

Thonet goes to China: new pop-up store in Hong Kong

German furniture tradition moves into the PMQ design centre in Hong Kong's trendy SoHo neighbourhood for two months. Thonet, the traditional company, presents itself and its comprehensive portfolio from 6 February until 5 April 2016: tubular steel classics and bentwood icons along with the new lounge furniture and lamps invite visitors to a unique Thonet live experience. The company's unparalleled almost 200 years of corporate history and craftsmanship, which have influenced modern design more than any other, are presented in a very special way.



With 60 square metres of ground floor space, the pop-up store at the PMQ showcases plenty of contemporary furnishing examples for living and contract environments in various spatial situations and offers an overview of Thonet's product diversity: along with current products including the lounge chair 808 and the KUULA and LINON lamps, the spotlight in the store focuses on the tubular steel classics from the Bauhaus era and classic and modern wooden chairs, from the Vienna Coffee House Chair 214, a design dating back to 1859, to its reinterpretations in the 107 by Robert Stadler and the 404 by Stefan Diez. In this way, Thonet not only presents its products but also tells the special story of the company. The pop-up store will be accompanied by the "Lounge 1819" on Thursdays at 18:19. Its name is no coincidence: Michael Thonet established his first workshop in Boppard on the Rhine River in the year 1819.

PMQ, Hong Kong 6 February until 5 April 2016:

Unit H 403/H4A
PMQ, 35 Aberdeen Street,
Central, Hong Kong

Opening hours:
Mondays to Sundays 11:00–20:00

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 pioneering technique of bending solid beech wood for the first time enabled the mass production chairs. The second milestone in design history was the

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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 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.

Thonet Pressekontakt

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