



Vitra and Création Baumann Partner for NeoCon

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Chicago, IL. After a successful partnership in New York during the ICFF and Meat Packing District Design Week, Vitra and Création Baumann are joining together again for NeoCon June 14th – June 16th. The companies will present an inventive product installation as well as a kick-off party in the lobby of the Merchandise Mart. The installation will showcase both companies' newest designs. The collaboration between Vitra and Création Baumann draws on their mutual Swiss origins and the Swiss design aesthetic of clarity of composition, functionality and clean, structured lines. Also participating in the display are Verpan, providing lighting fixtures and Kasthall carpets.

On the evening of Sunday June 13th the party in the lobby of the Merchandise Mart will be a festive start to NeoCon. Attendees will include leading interior designers, architects, members of the press, design industry executives and trend setters.

At the product installation **Création Baumann** will suspend fabrics from the ceiling to fashion floating walls in the center of the display. Making its debut in Chicago will be **Energy** a new fabric from the Fall 2010 collection. This ingenious fabric utilizes laser cuts to create shapes of 3D sculptural effects. Also on display will be **Shadow III** part of the Silver & Steel collection, winner of an AIT Innovation award. "Shadow III" is comprised of an aluminum-metalized, screen-like texture, offering the best glare protection possible as well as privacy assurance.

A complete selection of Création Baumann fabrics can be seen at their representative showroom Carnegie Fabrics, Suite 1123-A.

Vitra will be present three times throughout the Merchandise Mart - a new showroom on the 11th floor; the Vitra/Creation Baumann Lounge in the South Lobby entrance; and an internet pop-up hub on the 7th floor.

Vitra will showcase **WorKit** by Arik Levy predominantly at their new showroom no. 1192. WorKit is a system for communicative office spaces that functions with just a few parts while offering office planners and users flexibility with an abundance of possibilities such as return tables, fixed and mobile screens as well storage units.

The **Alcove System** by Ronan & Erwan Bouroullec and a new version of the **Place Sofa** by Jasper Morrison will be major focus in the South Lobby lounge. The Alcove System is the latest addition to the Alcove "room-in-room" concept. This seating system can be combined to form generously-sized seating in any desired length offering a high degree of privacy. A corner solution also facilitates the formation of versatile seating constellations. The Place Sofa II is an addition to the previous version with half-height armrests, this new version features armrests at the same height as the backrest. Also, the Place Sofa II now comes with the option of softer padding for all elements.

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With the **Bistro Table** by Ronan & Erwan Bouroullec Vitra is showcasing its latest cafeteria and restaurant product addition. With an elegant central column, the table is sturdy and can be combined with different chairs. While it is ideal for use in restaurants it fits well in an apartment, on a balcony or in a garden, and is also highly suited for training and recreation rooms.

Throughout the Mart a group of design students from Harrington College of Design will present and demonstrate Vitra's latest product introduction **Chairless** by Alejandro Aravena. Chairless is a textile strap joined into a loop, measuring 33 inches in length and 2 inches in width, which can be wrapped around the back and knees in order to stabilize the body and relieve tension, while in a seated position.

Vitra is an internationally recognized leader in furniture, designing all the places people work in their lives. Convinced that rooms and interior design have a decisive influence on people's motivation, performance and health, Vitra has made it their mission to develop furniture and furnishing systems that stimulate, inspire and motivate, while also offering the body comfort, safety and support. Vitra works together with the major designers of the day, including famous American designers Charles and Ray Eames. For more information on Vitra, please visit www.vitra.com.

Création Baumann is renowned for designing and producing high quality textiles for interior design. Thanks to our in-house design studio and our own production facilities, unconventional creations are possible. Our offer comprises customized solutions and interior shading as well as light control, dimming, and sound absorption solutions. Création Baumann is also synonymous with the extravagant: 600 different designs in 6,000 different colors. Création Baumann is an independent family-owned company that works to achieve long-term goals. We appreciate our independence and put this major advantage to use in order to improve our market performance continuously. According to our sustainable corporate strategy, our aims are to meet the highest aesthetical and functional requirements without neglecting the protection of the environment. Our fabrics contribute to well-being, thereby improving upon quality of life in the long term. For more information please visit www.creationbaumann.com

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