

Press Release  
Frankenberg, April 2018

## **Fuorisalone 2018: The new Thonet chair 118 at Via Tortona and the great classics in various exhibition venues in Milan**



**At the occasion of the Salone del Mobile, Archiproducts redesigns the spaces of its Milan head offices each year. For the first time, Thonet products are presented as part of the Fuorisalone 2018. The production of furniture made of bent tubular steel or wood has made the German company one of the most important brands in design history. Selected due to their versatility and timeless aesthetics, the classic cantilever chair S 64 by Marcel Breuer (artistic copyright Mart Stam) and the new bentwood chair 118 by Sebastian Herkner are used in one room at Via Tortona 31 starting April 2018. In addition, Thonet products will be on show in the “Design Supermarket” of Milan’s traditional department store La Rinascente and at the specialist retailers Bredaquaranta and Mornata Arredamenti.**

The chair 118 by Sebastian Herkner, inspired by the iconic model 214 and the “Frankfurt Chair”, is the newest addition to the Thonet portfolio. Minimalist but with sophisticated details, this chair continues the rich tradition of Thonet and reinterprets it in a contemporary way with subtle details. The seat frame of chair 118 is bent from a single piece of solid wood and, like the Thonet classics from the 19th century, is stretched with wickerwork or optionally offered with a moulded seat. The shape of the chair’s legs is another fine detail: rounded on the back and characterised by slight edges in the front, they pick up the horseshoe shape of the seat. The incline of the backrest panel is perfectly coordinated with the seat. Chair 118 is available in beech, natural, lacquered or stained.

The cantilever chair S 64 is the version of S 32 with armrests and one of the most famous tubular steel classics in the world. Since 1930, Thonet has been producing this model, which dates back to Marcel Breuer’s productive time in Berlin (1928 – 1931) when he was a freelance architect and interior designer. Both chair models stand out due to their perfect structure and the clever combination of various materials: tubular steel, wood and wickerwork.

The production of the tubular steel furniture from the Bauhaus era represents an important heritage for Thonet: the products designed by Marcel Breuer, Ludwig Mies van der Rohe and Mart Stam still

Press Release  
Frankenberg, April 2018

occupy a special place in the company's portfolio today. The foundation of the Bauhaus will celebrate its 100th anniversary in 2019, and Thonet will celebrate its 200th anniversary next year – Michael Thonet opened his first furniture joinery workshop in Boppard am Rhein in 1819.

## **Thonet GmbH – Milano Design Week 2018**

### **Archiproducts Milano**

Via Tortona 31, 20144 Milano  
10:00 – 21:00

### **La Rinascente – Design Supermarket**

Piazza Duomo  
Monday, 16 April, until Thursday, 19 April, 9:30 – 22:00  
Friday, 20 April, until Sunday, 22 April, 9:30 – 23:00

### **Bredaquaranta**

Via Fatebenefratelli 10, 20121 Milano  
Tuesday, 17 April, until Saturday, 21 April, 10:00 – 14:00, 15:00 – 19:00

### **Mornata Arredamenti**

Via Del Torchio 1, 20123 Milano  
10:00 – 13:30, 14:30 – 19:00

## **Thonet press contact in the UK**

QuickStep PR  
Stephanie Bretherton  
Unit 405 United House  
North Road  
London N7 9DP  
United Kingdom  
Tel. +44 (0) 20 – 7609 1151  
E-mail [stephanie@qspr.com](mailto:stephanie@qspr.com)

## **Thonet press contact international**

neumann communication  
Claudia Neumann, Anne Polch-Jahn, Hanna Reif  
Eigelstein 103-113  
50668 Cologne  
Germany  
Tel. +49 (0) 221 – 91 39 49 0  
Fax +49 (0) 221 – 91 39 49 19  
E-mail [thonet@neumann-communication.de](mailto:thonet@neumann-communication.de)

Thonet GmbH  
Susanne Korn  
Michael-Thonet-Straße 1  
35066 Frankenberg  
Germany  
Tel. +49 (0) 6451 – 508 160  
Fax +49 (0) 6451 – 508 168  
E-mail [susanne.korn@thonet.de](mailto:susanne.korn@thonet.de)

We would appreciate receiving an author's copy in the case of publication.

---

Press Release  
Frankenberg, April 2018

***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 pioneering technique of bending solid beech wood for the first time enabled the mass production of 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. Chief Executive Officer Brian Boyd together with Chief Operating Officer Michael Erdelt and Creative Director Norbert Ruf manage the company at the corporate head offices and production site in 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 representatives.*