

Press Release
Vienna/Frankenberg, March 2015

For a short time only: Thonet popup store in Vienna presents inspirations for young living

In a temporary model flat, Thonet will be presenting current furniture designs and classics from its diversified programme from 19 March to 31 May 2015 at the stilwerk in Vienna. An exciting mix of styles and strong colour accents characterise the look of the new popup store and make it a hotspot for trendy living. In cooperation with Gaggenau, the exclusive brand for kitchen appliances, which presents its new Vooking concept kitchen especially for vegetarians, vegans and flexitarians at the popup store, the showroom is an ideal location for catered events. The opening event for the new store takes place on 19 March 2015 within the framework of the stilwerk event WohnFrühling.

Dining room, living room, kitchen or office – plenty of contemporary interior furnishing examples in various residential situations are presented in the 330 m² ground floor of the Thonet Loft at stilwerk. In addition to contemporary products such as the desk S 1200 by Randolf Schott and the chair 404 by Stefan Diez, Thonet also presents its iconic tubular steel desk S 285 by Marcel Breuer. In another area of the space, visitors to the showroom also get inspiration for furnishing their terrace: a seating area with chairs from programme range S 40 by Mart Stam and the matching table S 1040 invites its users to take a moment to rest “outside”.

The overall concept of the popup store is supported by numerous partners: in addition to the German company Gaggenau, which can look back on a long tradition of craftsmanship equal to Thonet, the carpeting manufacturer Vorwerk, the enamel ware company Riess, the porcelain manufacture Augarten and the cutlery company Carl Mertens are participating in the show.

Official opening event for the Thonet popup store

within the framework of WohnFrühling at stilwerk
on 19 March 2015, 7 p.m.

Thonet popup store at stilwerk Vienna from 19 March to 31 May 2015:

stilwerk
im Design Tower
Praterstraße 1
A-1020 Wien
Austria

T. +43.1.2 12 06 10 30
wien@stilwerk.de – <http://www.stilwerk.de/wien>

Opening hours stilwerk:

Mondays through Fridays 10 a.m. until 7 p.m.
Saturdays 10 a.m. until 6 p.m.

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We would be happy to receive any article you may publish.

Thonet – future-oriented furniture design with a long tradition

The unique success story of Thonet began with the work of master carpenter Michael Thonet. Since establishing his first workshop in Boppard on the River Rhine in 1819, the name Thonet has stood for high-quality, innovative and elegant furniture. The breakthrough came with the iconic chair no. 14, the so-called Vienna coffee house chair: the innovative technique of bending solid beech wood for the first time enabled the mass production chairs. The second milestone in design history was the tubular steel furniture by the famous Bauhaus architects Mart Stam, Ludwig Mies van der Rohe and Marcel Breuer in the 1930s. At the time, Thonet was the world's largest producer of these tubular steel furniture designs, which are considered timeless today.

For the company today, the continuous process of innovation stands in the foreground alongside a focus on tradition and fine craftsmanship. Thonet collaborates with renowned national and international designers – in addition, some of the furniture is designed by the in-house Thonet Design Team. All of the furniture is produced in the company-owned manufacturing facility, and, following the motto "Individuality is our standard", custom-tailored solutions are part of everyday life in Frankenberg. Thorsten Muck is the Managing Director of Thonet GmbH at the corporate head offices

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and production site Frankenberg/Eder (Germany). The descendants of Michael Thonet, the fifth and sixth generations, are actively involved with the company's business as partners and sales managers.