

Press Release

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Landistuhl Comeback Close To Completion

The legendary Landistuhl has a new homepage. Before delivery is due to begin in November, the Landistuhl has acquired an official website with a shop. Marking the 100th birthday of Landistuhl creator Hans Coray, a 10 percent discount is available on each order for a 100-day period.

The revival of the legendary Landistuhl is very close to being finalised: "The last tests were concluded successfully and series production is in progress," says Dimitri Westermann, who is helping to complete the rebirth of the design classic. In November the new Landistuhl is finally due to be ready for delivery. A moment for which many people cannot wait. "The interest is enormous," says Westermann. "Although the revival of the Landistuhl has only been announced in a preview website, enquiries are coming in every day."

Now the official Landistuhl homepage has gone live, with its webshop. The Landistuhl can be ordered there starting straightaway. Worldwide delivery is available via DHL. The regular unit price is 570 Swiss francs (360 Euros). To mark the 100th anniversary of Hans Coray's birth this year, there is a 10 percent discount available on each order for 100 days until 18 November (513 Swiss francs / 325 Euros instead of 570 Swiss francs / 360 Euros). In addition, all those interested can find a 3D model of the Landistuhl to download, as well as the blog with news and valuable information on the Landistuhl.

In launching the newly-revived Landistuhl, Westermann is cooperating closely with Henriette Coray, the widow of the designer Hans Coray, who died in 1991. Numerous tests and prototypes were necessary to fulfil the norms in force today concerning stability and product safety. The Landistuhl from Westermann exceeds the requirements of the GS norm by a factor of 9. The improvement in stability was attained without any change on the design. The new Landistuhl corresponds exactly to the original designed by Hans Coray for the national exhibition of 1939. The Landistuhl is one of Switzerland's design icons. The aluminium chair with the typical holed design, "weighing in" at barely three kilograms, finds its place amongst the most important design collections of the world, including the New York Museum of Modern Art.

www.landistuhl.com

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