

home stories for spring

#VITRAHOMESTORIES

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HOME STORIES
FOR SPRING

As springtime invades the city, interiors and exteriors are slowly turning many shades of green.

From kitchen gardens and potted houseplants to courtyard jungles, we have a growing desire to enliven our homes with natural accents. The boundaries between indoor and outdoor furniture are dissolving.

Vitra's Home Stories for Spring relate how nature is increasingly entering our living spaces. The various collages of furniture, objects, accessories, textiles and plants reflect each individual's unique style, story and personality.

#SECRETGARDEN

01.04. - 31.08.2017

With the purchase of two or more All Plastic Chairs, you will receive a free Classic Tray and Paper Napkins.



1. All Plastic Chair, Jasper Morrison, 2016 £ 185.00

2. Belleville Table (Bistro), Ronan & Erwan Bouroullec, 2015 from £ 539.00

3. Classic Trays medium, Diamonds multicolour, Alexander Girard, 1952-1974 from £ 55.00

4. O-Tidy sky grey, Michel Charlot, 2016 £ 26.00 5. Seat Dots, Hella Jongerius, 2016 £ 30.00

All prices incl. VAT



1. EM Table (wood), Jean Prouvé, 1950 from £ 2850.00

2. Tip Ton, Edward Barber & Jay Osgerby, 2011 £ 219.00 3. All Plastic Chair, Jasper Morrison, 2016 £ 185.00

4. Standard, Jean Prouvé, 1934/1950 £ 559.00 5. Landi Chair, Hans Coray, 1938 £ 455.00

6. HAL Ply Wood, Jasper Morrison, 2012 from £ 455.00 7. Rotary Tray, Jasper Morrison, 2014 £ 36.00

8. Classic Tray medium, Dot Pattern light, Charles & Ray Eames, 1947 from £ 55.00

9. Tripod Clock, George Nelson, 1947/1953 £ 265.00 10. Wooden Doll No. 13, Alexander Girard, 1952 £ 85.00

11. Wooden Dolls Mother Fish & Child, Alexander Girard, 1952 £ 109.00

12. Wooden Doll Cat, Alexander Girard, 1963 from £ 89.00 13. Asterisk Clock, George Nelson, 1948-1960 £ 195.00



1. Soft Modular Sofa Two-seater, Ottoman, Jasper Morrison, 2016 Olimpo '03 bamboo £ 3.805,00
2. Rise Table, Jasper Morrison, 2014 £ 499,00 3. Greeting Cards - Love in the Afternoon, Charles & Ray Eames, 1957 £ 5,00
4. Magnet Dots, Hella Jongerius, 2016 £ 20,00 5. Notebooks, Alexander Girard, 1952 from £ 10,00
6. Classic Tray large, Dot Pattern light, Charles & Ray Eames, 1947 £ 60,00 7. Wooden Doll Cat, Alexander Girard, 1963 from £ 89,00
8. Dot Notebooks A5, darks, Hella Jongerius, 2016 £ 11,00



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Watch a video about the production of the Landi Chair here.
www.vitra.com/landi

1. Landi Chair, Hans Coray, 1938 £ 455.00 2. S-Tidy white, Michel Charlot, 2016 £ 26.00

All prices incl. VAT



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All prices incl. VAT *Limited edition colour "sunlight" available until 31 August 2017.

01.04. - 31.08.2017
With the purchase of
two or more Panton Chairs,
you will receive a free
Classic Tray and
Paper Napkins.

1. Panton Chair, Verner Panton, 1999 £ 210.00

2. Classic Trays medium, Diamonds multicolour, Alexander Girard, 1952-1974 from £ 55.00

3. Paper Napkins, large, La Fonda Checks, Alexander Girard, 1953-1961 £ 5.00

Panton Chair

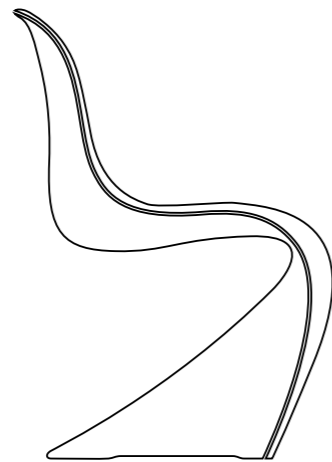
“One day, Rolf was visiting us and spotted a model of the Panton Chair. The model was not stable enough to sit on.

‘Why isn’t this chair in production?’ asked Rolf.

My answer: ‘15 to 20 manufacturers have tried but have decided not to produce it for various reasons’. A very well-known American designer – not Eames – said you shouldn’t call something like this a ‘chair’, as it’s not suitable for sitting on. Rolf immediately called Manfred Diebold, an engineer from Vitra. [...] Without Rolf, there would be no Panton Chair” Verner Panton on Rolf Fehlbaum

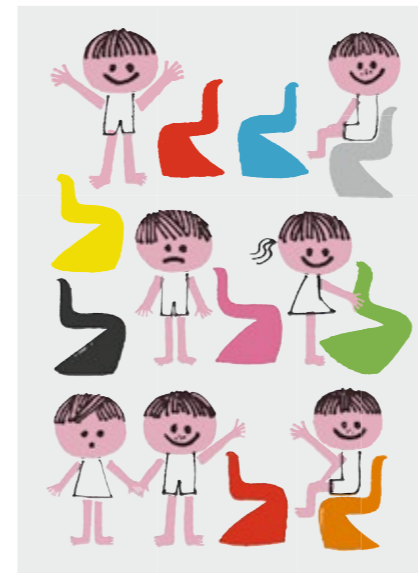
The Danish designer Verner Panton developed the idea of a cantilevered plastic chair in the late 1950s, but no manufacturers were interested in his daring design. Willi Fehlbaum, the founder of Vitra, was interested in the idea but only agreed to it when Rolf Fehlbaum and the Product Development Manager Manfred Diebold paid a visit to Panton and returned with glowing reports. 1963 marked the start of collaboration between Vitra and Verner Panton with the development of one of the most iconic chair designs of the twentieth century. For the plastics technology of the time, this was pioneering work.

In 1967, the first 150 Panton Chairs were produced. However, the costly and complex procedure made it impossible to keep up with the ensuing demand. After further tests, series production began in 1968 using a moulding-based process. This allowed the chair to be produced in greater numbers, but still required a great deal of manual finishing work. Verner Panton and Vitra continued their research and thought they had found a solution in the form of a new plastic, but this led to fractures in the chairs and risked damaging Vitra’s reputation. Production was therefore discontinued in 1979. Interest in the Panton Chair lived on, however, and Vitra has been producing it in rigid polyurethane foam since 1990, as well as in polypropylene since 1999.



The original comes from

vitra.



From left to right:

Verner Panton, Rolf Fehlbaum, Manfred Diebold and Josef Stürmlinger, around 1966 | Design sketches, between 1957 and 1960 | Untitled | Graphic | Photograph for the Danish design magazine Mobilia, 1967. The ladies demonstrate the stability of the Panton Chairs | Testcenter | Carin Panton, daughter of Verner Panton on a Panton Chair, during a recording for the Danish design magazine Mobilia, 1967 | Panton Chair production, deburring, 1971



1. Soft Modular Sofa Three-seater, Ottoman, Jasper Morrison, 2016 Maize 06 canary/ochre £ 5.689,00
2. Guéridon Bas, Jean Prouvé, 1944 from £ 1300.00 3. Nuage, Ronan & Erwan Bouroullec, 2016 from £ 115.00
4. All Plastic Chair, Jasper Morrison, 2016 £ 185.00 5. EM Table (wood), Jean Prouvé, 1950 from £ 2850.00
6. HAL Ply Wood, Jasper Morrison, 2012 from £ 455.00 7. Star Clock, George Nelson, 1948-1960 £ 289.00



Accessories Collection

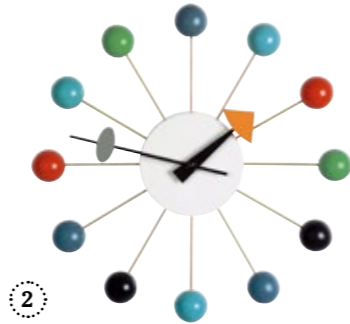
The work of Charles and Ray Eames not only encompassed product design, architecture, exhibition design, photography and film, but also a large number of graphic designs, most of which were created by Ray Eames. Several of these motifs have been selected by Vitra in cooperation with the Eames Office for the Greeting Cards, Classic Trays, Paper Napkins and Cover Prints. Along with the LTR table in solid wood and the Plywood Mobiles, they make attractive additions to the Vitra Accessories Collection.



1. Classic Tray, Charles & Ray Eames, 1947 from £ 55.00 2. Plywood Mobile, Model B, Charles & Ray Eames, 1941 £ 89.00
 3. Plywood Mobile, Model A, Charles & Ray Eames, 1941 £ 89.00 4. Paper Napkins, Charles & Ray Eames, 1947-1961 from £ 4.00
 5. Occasional Table LTR, Charles & Ray Eames, 1950 from £ 219.00 6. Greeting Cards, Charles & Ray Eames, 1955 £ 5.00
 7. Cover Prints, Charles & Ray Eames, 1944 £ 39.00

Accessories Collection

Inspired by the principle of the collage, the Vitra Accessories Collection includes timeless creations by Charles and Ray Eames, George Nelson and Alexander Girard as well as the newest products by Ronan and Erwan Bouroullec, Hella Jongerius and other contemporary designers.



1. L'Oiseau, Ronan & Erwan Bouroullec, 2011 from £ 79.00 2. Wall Clocks, George Nelson, 1948-1960 from £ 195.00
 3. O-Tidy, Michel Charlot, 2016 £ 26.00 4. Classic Trays, Various Designers, 1947-1974 from £ 45.00
 5. Coffee Mugs, Alexander Girard, 1971 £ 14.00 6. Seat Dots, Hella Jongerius, 2016 £ 30.00
 7. Graphic Print Pillows, Alexander Girard, 1961 from £ 60.00 8. Wooden Dolls Mother Fish & Child, Alexander Girard, 1952 £ 109.00
 9. Wooden Doll Little Devil, Alexander Girard, 1952 £ 85.00 10. Wooden Doll Cat & Dog, Alexander Girard, 1963 from £ 89.00

11. Eames House Bird £ 135.00 12. Rotary Tray, Jasper Morrison, 2014 £ 36.00
 13. Hang it all, Charles & Ray Eames, 1953 £ 205.00 14. Wooden Dolls, Alexander Girard, 1952 £ 85.00
 15. Graphic Bags, Alexander Girard, 1961-1971 £ 26.00 16. Matchboxes, Alexander Girard, 1967-1972 £ 5.00
 17. Toolbox, Arik Levy, 2010 £ 22.00 18. Nuage, Ronan & Erwan Bouroullec, 2016 from £ 115.00
 19. Eames Elephant, Charles & Ray Eames, 1945 £ 165.00

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Share your “secret garden” with us

Visit your Vitra dealer, discover the “secret garden” and take a picture.
Share your picture on Facebook or Instagram with the hashtags #secretgarden
#vitra #yourcity and try to win a Panton Chair in the special colour Sunlight!
Find out more at vitra.com/secretgarden

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These offers are valid through participating dealers only.
You can find your nearest dealer at www.vitra.com/dealers

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