

Press release  
Frankenberg, March 2023

## **New showroom: Thonet at Design Post Cologne**

**In January, Thonet became an official exhibitor at Design Post Cologne, joining 41 other high-end international brands and showcasing its iconic classics and latest bestsellers at the sought-after location in the city's Deutz district. From March 2023 onwards, Thonet will be welcoming guests to a special installation created by renowned designer Sebastian Herkner.**

At Design Post Cologne, Thonet's showcase features numerous product solutions for a variety of different needs. Thonet furniture defines spaces. It is timeless, durable and part of our daily lives. The history of modern design started with Thonet, and this heritage serves as both confirmation of the past and motivation for the future. Thonet furniture puts values into practice, creating a piece of culture. It makes people feel comfortable – at work, in restaurants, in hotels and at home. Sebastian Herkner has managed to perfectly bring to life the vision of the Thonet brand in his Cologne installation.

"We weren't aiming to create a showroom of classic Thonet products but rather a space that would illustrate the value of the brand and the meaning of craftsmanship and manufacturing quality. To do so, we focussed on the brand's 200-year history and the milestones the company has achieved in the world of design. We are using rooms based around a theme to exhibit Thonet's solutions for residential living, spaces for working from home and meetings in the office," explains Herkner.

In its 280-square-metre space at Design Post Cologne, Thonet has realised the following functional areas: spaces to communicate (coworking, dining/meeting), spaces to chat (café), spaces to experience (auditorium) and spaces to unwind (fine dining and living). Thonet defines these rooms and scenes with furniture of incomparable material and manufacturing quality. These elegant pieces, in expertly curated colour scenarios, create interiors that are more than simply functional.

In addition to numerous areas that showcase the products in specific contexts, part of the exhibition space is also dedicated to the brand itself. There is an area for new models as well as a space for the classics that have defined the company's DNA since the beginning – iconic designs made from bentwood as well as tubular steel. The Thonet Lab at the heart of the installation gives visitors the chance to discover the many different materials and product versions available allowing each piece to be customised according to individual wishes.

Thonet's presence at Design Post Cologne has been realised thanks to the support of its partner CAPAROL ICONS.

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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.*