

Press release
Cologne/Frankenberg, October 2022

Thonet. Defines spaces: Thonet's exhibition presentation at Orgatec 2022

Thonet's Orgatec stand, designed by studio aisslinger, creates spaces for interaction, new ways of working and constantly changing scenarios of use.

Hybrid work and digitalisation are redefining today's reality of work and transforming the ways in which we use space. Where we work and how we work are ever evolving. Thonet furniture is reassuringly reliable, offering elegant, comforting and inspiring company as we adapt to this new world. Manufactured to technical perfection, highly functional, and displaying the utmost in craftsmanship, these pieces are the ideal answer to the qualities modern workers seek most: security, clarity, serenity, constancy. In modern, flexible and diverse working environments, communication – with colleagues, clients and customers – is essential. Thonet's roots go back to the coffee houses of Vienna; spaces where people gather to talk and to work. This heritage, this expertise, has allowed the company to create timeless, lasting designs that transcend more ephemeral trends.

In contrast to industrial production processes, work today is defined by digital tools and collaboration in teams. The functions we once ascribed to spaces are losing their stricter distinctions as rooms are used in more fluid, organic ways. The spaces themselves are no longer as critical as the ways they are furnished. The arrangements of chairs, tables and sofas make for flexible, multi-purpose areas. Furniture pieces from Thonet are timeless, lasting companions in these settings, and, as a flexible element of our contemporary culture, the ideal answer to the requirements of the modern workplace.

The Thonet stand at Orgatec 2022 presents solutions that respond to diverse needs in the context of working life. Designed by Werner Aisslinger and his team at studio aisslinger, it gives Thonet a place to illustrate cameos of modern occupational spaces. "It's all about community. The Thonet stand is a meeting place in which multiple scenes explore different aspects of the theme 'Community Worklife'," says Aisslinger, explaining the stand concept. Extending over 250 m² the stand provides spaces to communicate (Lounge and Work Lounge), spaces to focus (Executive Meetings and Work Lounge), spaces to chat (Café Thonet), spaces to experience (Cinema) and spaces to unwind (Fine Dining). Thonet defines these rooms and scenes with furniture of incomparable material and manufacturing quality. These elegant pieces in carefully curated colour collections create landscapes that are more than simply functional. The goal of the exhibition stand is to present new models alongside classic icons, giving architects and designers a tangible explanation of the brand vision.

In addition to iconic bentwood and tubular steel classics, as fitting in private homes as they are in the contract sector, Thonet will also be introducing various additions to existing ranges and new models. For example, a new moulded plywood chair designed by Sam Hecht and Kim Colin (Industrial Facility) premieres at Orgatec. With their S 220 collection, the design duo has produced an ultra-modern take on Thonet's seminal silhouette, which reflects the company's formal heritage. The resulting design makes efficient use of material and is universal in its applications, an ergonomic moulded plywood seat shell on a light tubular steel frame that looks perfectly the part in any workspace.

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

Thonet – future-oriented furniture design with a long tradition

The unique success story of Thonet began with the work of master carpenter Michael Thonet. Ever since he established 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, today known the world over as the Vienna Coffee House Chair: the pioneering technique of bending solid beechwood enabled the mass production of chairs for the first time. 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. During those pioneering years, Thonet was the world's largest producer of these tubular steel furniture designs, which are today considered timeless.

For the company today, the continuous process of innovation is the top priority, together with a focus on tradition and fine craftsmanship. Thonet's furniture designs originate both from its collaborations with renowned national and international creatives and from the in-house Thonet Design Team. Chief Executive Officer Brian Boyd and Creative Director Norbert Ruf manage the company from the corporate head office and production site in Frankenberg/Eder (Germany). Michael Thonet's fifth- and sixth-generation descendants are actively involved with the company's business as partners and sales representatives.