

## A handsome new London shop

2009 has been a busy year for Vitsoe. The furniture company best known for the 606 Universal Shelving System designed by Dieter Rams in 1960 celebrated its 50th anniversary with the launch of a new website, development of a retail partnership within Japan and by finding a new home on the streets of New York. Now as the year draws to a close, it is with much pride that Vitsoe opens a new shop on its native soil in London, housed off Manchester Square at 3-5 Duke Street.

It has been a long and painstaking search to find the right residence but the wait is finally over. Originally built as two shops in 1928 and having languished as offices for the past 60 years, Vitsoe has now restored the Duke Street space to its original glory in order to create an oasis of calm within the thriving West End in which to view and plan any one of the myriad configurations that the 606 Universal Shelving System offers.

The handsome elegance of this late Arts and Crafts building on the Portman Estate houses the complete range of 606 Universal Shelving System which was conceived in 1960 and has been in production ever since, alongside the 620 Chair Programme designed by Rams in 1962.

3-5 Duke Street offers an environment in which Vitsoe's internationally recognised customer service can be experienced as versatile shelving systems starting from just a few hundred pounds can be planned carefully for each and every customer to suit their individual

needs. Vitsoe has an eclectic following: architects, designers and a wide variety of private customers. All find that the shelving system costs less over its lifetime than cheaper alternatives and is as adept at organising books and technology in the home as it is at meeting the needs of larger libraries in an office or institution.

### Notes to Editors

**Vitsoe (pronounced 'vit-soo')** is the furniture company that produces two furniture systems designed by the seminal industrial designer Dieter Rams: the 606 Universal Shelving System (1960) and the 620 Chair Programme (1962). Established in 1959 Vitsoe's proposition was to create furniture that offered a neutral canvas on which to paint a colourful life and its pioneering ethos was to **live better, with less, that lasts longer**. Today Vitsoe remains true to these values and continues to work with Dieter Rams to improve these timeless furniture systems that are produced in the UK and sold to an international audience via vitsoe.com, two Vitsoe shops and exclusive worldwide retail partnerships.

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Opening hours:  
Monday to Saturday 1000 - 1800  
Sunday closed

