

### A shelving system reaches its 50th birthday

Designed back in 1960 by a 28-year-old Dieter Rams, the 606 Universal Shelving System has achieved an important milestone: 50 years of continuous production by Vitsoe. That's the same product, the same designer and the same company – all still working together after 50 years. So, how has this shelving system managed to endure?

### 1960s

The 1960s saw the birth of a teenage generation determined to make a statement distinct from that of its parents. The home was changing; more flexible living was demanded and the “white heat of technology” was underway. The 606 Universal Shelving System grew from and for this culture, allowing change to be embraced via the notion of starting small, adding to it and taking it with you when you move.

### 50 years with 606

As soon as Vitsoe produced 606, a young Dietrich Lubs bought his first pieces. Over the years he and his wife added...and added...right up to today when they have kindly

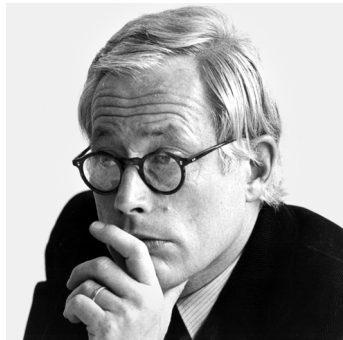
lent us examples from all eras. You are able to witness a rare example of 50 years of evolution in action. Darwin would be proud.

### Today

Little did Vitsoe's founder, Niels Vitsoe, and Dieter Rams realize that their vision of the late 1950s would be seen as a model of sustainable thinking in the twenty-first century. Today the 606 Universal Shelving System is respected for its endurance because of its ability to evolve and improve with the passage of time - just like nature's fittest species. After all, Vitsoe and Rams thought that their vision was simply common sense.

The exhibition includes rare examples of the shelving system. In turn, they are juxtaposed with the shelving system of today to show differences of detail but also that it is very much the same species, still able to breed with itself.

At Vitsoe we feel this represents a refreshing contrast with the headlong pursuit of “What's new?” in a world that should be taking fewer risks with its future, not more.



### Dieter Rams

One of Germany's best-known industrial designers, Dieter Rams, was born in 1932 in Wiesbaden, Germany. In 1955 he was recruited to Braun, originally as an architect and interior designer, and in 1956 he designed, with Hans Gugelot, the seminal Phonosuper SK4 (commonly referred to as 'Snow White's coffin') music system. Rams was the head of design at Braun in Germany from 1961 to 1995.



### Dietrich Lubs

Apprenticed as a shipwright in 1950's Cologne, Dietrich Lubs was fascinated by the harmony of form and function that is shipbuilding. Having seen Braun's revolutionary new products at the 1958 Brussels Expo, Lubs joined Braun in 1962 after taking along drawings of ships to his interview with Dieter Rams. Lubs and Rams would go on to work in the same studio for over 30 years. Today the modest Lubs is increasingly respected for his outstanding designs for Braun's watches, clocks and the seminal and influential ET series of pocket calculators.



Dieter Rams's first sketch including a shelving system, 1955.

### 60s 606 is 50

2 to 28 May 2011

Vitsoe  
33 Bond Street  
New York  
NY 10012

Monday to Saturday  
11am–7pm  
Sunday closed  
T 917 675 6990  
email@vitsoe.com  
vitsoe.com/606is50