

Press Release
Frankenberg, March 2015

Restrained, flexible, authentic: the new bentwood sofa 2002 expresses the renowned heritage of Thonet in contemporary form
Design: Christian Werner, 2015

A slender frame of solid wood wraps around a plump one-piece seat cushion with adaptable back and arm cushions: at Salone del Mobile in Milan Thonet presents a new sofa by German designer Christian Werner which builds a bridge between the company's classic design heritage and the vitality of its present. Both reduced in form and ideal for today's residential spaces, the new programme range 2000 is set to take centre stage in any room courtesy of its impressive double bentwood bracket. This piece is eye-catching in any location and when viewed from any angle. The main functional feature, a down-to-the-floor, invitingly padded seat element, offers a high level of relaxed comfort; while the cushions for the backrest and sides can be flexibly combined and allow glimpses of the filigree wooden frame, creating an intriguing contrast.



The generous frame embraces the upholstered elements to the back and sides like a flowing ribbon of wood, lending the two-seater an elegant, lightweight quality. With its paired structural elements, the frame is reminiscent of the legendary Vienna Coffee House Chair – and of two hundred years of the bentwood tradition at Thonet. The flexible arrangement of the larger backrest cushions and the smaller side cushions allows for a variety of comfortable resting positions, enhancing relaxed interaction. When these cushions are removed, the sofa turns into a cosy daybed. The bentwood sofa 2002 is a reinterpretation of the sofa Thonet-style, offering the perfect place to take a break whether in a private living room or a public lounge area.

Choice is also key to this design. The solid bentwood frame is available either in a stained or lacquered beech, or in an oiled, lacquered or stained ash. The loose cushions are available in two different sizes and can be individually purchased. The upholstery can be chosen from an extensive selection of fabrics, allowing customers to co-create their own personal version of a sofa that is destined to become a lasting favourite.

Press Release
Frankenberg, March 2015

Thonet press contact international

neumann
Claudia Neumann, Anne Polch, Hanna Reif
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

Thonet press contact in the UK

QuickStep PR
Stephanie Bretherton
Unit 405 United House
North Road
London N7 9DP
United Kingdom
Tel. +44 (0) 20 – 7609 1151
E-mail stephanie@qspr.com

Thonet contact in the UK

Crest Contracts
Harriet Knight
Tel. +44 (0) 845 – 299 3491
E-mail greatbritain@thonet.de

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.