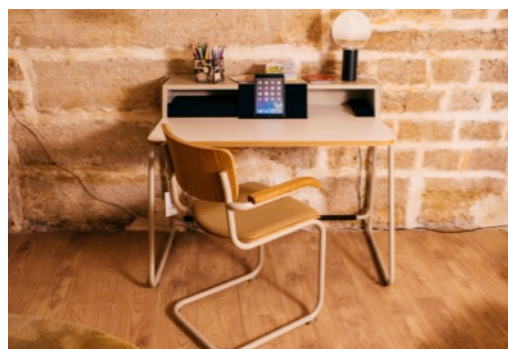


Press Release
Paris/Frankenberg, March 2017

Thonet opens pop-up store in Paris



Thonet will be a guest from 27 February through 24 March 2017 at the Danish company Gabriel's Paris showroom on Place de Valois, near the Palais Royal. On 140 m² of floor space, the German company offers an insight into its broad portfolio and traditional history in an innovative, multi-coloured environment. In addition to the famous bentwood and tubular steel classics, contemporary designs for the contract and living sectors play an important role in Paris.

The highlight of the pop-up store is that many of the exhibited chairs, armchairs and sofas are covered with fabrics from the company Gabriel. Since 1851, the Danish textile expert has been producing traditional fabrics of pure linen, felt and wool as well as innovative materials such as recycled polyester, microfibers, mesh and ZenXit. The Dutch manufacturer Carpet Sign supports Thonet by providing the appropriate carpets.

On two exhibition floors, the pop-up store offers architects, multipliers and retailers the possibility to get acquainted with Thonet's famous bentwood icons, including the legendary Coffee House Chair 214, as well as the big tubular steel classics from the Bauhaus era with designs by Mart Stam, Ludwig Mies van der Rohe and Marcel Breuer. Contemporary furniture by renowned designers, including Stefan Diez, Naoto Fukasawa and Robert Stadler, also stands in the spotlight. In addition, Thonet products specifically conceived for the contract sector are presented in Paris for the first time: for example, visitors can experience the versatility of the conference chair ranges S 95 and S 845 or take a seat in the flexible auditorium seating ranges S 160 and S 55. The broad mix of the exhibited products offers inspiration for offices, event venues, the hotel and catering industry and for private homes.

A short anecdote pairs well with the Thonet presence in Paris: the restaurant in the Eiffel Tower was originally furnished with Thonet chairs. One of the chairs fell off the first platform from a height of 57 metres and did not suffer any damage! To this day, design, quality and durability are the most important characteristics of Thonet furniture. The pop-up store offers a delightful occasion to learn about and understand the history of the traditional company, which was established in the year 1819.

Pop-up Store Paris at Gabriel Showroom
4, place de Valois
75001 Paris

27 February until 24 March 2017
Opening hours:
Mondays through Fridays 9:30 a.m – 6:30 p.m.

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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 Art 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.