

60's 606 is 50

GEFFRYE MUSEUM 

Vitsoe celebrates 50 years of Dieter Rams' shelving system

Supported by the Geffrye Museum, to honour the 50th anniversary of its 606 Universal Shelving System, Vitsoe journeys back through time to embrace the year 1960 during the London Design Festival. It was in this year that a revolutionary young designer, Dieter Rams, created this timeless piece of furniture which would go on to become a humble design classic in its own right. Vitsoe presents the passage of time and asks why has this product endured? Are there any lessons for us today?

On show...

The north room of our Duke Street shop will be transported back to the decade of pop art and "the white heat of technology" as it is filled with antique 606 Universal Shelving System (after 50 years a piece of furniture officially becomes antique) and vintage Braun products illustrating the shock of their arrival in the 1960's home. Set against the early strains of the Beatles our expert planners will release their Mod-ish style as they demonstrate the intricacies of the earliest systems we could find.

Meanwhile the south room will embrace the twenty-first century and all its touch-screen glory as we explore the enduring design behind a product that has passed the test of time, having been produced continuously by Vitsoe since 1960.

Featuring systems owned by revered Braun designer, Dietrich Lubs, we will trace the evolution of the shelving system, exploring the rigorous developments that have helped it retain its relevance well into the twenty-first century.

60's 606 is 50 can be seen at Vitsoe, 3-5 Duke Street, London, W1U 3ED from 18 September to 16 October 2010

Notes to editors

Vitsoe (pronounced 'vit-soo') is the British furniture company that produces the 606 Universal Shelving System. 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
3-5 Duke Street
London W1U 3ED
Telephone +44 (0)20 7428 1606

Opening hours
Monday to Saturday 1000 - 1800
Sunday closed

