

The 606 Universal Shelving System will form part of an exhibition opening at London's Design Museum on 24th August.

'This is Design' celebrates the museum's collection – a curation of objects which charts the history of design in mass production to highlight key items that have shaped the modern world. The exhibition will bring together classic items, as well as more unusual objects, including prototypes, drawings, models, first editions and finished industrial objects under themes to demonstrate identity, manufacturing innovations, the digital revolution, and lifecycle.

"Designed and built to last a lifetime, the **606 Universal Shelving System** is the perfect exhibit to investigate issues concerning product lifecycle and obsolescence." (Alex Newson, curator)

Examples of the system from its early production in the 1960s will sit comfortably on the same aluminium E-tracks as their modern counterparts, demonstrating the small but important improvements that have been made over time.

Vitsoe's original ethos is still extremely pertinent today: **living better, with less, that lasts longer**. The idea that discreet, adaptable furniture can be used for a lifetime has built Vitsoe a long-standing and exemplary reputation, one often used in case studies demonstrating good design, innovation, and customer service.

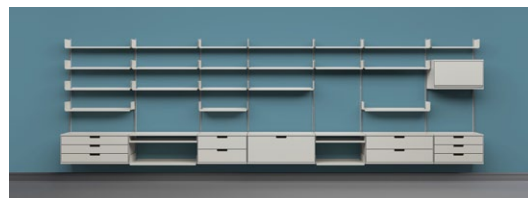
Vitsoe will also be shown as part of the 'Less and More: The Design Ethos of Dieter Rams' exhibition at San Francisco's MoMA later this month; an exhibition of over 200 works designed by Dieter Rams, as well as contemporary designs influenced by his Ten Principles of Good Design.

'Less and More' runs from 27 August 2011 – 20 February 2012.

www.sfmoma.org



Dieter Rams, Frankfurt, 1971



Vitsoe 606 Universal Shelving System