

Press release
Frankenberg, January 2019

The S 64 Atelier: a classic starts to move

Design: Marcel Breuer, around 1928, S 64 Atelier: Thonet with Christophe Marchand, 2019

The working world is changing – home offices and studio offices are places where mobility, flexibility, and communication play a decisive role, places where furniture classics that comply with modern lifestyles are much needed. For this reason, Thonet makes an icon of classic furniture design mobile – designed around 1928 and valid to this day in its formal language: the chair S 64 by Marcel Breuer. At imm cologne 2019, Thonet presents this famous cantilever chair as a swivel chair with a central leg and castors. As S 64 Atelier, this classic with a new function can be used in home offices as well as in working and communication zones of modern offices. The S 64 Atelier continues a concept of Breuer; in the historic Thonet tubular steel catalogue from 1935, other tubular steel chairs with a swivel frame that combined the design of a cantilever chair with the function of a swivel chair are attributed to him, among others.



The designers of chairs and furniture manufacturers already had the idea to make chairs mobile and swivable at an early time – including Marcel Breuer. Equipped with a simple central frame, these chairs could be perfectly placed in studios, offices or homes. Today, the working world has become extremely diversified – from concepts that bring cosiness to classic offices to entirely innovative combinations of working and living. This is precisely where such furniture is needed: It adds culture and atmosphere, and it can be universally used. The S 64 Atelier is a mixture of working and conferencing chair, which can also be used in living environments and can be moved or added anywhere.

The S 64 Atelier is a version of the famous cantilever chair S 64 by Marcel Breuer. This swivel chair version has the tubular steel frame with the seat and backrest elements mounted on a five-star aluminium swivel base. The design of these elements as wooden frames with Vienna wicker work, through which Breuer once ingeniously built the bridge between Thonet's bentwood tradition of the Gründerzeit and 20th century modernism, remains untouched. The Swiss designer Christophe Marchand, who already developed tubular steel furniture for Thonet and approached the task with tremendous sensitivity and respect for the original design idea, embraced this reworking.

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The versions in detail

Available with five-star aluminium base on castors, chrome-plated or powder-coated. Wooden parts in stained beech, stretched with wicker cane and transparent, stable supporting plastic mesh, or with netting; alternatively also available as an upholstered version covered with leather or fabric.

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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. 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.