

Press release

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A contemporary take on a legendary brand: Thonet launches new website

www.thonet.de: Just how, all those years ago, was Michael Thonet able to bend solid wood to create his famous Viennese café chair? What is the history behind one of the greatest innovations of the 20th century, the cantilever chair? How does the world's most iconic furniture brand come up with new and attractive designs and how do these designs excel? When a company of Thonet's stature, with almost 200 years of history behind it, launches a new website, it is only fitting that it provides more than just information about the company and its products. Whilst this type of detail is of course included, the new website also offers inspiring access to a furniture brand that has written history and forms part of our everyday culture. Indeed, history and the current day are perfectly combined in a website with a consistently contemporary look and feel. Facts and figures, functionality and customer service features are combined with anecdotes, news and current information. Thus the digital replaces the real-life experience otherwise only available up close in shops and furniture showrooms.

The new website has been devised, designed and implemented over a one-year period by 21TORRInteractive, an agency with offices in Reutlingen and Stuttgart that specialises in digital branding, mobile solutions and e-business.

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