

Vitsoe opens in New York

Vitsoe, the company best known for the 606 Universal Shelving System designed by Dieter Rams in 1960, is opening its doors in New York at 33 Bond Street a week after celebrating its 50th anniversary.

Located just off The Bowery, opposite Herzog and de Meuron's 40 Bond, Vitsoe joins a neighborhood noted for its cobbled streets and distinctive mix of restaurants and shops.

In addition to the complete range of its shelving system, Vitsoe also offers its 620 Chair Program, designed by Rams in 1962. Like its sibling, 620 is a modular system with an eye toward sustainability and longevity.

Internationally recognized for its customer service, the store offers an environment in which versatile shelving systems can be planned carefully for each and every customer to suit individual needs.

Vitsoe has an eclectic following: architects, designers and a wide variety of private customers; all find that the shelving system is as adept at organizing books and technology in the home as it is at meeting the needs of larger libraries in an office or institution. The staff at 33 Bond provides assistance with planning shelving systems while all variations of the system, as well as the chair program, are displayed in the store. Delivery is direct, and a full installation service is available.

A key benefit for US customers will be a reduction in delivery times to six weeks for most shelving orders.

The new vitsoe.com supports Vitsoe's exemplary worldwide customer service. Shelving systems may be planned and purchased online or in person at 33 Bond.

In celebration of the opening of 33 Bond, The Shop at Cooper-Hewitt, National Design Museum has welcomed Vitsoe with a special installation of Memphis Milano lighting and objects. All pieces will be available for immediate sale.

Notes to Editors

Vitsoe (pronounced 'vit-soo') is the furniture company that produces the 606 Universal Shelving System designed by the seminal industrial designer Dieter Rams in 1960. 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 this timeless furniture system that is produced in the UK and sold to customers worldwide via vitsoe.com, two Vitsoe shops (in London and New York) and exclusive international retail partnerships.

Vitsoe
33 Bond Street
New York
NY 10012
T +1 917 675 6990

Opening hours:
Monday to Saturday 11am — 7pm
Sunday closed

