

Press Release
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Honored by the German Design Council: Thonet wins German Design Award

Thonet's wooden chair 330 FST has won the "Special Mention for Special Design Quality" at the German Design Awards 2014 in the category Home Interior. Product aesthetics and innovation, ergonomics and functionality as well as technical design quality are some of the criteria the jury employed to evaluate the 330 FST as an especially successful product among the 1,900 submissions. The chair was designed by Julia Läufer and Marcus Keichel.

The 330 FST is both modern and timeless. The seat and backrest are elegantly and ergonomically shaped, which guarantees the highest level of seating comfort. The legs and armrests are made of solid beech; the seat and backrest are made of molded plywood. Inspired by places that focus on idealistic values – artist's studios, theater stages and literature cafes – the designer duo Läufer + Keichel developed the reduced formal language of the all-round chair 330. "Material things step into the background in cultural places. Nothing has to be added and nothing can be relinquished in this program," says Marcus Keichel about the initial idea for the chair. The well-balanced proportions and cleanly integrated details in the high-quality processing make the 330 FST a typical Thonet product.

The traditional family company Thonet has been writing design and business history for more than 150 years. With its bentwood and tubular steel furniture, it is one of the world's most famous enterprises in the world. Thonet furniture stands out due to its innovative design, quality and durability. Numerous awards and prizes confirm this: alongside the German Design Award, the most recent honors include the iF product design award 2013 for the table program 1190 and the chair programs S 160 F and S 170 F, the interior innovation award 2013 for the chair program range 192 PF, and the European Consumers Award for the chair program range S 64 from the Pure Materials series.

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