

Press Release  
Hamburg/Frankenberg, November 2014

## **New pop-up store in Hamburg presents inspirations for young living**

**In a temporary model apartment in Hamburg's stilwerk, Thonet presents current furniture designs and classics from its diversified portfolio from 5 December 2014 until 30 April 2015. Fresh colours, striking patterns and a touch of the nostalgic-modern shabby chic characterise the new pop-up store's look and make it a hotspot for trend-conscious living.**

On a total floor space of 120 square meters, the Thonet Loft at stilwerk presents plenty of contemporary interior design examples for private homes in various living space situations. Alongside current products such as the new colourful seat shells for the chair programme range S 180 and the desk S 1200, Thonet also shows its iconic tubular steel desk S 285 by Marcel Breuer.

Selected partners support the overall concept of the Thonet model apartment, among them the German light manufacturer OLIGO.

### **Thonet pop-up store at stilwerk in Hamburg From 5 December 2014 until 30 April 2015:**

stilwerk Hamburg  
Große Elbstraße 68  
D-22767 Hamburg  
Germany

Tel. +49 (0) 40 30 62 11 00  
hamburg@stilwerk.de – <http://www.stilwerk.de/hamburg/>

#### **Opening hours of stilwerk:**

Monday through Friday 10 a.m. – 7 p.m.  
Saturday 10 a.m. – 6 p.m.

#### **Thonet press contact international**

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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 innovative technique of bending solid beech wood for the first time enabled the mass production 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. Thorsten Muck is the Managing Director of Thonet GmbH at the corporate head offices and production site 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 managers.*