

Vitra at Salone del Mobile 2017

At this year's furniture fair in Milan, Vitra introduces Grand Sofà by Antonio Citterio, the Softshell Side Chair by the Bouroullec brothers, new variants of Mariposa Sofa by Edward Barber and Jay Osgerby, a revised version of the East River Chair by Hella Jongerius, and two new, independently developed fabrics. Novel versions and modifications of contemporary products and classics round off the display.

'Simplicity, serenity and spaciousness set the tone for the Vitra exhibition stand at this year's Salone del Mobile. We are showing four different scenes in four distinct spatial structures. Our presentation puts the focus on the furnishings, which visitors can try out on site', says Nora Fehlbaum, Vitra CEO.

Natural materials such as linen, wool, solid wood and genuine stone are important elements in the Vitra Home Collection. They serve as the leitmotif of the stand's design. Slightly reflective aluminium panels enclose the various spatial structures, leaving gaps in the exterior wall that allow partial views and arouse the curiosity of visitors to view the inside of the stand.

On two platforms near the main entrance, visitors are invited to test the new Vitra products – including Grand Sofà by Antonio Citterio, the Softshell Side Chair by Ronan and Erwan Bouroullec, and Mariposa Club by Edward Barber and Jay Osgerby.

The Vitra Accessories Collection is showcased in two display windows, which also feature the new cover fabrics Reed and Linho and the updated hues that have been added to the Vitra Colour & Material Library.

The architectural concept and scenography of the exhibition stand were designed by Katharina Hennen, Connie Hüsser and Till Weber.