

Vitra Opens a New Pop-Up Shop and Garage Office in New York

02.23.2017

Located opposite the Whitney Museum, the Vitra Pop-Up Shop showcases celebrated design classics alongside the new Vitra and Artek accessories collections and new furniture items for home and office.

February, 2017 (New York, NY) – Swiss design manufacturer Vitra is pleased to announce the opening of the new Vitra Pop-Up Shop in NYC's Meatpacking District, located at 100 Gansevoort Street opposite the Whitney Museum of American Art. The 7,500-square foot space showcases Vitra's new Accessories Collection alongside Vitra and Artek furniture items for home and office, including new introductions to the Jasper Morrison Collection.

The Vitra Pop-Up Shop unites a retail storefront with a Garage Office installation starring Hack, designed by Konstantin Grcic. The location will also serve as the Swiss design manufacturer's temporary US headquarters, offering the team a unique opportunity to experiment and push the boundaries of working in a creative environment.

"Vitra recognizes that the next disruptive business models will be born in companies fostering a 'garage' frame of mind. Its industrial feel and raw aesthetic make the Vitra Pop-Up space the ideal setting to bring the Garage Office concept to New York – a concept rooted in agility and entrepreneurship culture," says René Walpen, Vitra President, North America. "With sweeping views of the Hudson River, the Pop-Up is a perfect backdrop for our new introductions and beloved design classics."

Making their US debut at the Pop-Up are several Vitra and Artek pieces from the latest accessories collections, which were developed in collaboration with contemporary designers but also include re-editions based on research and inspiration from the archive of Alexander Girard. Among the new accessories are Ronan & Erwan Bouroullec's Nuage – a modular vase originally designed as a plastic shelf module – and Hella Jongerius' Color Block Blanket with its decorative pattern of contrasting colors. Both share the authenticity, joy and playfulness that have defined Vitra's Accessories Collection since the introduction of its first classics by George Nelson, Charles and Ray Eames and Alexander Girard.

For the first time in North America, Artek Lighting classics designed by Alvar Aalto are now available in UL-wired versions as two-week quick ship items. Alongside his furnishings and architectural designs, Aalto's lighting pieces form an essential part of his idea of a total work of art, one that can shape the nature and mood of interior spaces.

The Vitra Pop-Up features a range of new products and re-editions by the British designer Jasper Morrison, including the new All Plastic Chair, reminiscent of the simple, classic wooden equivalent, and the Soft Modular Sofa, Morrison's interpretation of the low-slung modular classic. The more compact Occasional Lounge Chair, with its distinctive cubic appearance and clean lines, is complemented by the Occasional

Low Tables and Plate Tables, both of which are available in a variety of heights and add a decorative accent to any interior. Quintessential Morrison designs, the pieces pair a minimalist aesthetic with maximum functionality, a philosophy the designer himself terms as 'super normal'.

Keeping with its belief that tomorrow's most successful companies will be driven by creativity, Vitra has assembled a Garage Office furniture portfolio featuring design icons and new products, including Hack, Allstar and the Stool-Tool (design study) by Konstantin Grcic; the HAL Studio Chair, Super Fold Table and Cork Stools by Jasper Morrison; the Artek E60 Stool by Alvar Aalto.

The foundation of Vitra's Garage concept is Hack. Designed by renowned Munich-based industrial designer Konstantin Grcic, Hack is a table system that anticipates the requirements of companies and employees – a provocative solution which can be understood as a 'hack' of the office environment. Grcic counters traditional desks with an innovative functional and aesthetic approach that satisfies the demands of today's high-tech companies.

Vitra Pop-Up

100 Gansevoort Street
opposite the Whitney Museum

Monday through Friday, 11am–7pm
Saturday, 11am–6pm
Sunday, closed

About Vitra

Creating innovative products and concepts with great design talent is Vitra's essence. They are developed in Switzerland and globally specified by architects, organizations and individuals to build inspirational environments for living, working, shopping and public spaces. With its classics, Vitra represents groundbreaking 20th century design. Today, in combining technical and conceptual expertise with the creativity of contemporary designers, Vitra seeks to continue pushing the boundaries of the design discipline.

A family business for eighty years, Vitra believes in lasting relationships with customers, employees and designers, durable products, sustainable growth and the power of good design. Both the Vitra Campus, with buildings by some of the world's leading architects, and the Vitra Design Museum, with its exhibitions on design and architecture, design archives and a comprehensive furniture collection, are all part of Vitra. They inspire visitors, inform the design process and create an atmosphere in which innovation flourishes.

With manufacturing operations in Allentown, PA, Vitra in North America is sold through showrooms in New York City, Los Angeles, San Francisco and Chicago. In the contract market, Vitra is an open line to contract dealers and available through a network of representatives covering the US and Canada. In the retail design market, Vitra collaborates with retailers and architects.

www.vitra.com

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