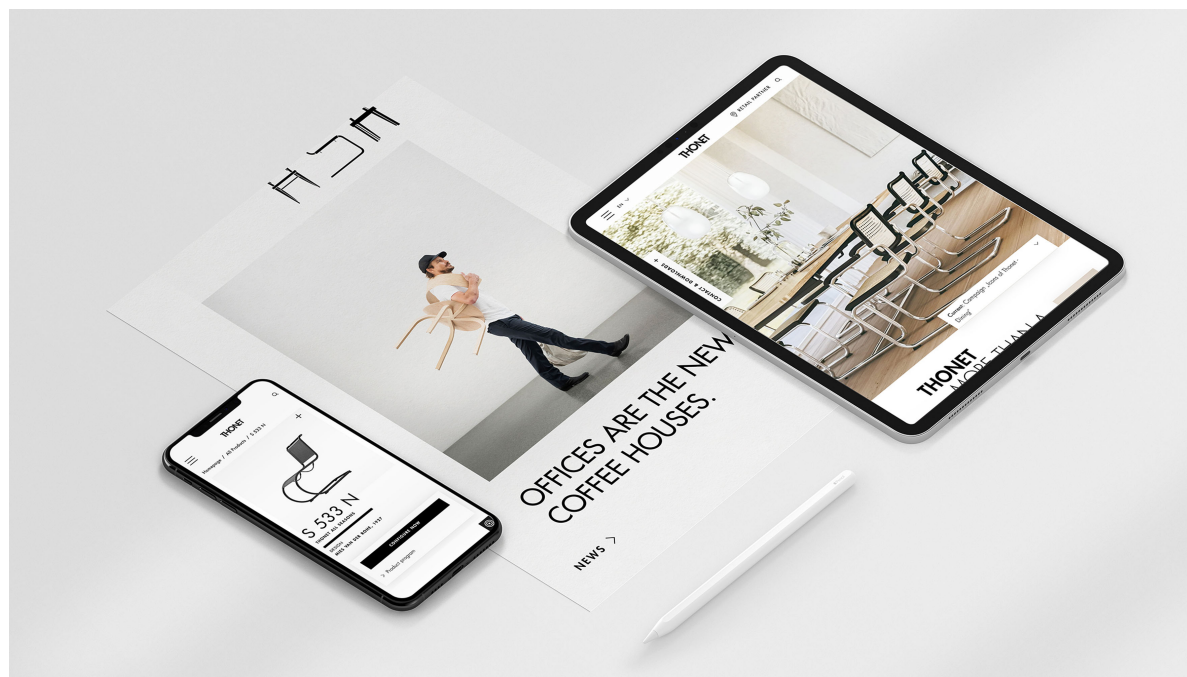


Press release
Frankenberg/Reutlingen, July 2020

Thonet launches new website with digital showroom designed by 21TORR

Thonet, one of the oldest furniture makers in the world, has been working with the 21TORR agency to create a digital showroom for its collection and to boost its online presence. The new Thonet website provides customers with inspiring ideas and real-life design schemes with Thonet products in diverse interior settings. It also features a news section covering such topics as sustainability or Thonet in the context of 'New Work'. Visitors to the website can travel through Thonet's 200-year design history on an exciting journey that also takes in the company's key case studies.



In cooperation with 21TORR, an expert in digital experiences and a collaborator with the brand since 2012, Thonet has launched its new digital showroom at www.thonet.de. The customer experience is now emotional, interactive, informative and service-oriented, and presents Thonet's smart, flexible solutions for living and working spaces as well as for large event spaces in a clear and attractive format.

'New Work', remote working, and working from home are all themes that feature heavily. Design classics, alongside contemporary pieces, are presented in a whole new light in the modern home office. How, for example, can Marcel Breuer's S 285 tubular steel desk be integrated into a home office? Or how can the iconic bentwood chairs be used to add an elegant touch to a timeless style of working and living? "The world of work is changing, and with it, our workplaces. For us, the concept of New Work is more than just a trend in which the workplace is shifting to an office at home. Offices are the new coffee houses and who knows these environments better than Thonet?", explains Norbert Ruf, Creative Director and one of the two managing directors at Thonet GmbH. "Every piece of furniture can be integrated into a room in a variety of ways. That's why we display our products in our new digital showroom in a variety of settings, to provide our customers with a digital experience and allow them to visualise the products in their own homes or projects."

The scenarios presented encompass everything from private living / working spaces, to offices, meeting spaces and lounge areas, to large event spaces and restaurants and hotels. The aim is to inspire retail partners, architects, planners and end-users, letting them experience the products in a

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wide variety of situations. A helpful configuration tool, which is also used by specialist shops, provides a 360° view. The website is also interactive, so that visitors can choose to view the products in a variety of different customisations. Useful background information, for example on Thonet's authenticity verification, repair services or care instructions, adds to the experience. Finally, insights into the brand's unique history and the world of tubular-steel and bentwood classics ensure the virtual experience at thonet.de is complete.

The new website is visually compelling with its simplicity, clear structure and user-interface design. The development process focussed on the needs of the individual target groups – architects, planners, retail partners and end-users. Simple navigation, convincing storytelling, large imagery and the application of interactive elements breathe life into the digital showroom and make it easy for visitors to find exactly what they are looking for.

About 21TORR:

21TORR has been shaping the digital future since 1994. The independent agency, with over 100 strategists, designers and developers in offices in Stuttgart, Reutlingen, Hamburg and Berlin, creates impactful digital experiences. For people and brands. Its customers include: ABB, All for One Group, BOSCH, Blum, Deutsche Post DHL Group, HPE, HP Inc., Hugo Boss, Märklin, RECARO and Porsche. 21TORR news on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

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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.