

Press Release
Frankenberg/Amsterdam, April 2014

Thonet opens first concept store in the Netherlands

Starting 15 May 2014, Thonet will have a presence in Amsterdam. The Concept Gallery will be the Frankenberg-based company's largest showroom outside of Germany. In the architecturally impressive new district of IJburg in the east of the city, the new location is the ideal environment for presenting the Living and Working segments in changing exhibitions. The space with a total area of over 400 square meters also houses the Dutch wall and flooring manufacturer Senso. In close cooperation the two companies developed a showroom concept that focuses on the products in an inspiring way. The opening ceremony will take place on 15 May from 5-9 p.m.

The new showroom presents contemporary Thonet products, among them the new desk S 1200, the LUM 2.0 luminaire, which was first presented at the Milan furniture fair, and the modern conference table system S 8000 by Hadi Teherani, as well as the classics including the Bauhaus designs such as the desk S 285 by Marcel Breuer and the cantilever chair S 533 by Ludwig Mies van der Rohe.

The Concept Gallery offers architects and dealers as well as end consumers an insight into Thonet's diversified product portfolio as well as active consulting about the company's furniture and services. The Dutch dealers are actively involved in the sales of the Concept Gallery: the financial and logistical handling of the orders received at the new Thonet Store is, for example, processed by the specialist trade partners.

Public opening ceremony of the Thonet showroom

15 May 2014, 5-9 p.m.

Concept Gallery Amsterdam

Pedro de Medinalaan 53
1086 XP AMSTERDAM
+31 (0)20 – 496 3046
info@conceptgallery.nl – www.thonet.de

Opening hours Concept Gallery:

Mondays: by appointment
Tuesdays to Saturdays: 10 a.m. – 5 p.m.



Thonet press contacts

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