

Press release
Frankenberg, December 2020

S 43 range – a classic redesigned for agility

The reduced tubular-steel design of the S 43 by Mart Stam from 1931 is getting two updates to make it the perfect choice for flexible office layouts, home offices and many other spaces. With a barstool and swivel chair, also available in an upholstered version for greater comfort, Thonet is not just adding new functions and shapes to its S 43 range. The enlarged product family with its versatile new additions can now be used to create entire office landscapes.



Thonet classics are pieces of cultural heritage. They represent design that can be lived out over generations, durability – and also adaptability. After the successful expansion of Marcel Breuer’s iconic S 32 range with the launch of the S 64 Atelier swivel chair and two barstools, Thonet now presents its latest cantilever family – just in time for the new year. The new S 43 Atelier swivel chair is the ideal desk chair for anyone looking for an affordable, sustainable design product. The “cantilevered chair without back legs” S 43, a design by Mart Stam from 1931, made history with its timeless form. The pure, understated shape of the cantilever chair lives on in the new models: clear lines as well as aesthetic and material austerity are the distinguishing features of the the swivel chair and the new barstool versions.

Whether for a home office, a design studio, a startup, an architect’s practice or an open-space office – the S 43 Atelier can be used wherever mobility and flexibility are key. The five-star swivel base on castors creates movement in static environments with its active, agile character. The versions with arm rests and upholstery offer even more comfort.

The new barstools S 43 H (75 cm) and S 43 HT (65 cm) have retained the cantilever construction without back legs. They combine in an understated, elegant way at counters and tall tables, whether it’s at home, in lounges and waiting areas, in restaurants or in constantly changing office layouts. In combination with other models from the S 43 range, entire landscapes can be created with a mix of heights and looks.

All the models in the S 43 range have a bent tubular-steel frame, optionally chrome-plated or coated. The seat and backrest are made of moulded plywood (beech and oak, stained or varnished).

Press release
Frankenberg, December 2020

Thonet press contact international

neumann communication
Claudia Neumann, Anne Polch-Jahn, Hannah Knospe
Eigelstein 103-113
50668 Köln
Germany
Tel. +49 (0) 221 – 91 39 49 0
Fax +49 (0) 221 – 91 39 49 19
E-Mail 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

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. All the furniture is produced at the company-owned manufacturing facility in Frankenberg where, in line with the motto "Individuality is our standard", customised solutions are part of day-to-day life. 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.