

THONET

# OFFICES ARE THE NEW COFFEE HOUSES



THONET IN THE CONTEXT  
OF NEW WORK



# CONTEMPORARY COWORKING COFFEE COLLABORATION

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The digital transformation is fundamentally changing the way we work. Laptops, tablets and smartphones now enable us to embrace flexible, mobile working models. Communication has become a driving force and catalyst for an agile mindset and way of working. New work concepts are necessary and many companies are rethinking how they work: offices are becoming multi-space, offering a combination of workstations and meeting areas, private spaces for concentrated work and open zones for informal encounters and short meetings. Office furniture has long since ceased to be simply functional, but is now an important part of inspiring interiors and settings that facilitate communication. As a modern furniture maker with a long tradition, Thonet is positioned right at the intersection of these various domains. From Austrian coffee houses to contemporary working environments, Thonet furniture can be found wherever people meet and come together. This furniture defines the hybrid spaces where our daily lives take place and is a highly functional, aesthetically pleasing component of modern society.



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Offices are becoming public spaces while cafés provide temporary workplaces. In a fluid transition, the sofa becomes a meeting location and the coffee house a quiet space for concentrated work. Thonet styles these spaces and settings, with classic pieces from notable designers like Michael Thonet and his sons, Marcel Breuer and Mart Stam as well as numerous contemporary designs, including the Thonet chair series 404 by Stefan Diez, the 118 chair by Sebastian Herkner and sofa ranges by Christian Werner or James Irvine. At Thonet, living, office and public spaces are connected to one another in a new way.





CHAIR  
118

CHAIR  
214, 209, 107









SOFA | SOFA  
S 5000 | 2000





CHAIR  
S 43, 214, S 32

CHAIR  
214



NEW WORK  
MEANS WORK  
THAT YOU REALLY,  
REALLY WANT TO  
DO.





# GLOSSARY

The New Work megatrend has rewritten the ABC of work and has heralded a new era, in which global values have changed and the traditional rules of work have been renounced. A diverse range of tools has revolutionised people's everyday working lives, and new indicators are determining the modern work culture. This new culture focuses on the needs of people, who want a flexible and inspiring work setting but, most of all, want work to be more fun!

## **ACTIVITY-BASED WORKING**

A new organisational structure in the office that gives employees more autonomy and allows them to decide, according to their needs and the activity involved, where and when they want to work.

## **CO-CREATION**

A collaborative work process, in which a company develops products together with the customer. The customer is thus actively involved in the company's innovation processes.

## **COFFEE PLACE**

A place where you can have a coffee. In the office or during leisure time, coffee is the number one social beverage. In break rooms, bars and coffee houses, enjoying coffee is synonymous with communication and social interaction.

## **COMMUNICATION**

The exchange or transmission of information. Working in digital networks or face-to-face promotes dialogue, produces new points of view and initiates innovative processes. Communication is the key element of New Work and characterises the change in the work environment.

## **CONNECTIVITY**

A new connection through digital communication technologies that radically changes human behaviour and supports social interaction and agile thinking.

## **COOPERATION**

Two or more people working together to achieve a specific goal. Collaborative processes implement ideas that people have developed during informal encounters.

## **COWORKING SPACE**

A fully equipped, flexible office space with individual workstations available for rent, in which people from various professions and companies (mostly startups) work together and exchange ideas in a relaxed atmosphere, e.g. with

a coffee bar, meeting area or lounge.

## **DIGITALISATION**

The transformation of analogue values to digital formats and their processing or storage in a digital system. The ongoing development of information and communication technologies as well as digital applications such as clouds and electronic meeting systems allow work to happen regardless of time or place and make it possible for people to network in a new way.

## **DIVERSITY**

A new technical, social and cultural heterogeneity that defines the contemporary work environment.

## **FLEXIBILITY**

The capability of individuals or societies to react to changed external circumstances. New kinds of offices are the answer to changed spatial needs; they unleash the potential for interaction and collaboration. This includes individual, functional furniture design for new work concepts such as desk-sharing and coworking.

## **GENERATION Y & Z**

Generations that were born between 1976 and 1993.

The use of the letter "y" is a reference to the word "why" and to the tendency of this generation to question and challenge. Generation Z is the generation to follow generation Y. People who were born between 1994 and 2010 belong to generation Z. These generations demand "work-life blending" and a flexible work setting with collaborative workstations. They desire more personal appreciation and a new type of social interaction as well as a sustainable use of all resources.

## **GLOBALISATION**

The increasing global interdependence in the business, politics, culture and communication between individuals, societies, institutions and governments. It is driving the upheaval in the world of work, changing work processes globally and creating new work concepts that demand a high degree of flexibility in terms of time, space and organisation.

## **INTELLIGENT WORKSPACES**

Workspaces that are flexible and, in terms of furnishings and space design, are adapted to the company's work processes.

## **MULTISPACE**

A place without a strict separation between life and work, consisting of different areas such as a coffee bar, lounge, meeting area, separate single workstations (cubicles), library, terrace and/ or park.

## **MOBILITY**

The ability to move in a geographic space, whether in an office or outside of it. People are no longer bound to their stationary workstations, but are able to work in various areas of the office building or also in parks, cafés, lobbies or from home.

## **NEW WORK**

"Work that you really, really want to do." The term stems from social philosopher Frithjof Bergmann and means a change in values in the work environment that focuses on autonomy, freedom to act and participation in the collective.

## **SUSTAINABILITY**

A use of resources that preserves the natural regenerative capacity of living things or ecological systems. In the modern work environment, it means a new awareness for environmental protection and the use of sustainable products in the office interior.

## **SOFT SKILLS**

Social skills or the ability to positively influence the behaviour and attitudes of employees. With the departure of the nine-to-five job and the introduction of new work concepts, communication, creativity, teamwork, initiative, critical thinking and emotional intelligence have become more relevant. These are markers of self-determined work.





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COMMUNICATION  
CONNECTION  
COLLABORATION  
AQUA MONACO  
MUNICH



# AQUA MONACO – SUSTAINABLE ENVIRONMENT

High-quality materials, a distinct sustainability concept and the durability of the furniture make Thonet a collaborator that is in sync with Aqua Monaco's company philosophy.

A young company with headquarters in Munich's trendy Haidhausen district, Aqua Monaco redesigned its studio, consisting of meeting areas and a showroom, with classic pieces from Thonet. These included the 209 chair, the S 43 model by Mart Stam and, in a lounge area, armchairs from the 2001 range by Christian Werner, combined with side tables from the 1025 range by James Van Vossel. Within the relaxed atmosphere at the company's headquarters, with its exposed brick walls and loft-like character, the furniture is arranged casually and creates various settings that foster communication.





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COLLABORATION  
COWORKING  
COMMUNITY  
HOCHSCHULE  
DÜSSELDORF



# HOCHSCHULE DÜSSELDORF – MATCHING EQUIPMENT

With the S 43 cantilever chair as a model, students from the Faculty of Design and Architecture at the Hochschule Düsseldorf (university of applied sciences) developed a seminar table for a new teaching block.

The result of the internal competition among the students, organised in cooperation with Thonet, is a modular table that can be used as a conventional workspace but also as a vertical presentation surface. The new table, together with the high-quality, flexible-use tubular steel chairs by Mart Stam, create the perfect set for various areas of application at the university.





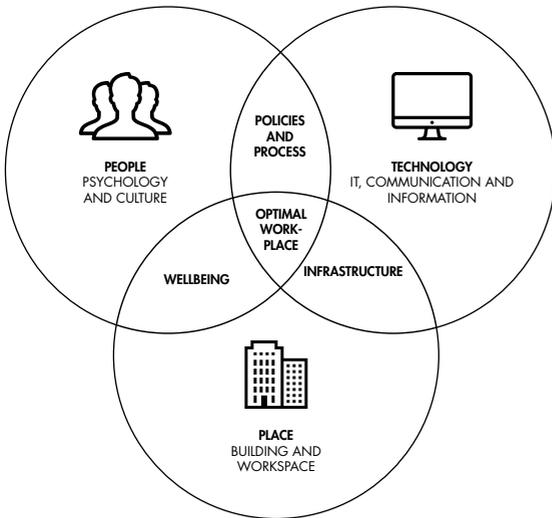
# VALUES & CULTURE

The New Work megatrend illustrates the fundamental cultural shift in our society and the new understanding of work among the younger generations. At the same time, this change is a result of technological achievements. Globalisation and automation are changing the structures of work and production worldwide. We are developing more and more rapidly into a knowledge society, in which the fast-growing amount of information needs to be used more productively.

To do this, we need new concepts of work. In work and in life, the most important new parameters for millennials and generation Z are flexibility, personal responsibility and togetherness. Studies have shown that multi-space concepts make work a lot more attractive, increase the degree of self-determination and substantially improve collaboration. These concepts promote soft skills such as creativity, self-organisation and social intelligence, factors that are fundamental for productivity and competitiveness. A modern office interior conveys openness and transparency, facilitating “activity-based working” in a dynamic setting comprising meeting areas, reading nooks, coffee and

working stations. It's all about the "COs": communication, cooperation, connection, coworking and confidence. In contrast to short-lived trends, Thonet furniture stands for longevity and a high level of functionality.

It's always ready to be used as flexibly as you want, whether individually or in a group. This means that working rooms can be designed to be cosy and personal or functional and flexible. This makes Thonet furniture a contemporary and sustainable component of modern society.



# 97%

OF EMPLOYEES SEE THEIR  
WORKPLACE AS A SYMBOL OF THE  
APPRECIATION THEY ARE GIVEN.

**SPACESTOR**  
TALENT ATTRACTION & RETENTION

WE BRING  
PEOPLE  
TOGETHER.  
YESTERDAY. TODAY.  
TOMORROW.



Thonet has always epitomised strong design authorship and close collaboration. Please get in touch with us. We welcome your questions and ideas.



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COMMUNICATION  
CONNECTION  
CONTEMPORARY  
COLLABORATION  
COWORKING  
COFFEE  
COOPERATION  
COMMUNITY

**THONET**

CONTEMPORARY SINCE 1819