

Press release  
Frankenberg, March 2009

### **Thonet Photo Competition '214 x 214: A Chair the World Over'.**

**To mark the 150th birthday of the café chair 'No 14' (today called the 214) Thonet is announcing a worldwide photo competition. Anyone can take part: prizes include a trip to New York, a trip to Thonet's headquarters in Frankenberg, Germany, which comprises a workshop on bentwood manufacture, and many other great prizes. In addition, the senders of the 214 best photos will have the opportunity to have their work featured in an anniversary publication. More information can be found at [www.214x214.com](http://www.214x214.com) or at [www.thonet.eu](http://www.thonet.eu)**

The most famous chair in the world is celebrating its birthday: Thonet's 'No.14', today known as the '214'. Over 50 million originals of the 'Vienna cafe chair' have been sold, not to mention the numerous copies of this classic piece of furniture history.

When Michael Thonet first introduced his 'Consumsessel Nr. 14' in Vienna in 1859, he could have had no idea that it would become the chair with the highest production run of all time. Since then, the chair—still today made from solid bentwood—has been in continuous production by Michael Thonet's descendants at the firm's headquarters in Frankenberg, Germany. The chair can be found the world over – in private dwellings or in public buildings – in Asia, Australia, Africa, North- and South America and, of course, in Europe.

Owners of an original model, or their friends are now invited to send in a digital photo of 'their' chair and, in a few sentences, to tell a short story about it. You can find examples and the exact conditions of entry—as well as a list of prizes to be won—on the website [www.214x214.de](http://www.214x214.de), which goes live on 15th April. The aim is to decide on the 214 best or most original photos of the 214 Chair, which will then feature in a publication. Among the jury are the designer James Irvine, as well as members of the Thonet family.

### **Thonet Photo Competition '214 x 214: A Chair the World Over'.**

**Competition start date:** 15<sup>th</sup> April 2009

**Closing date for entries:** 31<sup>st</sup> August 2009

**Organisers:** THONET GmbH  
Michael-Thonet-Straße 1  
35066 Frankenberg

**More information can be found at: [www.214x214.com](http://www.214x214.com) or at: [www.thonet.eu](http://www.thonet.eu)**



## **Thonet contact in the United Kingdom**

### **Distribution**

THONET (U.K.) Ltd.  
Hemsley Associates

The Avenue  
London W13 8LS  
Great Britain  
Tel. +44 20 8998 4559  
Fax +44 20 8248 4326  
Email [ph@hemsleyassociates.co.uk](mailto:ph@hemsleyassociates.co.uk)

### **Thonet press contact**

Thonet GmbH  
Vivie Thonet  
Michael-Thonet-Straße 1  
35006 Frankenberg/ Germany  
Tel.: +49-6451 - 508-126  
Fax: +49-6451 - 508-129  
Email: [vivie.thonet@thonet.eu](mailto:vivie.thonet@thonet.eu)

### **U.K. press contact**

Industry Publicity  
Emma McNiven/Julienne Webster  
Unit 9, The Tay Building  
2a Wrentham Avenue  
London NW10 3HA  
Great Britain  
Tel. +44 20 8123 9608

Email [hq@industrypublicity.co.uk](mailto:hq@industrypublicity.co.uk)

Claudia Neumann Communication  
Claudia Neumann, Georg Maurer  
Eigelstein 103-113  
50668 Köln/ Germany  
Tel.: +49-221 - 91 39 49 0  
Fax: +49-221 - 91 39 49 19  
Email: [thonet@neumann-luz.de](mailto:thonet@neumann-luz.de)