

Press release
Frankenberg, September 2013

Successful chair 330 is at the starting block and ready for the UK To be launched during the London Design Festival

On Thursday, 19 September 2013, Thonet will present the chair program 330 by Läufer+Keichel for the first time in Great Britain in cooperation with the English company WJ White. At this opening, which will take place within the framework of the London Design Festival, designer Marcus Keichel will personally introduce his successful chair design, which was launched in Germany in the autumn of 2012.

The 330 Chair

The 330 chair series is characterized by a simple and timeless design language featuring distinctive shapes, straight lines and ergonomically shaped seats and backrests for maximum comfort. Organic curves break up the rigidity of straight lines and create a harmonious overall look underlined by well-balanced proportions and meticulous detailing. "In spaces devoted to culture, material things retreat into the background", says Marcus Keichel when explaining the initial idea behind the 330 chair. With its reduced forms and high-quality finish the 330 is a true all-rounder. "In this series, nothing needs to be added and nothing must be taken away", continues Keichel, thus highlighting what makes the 330 a typical Thonet product.

The chairs are available both with and without armrests. The legs and armrests are made of solid beech; seats and backrests are made of plywood. The chairs come with a natural or stained finish and both designs are stackable.

The event

Thursday, 19 September 2013
10 a.m. to 8 p.m.

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