Our
Clients
Vitra is a Swiss company dedicated to improving the quality of homes, offices and public spaces through the power of design.

Our products and concepts are developed in a diligent design process that brings together our engineering excellence with the creative genius of leading international designers. It is our goal to create interiors, furniture and accessories that are functional and inspiring. Longevity of materials, construction and aesthetics is our leading principle, as demonstrated by our Classics – some in continuous production since the 1950s.

Initiatives like the Vitra Campus architecture, the Vitra Design Museum, workshops, publications, collections and archives are all integral elements of Vitra. They give us the opportunity to gain perspective and depth in all our activities.
Our clients

Offices

Public spaces

About Vitra
For decades Vitra has been committed to investigating issues related to office work. In today’s digital age, work takes place everywhere. Offices are increasingly becoming meeting points – for touching base with the team, working on projects and for social contact. For that reason, the individual workstation is no longer exclusively a space for quiet, concentrated work, but instead a space for spontaneous exchange – with focused individual work and meetings conducted in more suitably structured retreat areas. We call this “meet & retreat”, or exchange and withdraw.

Companies that want to leverage the opportunities this transformation brings must therefore provide appropriate infrastructures. Such vibrant and efficient work environments can be implemented with Vitra. We draw on decades of international experience to continuously set new standards in office concepts with innovative products that offer superior performance in terms of ergonomics, durability and flexibility.

Thanks to the quality of workmanship and materials coupled with their restrained design, products by Vitra are extremely robust and durable, making them suitable for use in public spaces, too.
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CASE STUDY

Razorfish
Frankfurt, Germany

![Image of office space]

OFFICES  RAZORFISH  7
Razorfish

The creative agency wanted an agile workspace concept to implement the Scrum method and to support project-related teamwork. To meet these special requirements, Vitra not only deployed suitable standard products but also developed special mobile tables and walls.

Industry: Communications
Interior design/planning: Vitra Interior Design Services, Weil am Rhein

Products:
01 Level 34 (W. Aisslinger) / 02 Worfk (A. Levy) / 03 ID Chair, 04 Suita (A. Citterio) / 05 Above Work, 06 Joy, 07 Metal Side Table, 08 Slow Chair, 09 Softshell Chair (R. & E. Bouroullec) / 10 Eames Plastic Side Chair, 11 Eames Plastic Armchair (C. & R. Eames) / 12 Caddy (C. Ingenhoven) / 13 MedaMorph (A. Meda) / 14 Monopod, 15 Nes Table, 16 Place Sofa (J. Morrison) / 17 03, 18 04 Counter (M. Van Severen).
What is the Scrum method by which Razorfish works?
Over the years Razorfish USA has taken the Scrum process, which originally came from the IT industry, and evolved and adapted it for creative processes. In contrast to the waterfall process, in which departments or disciplines work after each other in sequence, the required experts collaborate throughout our agile process – from the concept to the finished subproject. Known as "sprints", these subprojects last no longer than two weeks, which has a positive impact on dynamics, motivation and quality.

How does Vitra furniture support this way of working?
We asked ourselves the question: "How can architecture and infrastructure support this method to the maximum extent?" From the outset we liked the fact that the starting point for Vitra's architects is people and that their obsession for detail shows in the way the products function. As a result, we quickly had a common direction. The furniture is hyper-functional, adjustable and ergonomic. For some innovations, we had to develop new products that supported our vision of the office of the future – of that we are proud.

What do your employees have to say about the concept?
Every staff member has about 20 different options for working according to their individual needs – with a maximum of mobile technological infrastructure to boost. Employees like to work here because it's inspiring and leads them to produce better results.

The office of the future
In conjunction with Vitra, Razorfish developed an agency concept that fits its culture: the agile office.
Razorfish Germany is a leading creative agency for the digital age. Increasingly, agile project management methodologies such as the Scrum method are deployed where design and technology meet. When it came to creating a framework that would be more conducive to these methods, the company was not looking to tack on more digital technology and expertise, but rather to design a whole new office. Ideally, the end result would be an inspiring, modern and flexible working environment that facilitates better ideas and solutions.

With that in mind, a concept was developed in which hierarchies are irrelevant. Instead, the focus is on project teams. Once a team has been put together for a project, the members themselves configure their collaborative workspace. To provide the flexibility that this kind of work requires, Vitra developed custom pieces to supplement its standard products, including pluggable partition walls, tables with maximum height adjustment and personal, portable storage spaces.

The result is a workspace environment featuring freely assignable, functional and ergonomic workstations. The overall focus was on functionality, comfort and corporate responsibility. The innovative concept is supported by mobile hardware solutions, featuring laptops and mobile phones for all employees as well as a powerful WLAN.
1 **Teams**

The team size is redefined according to the task at hand. WorkFit work tables on castors can be configured to facilitate the work of interdisciplinary project teams of different sizes.

2 **Partition walls**

Flexible partition walls make it possible to delineate and acoustically isolate different areas from one another. The partitions are magnetic and can also be used as whiteboards.

3 **“Parking spaces”**

The “parking space grid” marked on the floor describes the various table position options, and so helps to maintain an orderly environment and define path areas while still offering a maximum in workspace flexibility.

4 **“Clubhouse”**

Each of the four departments at Razorfish (Creation, Technology, Account, Strategy) has a so-called clubhouse, which can be used for any purpose the individual department wants (e.g. for meetings, batting around ideas, finding inspiration, etc.). Conference tables and lounge elements are available.

5 **Two-person offices**

Some activities require concentrated work. Optically and acoustically discrete two-person offices allow for this option.
Telefónica is one of the world’s leading communication providers. As part of a redesign of the marketing and CREM (facility management) departments, open-plan offices were implemented on the ground floor and on the two top floors. The focus was on networked and mobile working methods, with teamwork options complemented by zones for undisturbed work. Vitra used its expertise and products in designing this modern working environment.

**Industry:** Telecommunications  
**Interior design/planning:** CLEON Studios, Rosenheim / Kessel Innenarchitektur, Weigenhofen / m2plan, München / Stürzl Planung und Projektmanagement GmbH, Regensburg

**Products:**  
01 Level 34 (W. Aisslinger)  
02 Stool 08 Mito Table (E. Barber & J. Osgerby)  
03 Tip Ton, 04 Mito Table (B. Di Sabatino)  
05 Slow Chair, 06 Softshell Chair, 07 Metal Side Table, 08 Vegetal (R. & E. Bouroullec)  
09 Ad Hoc, 10 ID Chair, 11 Suite Sofa (A. Citterio)  
12 Aluminium Chair, 13 Eames Plastic Armchair, 14 Eames Plastic Side Chair (C. & R. Eames) / 15 Polder Sofa (H. Jongerius)  
16 HAL, 17 Nest Table, 18 Cork Family, 19 Place Sofa (J. Morrison) / 20 Guéridon Bas (J. Prouvé)
New workstation concepts

CREM, the facility management department at Telefónica, developed new workstation concepts as part of its “new ways of working” campaign. The goal of the two pilot projects, on the ground floor and on the two top floors of the Telefónica building, was to support integrated, effective and mobile modes of working with open-space concepts.

In no time at all, the new concepts facilitated improved employee communication and networking and thus resulted in greater knowledge transfer.

Companies whose employees feel at ease and are thus more motivated are roughly 33% more successful than their competitors (source: study by the University of Cologne).

80% of truly innovative ideas are born in personal conversations (source: Tom Allen, MIT).

Optimising the layout and furniture of the office design can increase performance by up to 36% (source: study by the Fraunhofer Institute for Industrial Engineering (IAO) – 2006 Office-Excellence-Check).

“My vision of the workplace is one in which we literally tear down the walls that separate us physically and mentally. People working closer together instead of being locked away in separate offices is not only more agile, it’s simply more fun. I want a work environment that encourages free, clear and open communication and not one that prevents it. This environment should also have private, quiet places to retreat to if needed. But above all, the workspace should point towards our future, not be a reference to the past.”

Peter Rampling, head of marketing at Telefónica, comments on the project:
The new workspace on the ground floor serves as a showroom for the new models of working deployed throughout the company. It comprises some 16 fixed standard workstations complemented by a variety of work options including a lounge, a space for creativity, a retreat and relaxation room, focus boxes, and a collaborative area for project work. In the medium term, 32 employees will be working here.

1. **Collaboration space**
The large Joyn Bench is equipped with wiring flaps, which provide access to power and data. This is where spontaneous interaction as well as planned meetings, project work and presentations take place.

2. **“Creativity room”**
The height-adjustable ArchMedia meeting tables is conducive to holding meetings with participants either seated or standing. The dual-position Tip Ton chair ensures that those seated during a conference also have freedom of movement.

3. **Workstations**
Height-adjustable Playns workstations promote healthy switching between sitting and standing. Spontaneous communication and informal meetings can be conducted at eye level, and acoustically effective screens provide workstation privacy.

4. **“Focus boxes”**
For periods of focused, undisturbed work, employees can retreat to focus boxes. Each box is configured individually and features inspiring touches. The boxes are visually and acoustically isolated from the open office area.

5. **Lounge area**
The lounge area is equipped with the Place Sofa, the Grand Repos lounge chair and MAL stools, making it perfect not only for informal exchanges and relaxation, but also for work.
When Edeka redecorated its offices, it also conducted a fundamental reorganisation of work processes with the aim of creating a motivating environment for the best ideas and creative solutions. A simplified staff recruitment process was also very important to the company. The Vitra products used help resolve these tasks – while offering superior ergonomic quality.

**Industry**: Retail

**Interior design/planning**: PARTNER AG, Offenburg

**Products**

- 01 Joyn
- 02 Metal Side Table (R. & E. Bouroullec)
- 03 Ad Hoc
- 04 D-Clear (A. Citterio)
- 05 Polder Sofa (H. Jongerius)
- 06 NestTable (J. Morrison)
- 07 Amoeba Highback (V. Panton)
- 08 S4 Counter (M. Van Severen)
Specifications for the new office were: a flexible, high-quality, timeless and thus sustainable open-plan environment that reflects the company’s vision and offers an aesthetically pleasing environment in harmony with the corporate identity. With these criteria in mind, all office spaces, executive offices, meeting areas and conference rooms were furnished with Vitra products.

**Industry** Pharmaceuticals
**Interior design/planning** Rosa Cabau / Roberto Roig (Estudio CREADI)
**Products**
- 01 Level 34 (W. Aisslinger)
- 02 Softshell Chair (R. & E. Bouroullec)
- 03 ID Chair (A. Citterio)
- 04 Aluminium Chair
- 05 Eames Plastic Side Chair (C. & R. Eames)
- 06 WorKit (A. Levy)
- 07 EM Table (J. Prouvé)
Kitted out completely with Vitra furniture, the company offers 25 start-ups at a time a highly developed infrastructure and the chance to exploit mutual synergies. Many of these start-ups have already outgrown General Assembly and have sought and set up their own, larger offices. Currently 150 hopeful start-ups are waitlisted to become part of this inspiring community.

**Industry** Consulting  
**Interior design/planning** Andrea Steele with Vitra, New York  
**Products** 01 Alcove Highback, 02 Alcove Sofa, 03 Joyn (R. & L. Bouroullec) / 04 AC 4 (A. Citterio) / 05 MedaMorph (A. Meda) / 06 Cork Family (J. Morrison) / 07 Guéridon, 08 Standard (J. Prouvé) / 09 03 (M. Van Severen)
Global Prairie is a full-service, digital marketing agency with a business model rooted in philanthropy and social impact. Global Prairie turned to Vitra to create a flexible design that gives its team members a range of space options for different types of work. The result is a warm, inviting environment that supports both individual creativity and team collaboration, while accommodating the many gatherings of non-profit organizations and community groups the company supports. The thoughtful design has enhanced productivity for Global Prairie, while helping to generate both economic and social value.

**Industry** Communications

**Interior design/planning** Helix, Kansas City

**Products**

01 Alcove Highback
02 Alcove Sofa
03 Joyn (R. & T. Bouroullec)
04 D Chair (A. Citterio)
05 HAL (J. Morrison)
06 Panton Chair (V. Panton)
07 Guéridon
08 Standard (J. Prouvé)
A transparent and open-plan environment was created for the newly constructed head office in Hanover in contrast to the formerly closed room structures. The furniture by Vitra forms the basis for a modern collaborative working environment – from the light-flooded cafeteria in the atrium, which was designed as a central communication and meeting room, all the way to the breakout rooms and office spaces throughout the multiple-storey building.

**Industry** Insurance

**Interior design/planning** Ingenhoven & Hungenberg Sieber, Hamburg

**Products**

01 Softshell Chair (R. & E. Bouroullec) / 02 Skape (A. Citterio) / 03 Aluminium Chair / 04 Eames Plastic Armchair / 05 Eames Segmented Table / 06 Contract Table (C. & R. Eames) / 07 MedaMorph (A. Meda) / 08 HAL (J. Morrison)
The move from a single-storey, 25-year-old office building located next to a highway to the upper three floors of a modern building went hand in hand with a fundamental change in modes of working. Communication paths, team structures and workflows were analysed and the entire office was designed and furnished to accommodate them. Employees in the new, airy rooms benefit from a communicative working environment equipped with Vitra products.

Industry: Automotive
Interior design/planning: Gensler, Santa Monica, CA
Products: 01 Joyn, 02 Slow Chair (R. & E. Bouroullec) / 03 Visavis 2 (A. Citterio) / 04 Meda Chair / 05 Meda Conference, 06 MedaMorph, 07 MedaPro (A. Meda) / 08 Panton Chair (V. Panton)
Over 930 square metres of space in an historic shipyard, the company aims to provide a “Red Bull experience” to employees and visitors alike. The concept thus went beyond that of a functional office, to include transmitting the brand values to the rooms and furnishings. That’s because the employee workspaces are part of the Red Bull identity – just like the company’s products, showrooms and shops – and so the image the campus projects to the public cannot be underestimated. The expressive, functional and durable furniture by Vitra is supremely suited to such an environment.

Industry: Foods
Interior design/planning: Sid Lee Architecture, Amsterdam
Products: 01 Eames Plastic Armchair, 02 Eames Plastic Side Chair (C. & R. Eames) / 03 WorKit (A. Levy)
The sales floor of the So Ouest tower is a showroom for potential buyers and tenants of other rooms and floors in the building. It has an area of 1,600 square metres, and was designed as a fresh, healthy, innovative, open and dynamic work environment. The customer approached Vitra in the conviction that such a space could only be appreciated to full effect by being furnished exclusively with extraordinary products.

Unibail Rodamco
Paris, France

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The roughly 500 employees at corporate headquarters in Cesena have moved from an old building with single offices to a new open-space environment. The results: improved communication and teamwork, plus newly created spaces allowing staff to enjoy privacy and options for individual, quiet retreat. Technogym prioritises health, ergonomics and movement, so high tables were used for standing work and meetings, for example, while the actual workstations are equipped with clever, space-saving storage solutions.
The innovative company moved from an old print shop into a new building built entirely of prefabricated wooden construction parts. The offices were designed to exploit the rooms’ maximum potential and to enable flexible responses to future growth. Additionally, the building and the working environment were to visually represent a giant leap into the present and thus let the company attract and keep creative talent. In response to these needs, a lively, powerfully expressive environment was created with Vitra office solutions.

Industry: Printing
Interior design/planning: Vitra Interior Design Services, Weil am Rhein
Products: 01 Level34 (W. Aisslinger) / 02 HeadLine (M. & C. Bellini) / 03 Above Highback, 04 Join (R. & E. Bouroullec) / 05 IC 4, 06 Ad Hoc (A. Citterio) / 07 Eames Plastic Armchair [C. & R. Eames] / 08 WorKit (A. Levy) / 09 ArchiMeda (A. Meda) / 00 NeaTable (J. Morrison) / 11 Panton Chair (V. Panton)
Vitra assisted VNB’s changeover from two-person offices to an open-plan, collaborative office environment in line with the demands on today’s workplace. This included collaborative workshops, planning and concept stages that not only helped to implement the company’s vision, but also served to allay fears and resistance among the workforce. The spatial layout and interior design structure are flexible and geared to accommodate future growth. Besides the office spaces, Vitra products also feature in conference and executive areas, as well as in the cafeteria.

Industry: Energy
Interior design/planning: Vitra Interior Design Services, Weil am Rhein
Products: 01 Level 34 (W. Aisslinger) / 02 Alcove Highback (R. & E. Bouroullec) / 03 Ad Hoc, 04 Visavis 2 (A. Citterio) / 05 Meda Conference, 06 MedaMorph (A. Meda)
Vitra uses its own office facilities as a testing ground for new ideas, concepts and products. A visit by executives of Zuger Kantonalbank to Vitra’s model Citizen Office in Weil am Rhein was right on the mark—inspired by the benefits of an open, communicative office environment, the bank management decided to switch from cubicles to an open-plan office. Spanning structural planning based on an analysis of work processes and communication channels, through the material and colour scheme, all the way to selecting the individual pieces of furniture, the project goal was to create a pleasant working environment for employees and thus enhance their motivation and productivity.

Industry: Banking
Interior design/planning: Vitra AG, Birsfelden
Products: 01 Alcove Highback, 02 Joyn, 03 Metal Side Table, 04 Softshell Chair, 05 Tyde (R. & E. Bouroullec) / 06 ID Chair (A. Citterio) / 07 Eames Plastic Armchair (C. & R. Eames) / 08 Meda Conference, 09 MedaMorph (A. Meda) / 10 Basel Chair, 11 HAL, 12 Monopod, 13 Place Sofa (J. Morrison) / 14 Guéridon (J. Prouvé) / 15 05 (M. Van Severen)
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Airport Haneda

In the business class lounge at Haneda Airport, passengers should be able to communicate and collaborate as well as retreat. Elegant and robust, the long-lasting products from Vitra are ideally suited for these purposes, creating a flexible lounge with no fixed wall fittings in the main terminal.

*Industry*  
*Airports*

*Interior design/planning*  
*interoffice Ltd., Tokyo*

*Products*  
*01* Alcove Highback,  
*02* Joyn,  
*03* Softshell Chair  
(R. & E. Bouroullec)  
*04* Cork Family  
*05* Place Sofa,  
*06* Plate Table,  
*07* Monopod (J. Morrison)
When it came to furnishing the leading hospital for cardiac surgery in Cyprus, the top priority was to create a pleasant atmosphere for patients, families and employees. The idea is that patients who feel at home recover better, and a comfortable working environment has a positive impact on employee motivation, which in turn enhances the productivity of the entire hospital. Its broad product portfolio enables Vitra to meet the demands for a wide variety of rooms. That is why Vitra furniture is deployed throughout the hospital: from waiting areas and doctors’ offices, to conference rooms and administrative offices, all the way to the cafeteria and the library.

Industry: Private clinics
Interior design/planning: Pavlides & Associates, Limassol
Products: 01 Aluminium Chair, 02 Eames Plastic Side Chair (C. & R. Eames) / 03 MedaMorph (A. Meda) / 04 Park Swivel Armchair (J. Morrison)
As in previous years, the lounge of the world’s most prestigious art fair was furnished in 2012 with products from Vitra. The cafeteria was imbued with a lively bistro character with Tip Ton chairs. The lounge areas were equipped with classic Vitra products, such as the Aluminium Chair and the Plastic Armchair, plus contemporary models like the new Repos and Grand Repos lounge chairs. They provided comfortable and discrete communication zones for Art Basel attendees.
Since it was refurbished and refurnished with .03 and .04 chairs, the BlueBox featuring 350 workstations is more popular than ever among the architecture students at the University of Bochum. The restrained yet exceptionally comfortable designs by Maarten van Severen were chosen according to the criteria design, seating comfort, quality and, last but not least, value for money.

Industry: Educational institutions
Interior design/planning: Archwerk, Bochum
Products: 01, 03, 02, 04 (M. Van Severen)
Cambridge Education Group
London, England

Cambridge Education Group imparts knowledge to its students in a contemporary way – which is why official inspections of the school regularly praise it as “outstanding.” The furniture used in such an institution must be in accordance with modern methods, and be flexibly adaptable to different teaching and learning settings. Vitra products were selected because they meet these requirements within the rigorous conditions of an academic environment and also offer the quality and durability which were key in selecting the furniture.

Industry: Educational institutions
Interior design/planning: Sarah Jane James, London
Products: 01 Contract Table (C. & R. Eames) / 02 WorKit (A. Levy) / 03 HAL (J. Morrison)
The furnishings for the convent in Ronchamp had to be appropriate for the ascetic lifestyle of the nuns who live there, i.e. devoid of any luxury or showiness. For that reason, they were carefully selected in close cooperation between the Poor Clare nuns and the convent architect, Renzo Piano. Because Piano once worked under Jean Prouvé, he recommended the designer’s functionally designed furniture that conveys restraint and simplicity.

Ronchamp Convent
Ronchamp, France

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Interior design/planning: RPBW Renzo Piano Building Workshop, Paris
Products: 01 Basel Chair (J. Morrison) / 02 Campus Direction, 03 EU Table, 04 Guéridon, 05 Standard (J. Prouvé)
The seating options for lecture and project spaces at the TU Munich had to be extremely sturdy as well as visually appealing. At the same time, the institution wanted the chairs to exhibit a dominant yet subtle design and have outstanding ergonomic properties despite this simplicity. Vitra met these challenging specifications by deploying the .04, .03 and Tip Ton chairs.

Industry: Educational institutions
Interior design/planning: Stefan Kaufmann, Munich
Products: Tip Ton (E. Barber & J. Osgerby)
When it came to decorating the guest rooms, conference rooms, lounges and restaurant of Victoria Tower, Scandic Hotels had very detailed and stringent requirements in terms of the environmental impact of the furniture. Vitra impressed the company not only with the sustainability of its long-lasting products, but also with their functionality and good looks, with the result that Vitra furniture now contributes to guests’ well-being at the hotel near the Stockholm airport.

Industry: Hotels
Interior design/planning: Vitra Sweden
Products: 01 Alcove Highback, 02 Slow Chair, 03 Softshell Chair (R. & E. Bouroullec) / 04 Suite Sofa, 05 Suite Club Armchair (A. Citterio) / 06 Aluminium Chair, 07 Contract Table, 08 Eames Plastic Side Chair (C. & R. Eames) / 09 Organic Chair (C. Eames & E. Saarinen) / 10 Place Sofa (J. Morrison)
About Vitra

The way to the office

Vitra Campus

Welcome to Vitra
Vitra is more than just a manufacturer of office furniture; we also help our customers plan and realise their offices should they or their architects so desire. Based on a comprehensive analysis, we develop a concept for the future office structure that integrates communication channels, workflows and spatial structures in a coordinated manner. Making a workplace a viable environment for people requires more than spatial planning, furnishings, and technology – so we also consider sociological and psychological aspects. Vitra’s partnership with the customer doesn’t end with the implementation and set-up: perhaps the office may need to be adapted, supplemented or redesigned in response to new requirements.

Vitra’s consultation service begins with finding the right table and matching chairs for a small start-up, and it doesn’t end with creating an open-space office for thousands of employees.
Starting in the 1950s, various manufacturing facilities were built on the Vitra site, most of which were destroyed in a fire in 1981. Since then, a heterogeneous ensemble of contemporary architecture has emerged to form today’s Vitra Campus. The architecture critic Philip Johnson once wrote: “Ever since the Weissenhofsiedlung was established in Stuttgart in 1927, nowhere else in the world has seen the erection of so many structures from such prominent architects in the Western Hemisphere.” And, indeed, what came about was a collection of purpose-built constructions, the incredible density and quality of which have made the Vitra Campus an attraction for fans of architecture from all over the world. Buildings by Tadao Ando, Richard Buckminster Fuller, Frank O. Gehry, Nicholas Grimshaw, Zaha Hadid, Herzog & de Meuron, Jean Prouvé, SANAA and Álvaro Siza attract thousands of visitors every year and can be experienced on architectural tours.

www.vitra.com/campus
Vitra uses its own offices as a testing ground: at different locations and in different-sized rooms with 30 to 180 employees. The needs of management are very different from those of the IT and communication technology team, for example, and their needs are very different from those of marketing, or the various operational departments that plan and control the logistics and production processes. So new ideas and new concepts for work and interior design and associated products are developed here and then tested, analysed and developed further – or not.

Come and see for yourself: we cordially invite you to visit our offices and conference rooms in Weil am Rhein and in Birsfelden just outside of Basel, so that you can get a clear idea of what Vitra has to offer. Please arrange an appointment for a visit with your local Vitra retailer. For further information, please send an email to campusevents@vitra.com
Vitra

Vitra can be found around the globe.
To find a Vitra partner in your area, go to
www.vitra.com/dealers

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