elegance of Poltrona Frau seats in the new CCH.

“We are pleased to announce the award of the contract for our fixed auditorium seating to Poltrona Frau,” said Heike Mahmoud, Chief Operating Officer CCH – Congress Center Hamburg. “This company enjoys an excellent international reputation as an experienced manufacturer of seating furniture, evidenced by numerous outstanding references.”

“When the CCH – Congress Center Hamburg will reopen, it will be one of Europe’s leading convention centers. We are extremely pleased to be part of this project as selected partner for the seating design development and supplier on the two auditoriums,” said Paradiso Usberti, Sales and Operative Director Custom Interiors Poltrona Frau.

Poltrona Frau is a leading manufacturer of high-quality auditorium seating with decades of experience. In recent years the company supplied seating for the Nuvola Congress Center, Rome, the SwissTech Convention Center, Lausanne, the Abu Dhabi Louvre, the MGM Theatre, Macau, and Hamburg’s Elbphilharmonie concert hall.

For further information please visit www.the-new-cch.com and www.poltronafraucontract.com.

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The new CCH – unmatCCHed flexibility

With a total available exhibition space of 12,000 square meters, another 12,000 square meters of foyer space, and 12,000 seats in up to 50 halls and rooms, the new CCH will be in perfect shape for the varying requirements of today’s conventions and events when it reopens in 2020. Situated in the heart of the city, the modernized CCH – Congress Center Hamburg will be a world-class convention center.

Poltrona Frau Contract Division

Poltrona Frau Contract has a long tradition of producing high-quality seating. International users have been able to directly appreciate the comfort, design and elegance of Poltrona Frau Contract seats installed in some of the most prestigious theaters and concert halls, on airplanes and luxury cruise ships, as well as airports, hotel lobbies and other public and private spaces. The company has completed over 1000 projects in more than 100 countries with a collection of 20 made-to-measure seats that transform the dreams, ideas and challenges of the world’s most famous architects into reality.



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