

FROMME
Tom Chung



COMFORT AND INNOVATION

February 2021

**Petite
Friture**

FROMME

Tom Chung



"I met Amélie at Villas Noailles in 2018. She was enthusiastic about my work so we made plans to have lunch in Paris a few days later. I gave a copy of a book I self published which has the Fromme chair inside, and 6 months after she called me saying she wanted to edit it. It was all quite quick natural!" Tom Chung

FROMME : TECHNICAL PERFORMANCE AND ULTIMATE COMFORT

The Fromme 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 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 six colors: black, blue, coral, brown red, mint green and white. Each color gives a new take to the clean design of this incredibility light and efficient chair. Made from aluminium, a sustainable and recyclable material, it can be used both indoor and outdoor and is easily stackable.

This new product 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.

End of 2020, Petite Friture releases an upholstered version of FROMME chair, named FROMME SOFT, in two colors : black structure and ecru/black upholstery & black structure and blue/black upholstery.

HIGHLIGHTS

- Fromme chair flexible seat and shock absorbers makes it very comfortable.
- Fromme chair is 100% made of aluminium, recyclable material and anti-UV powder coated.
- Waterproof and stackable, Fromme chair follows European Standards EN581-1 & 581-1 (Public Use) and is certified up to 110 Kg.
- Very high quality, removable and reversible jersey mesh tapestry fabric, machine washable at 30 degrees.

TOM CHUNG

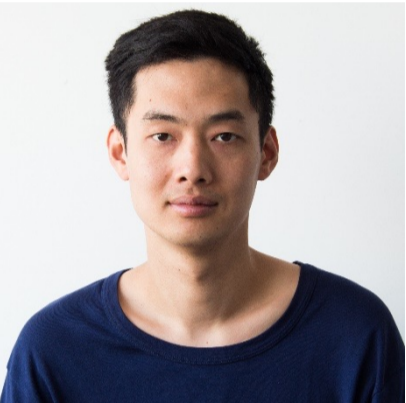
Tom Chung is a Canadian independent industrial designer who created his studio in 2016 in Toronto. His studio focuses mainly on industrial objects and indoor spaces.

His work has received strong recognition. He was a finalist of the Design Parade in 2013. In 2018, he was named Product Designer of the Year by Designlines Magazine. The quality of the finish of his work was highlighted by the Wallpaper Design Award in 2019 for the "Best Finish Touch".

He joined Petite Friture with the Fromme chair which feeds his inspiration for biking.

COLLABORATION WITH PETITE FRITURE

FROMME : furniture (2020)



Fromme
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MATERIALS

Aluminium, matt grained powder coating, mirror finish steel, disseminating fire resistant plexiglass, fabric cable, steel ceiling cup

DIMENSIONS

Chair

L: 45 cm | 18.5 inch
L: 47 cm | 18.5 inch
H: 78 cm | 30.7 inch

Lounge armchair

L: 61 cm | 24 inch
L: 58 cm | 23 inch
H: 71 cm | 28 inch

Stool

L: 38 cm | 15 inch
L: 38 cm | 15 inch
H: 45 cm | 18 inch

Bar Stool

L: 51 cm | 20 inch
L: 51 cm | 20 inch
H: 92 cm | 36 inc

Square table

L: 70 cm | 28 inch
W: 70 cm | 28 inch
H: 73 cm | 29 inch

PRICE

Chair

€ 295

Upholstered Chair

€ 460

Lounge armchair

€ 495

Stool

€ 195

Bar Stool

€ 395

Square table

€ 545

LINK TO VISUALS

Out-out.
Packshot
Lifestyle & 3D.