

Prouvé RAW Office Edition Developed by Vitra in Switzerland Design: Jean Prouvé

Following the success in 2011 of the Prouvé RAW crossover project between Vitra and G-Star RAW, the partnership has continued with the development of a second limited series: the Prouvé Raw Office Edition. This second crossover collection revives a series of furniture and lighting originally designed by Jean Prouvé in the 1940s for the offices of major French industrial companies.

The Dutch fashion label G-Star RAW has found an expression of its identity in Jean Prouvé's designs – technical objects that embody the principle of structural necessity while simultaneously exuding a poetic aura. As works that have attained the status of classics, they have served as a continual source of inspiration for the creative team at G-Star. In 2011, Vitra and G-Star RAW joined forces to launch Prouvé RAW, their first crossover collection.



Standard SR



Bureau Métallique

Prouvé's constructive logic and strict utilisation of honest industrial materials not only corresponds to the product philosophy and brand identity of G-Star but also shows a strong affinity to the architecture of the brand's new headquarters, built in 2014 by architect Rem

Koolhaas. Thus it was a consistent decision to furnish the offices, conference rooms and canteens of the new building with designs originally created by Jean Prouvé some 70 years ago for the interiors of several French corporations and universities. Together with the architecture, they create a workplace that reflects the company's radical design approach.

In cooperation with the Prouvé family, Vitra has adapted the French designer's furnishings to meet today's office norms and needs, while teaming up with art directors at G-Star to develop colours and details. As part of this project, single and double workstations, conference tables, office chairs and several other furniture pieces were issued exclusively for G-Star. In the new Prouvé RAW Office Edition, the designs in this crossover collection now become available to other companies and collectors.



Bahut



Fauteuil Direction Pivotant

'My father would have appreciated the new energy that this cooperation brings to his designs. He always wanted things to look fresh and new. It's wonderful to see how the collaboration between Vitra and G-Star RAW gives a new feeling to the collection, and that individual pieces are returning to the office – the place for which they were originally designed', says Catherine Prouvé on behalf of the designer's family.

Several industrial shades of green, leather and fabric upholstery materials, and other details pay tribute to the origins of these furnishings. Made of steel and solid wood, the tables, chairs and cabinets in the Prouvé RAW Office Edition bear witness to a bygone industrial age. Its former factory floors and workshops are now occupied by creative agencies of the digital era, who share the same values of hard work, authenticity and sustainability.

As G-Star RAW's Design Director Pieter Kool explains: 'From the beginning, our approach to the collaboration has been to keep as close as possible to the original design. With the first crossover Prouvé RAW being a home collection, there were minimal obstacles in this approach. However, with an office collection, because of regulations and modern needs of an office environment, this was more challenging – how can we integrate into Prouvé's line of thinking height adjustability, a cable gutter, or a five-legged office chair base?'

The Prouvé RAW Office Edition includes ten different designs, including office chairs, lamps and desks. Authenticated with a special edition label, the furniture and lighting in the Prouvé RAW Office Edition are now available to buy in the UK.

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Notes to Editors

Prouvé RAW Office Edition full collection

Bureau Métallique

Bureau Métallique is a single desk that offers integrated storage space and a cable channel for power connections. In combination with the green tone of the base, the melamine top gives the desk its characteristic industrial attitude – and also provides a robust work surface measuring 160 x 80 cm.

Bureau Présidence

With its expansive work surface, the impressive Bureau Présidence desk provides sufficient space for individual meetings with visitors. The integrated drawer unit offers storage room for work supplies, and the solid wooden table top can be equipped with a sleek electrification flap that provides access to four power sockets.

Table Flavigny

The Flavigny meeting table features a solid wooden top measuring 260 x 100 cm. The graceful legs, which are positioned at a 45° angle on the outermost corners of the table top, provide users with maximum leg room.

Fauteuil Direction Pivotant

Fauteuil Direction Pivotant is a comfortable, height-adjustable office chair with appealing upholstery. Its backward tilt mechanism can be adjusted to the weight of the user. Covered in

leather, this compact swivel chair cuts a fine figure not only in corporate settings but also in the home office.

Fauteuil Direction

Fauteuil Direction, the comfortable visitor and meeting chair of the Prouvé RAW Office Edition, is available with leather upholstery and also in a new cover fabric. This makes it the perfect piece to accompany other designs in the collection.

Standard SR

In the version Standard SR (siège rembourré), the well-known Standard chair is fitted with a soft fabric-covered cushion. This augments its comfort and makes it particularly suited for visitor and conference settings.

Fauteuil de Salon Haut

The slender, generously upholstered armchair Fauteuil de Salon Haut is 10 cm higher than Fauteuil de Salon, which is intended for use in private homes. With these new proportions and leather upholstery, this comfortable armchair is an excellent seating choice for lobbies, lounges and reception areas.

Bahut

The two sliding doors of Bahut are executed in diamond patterned sheet metal, which lends a decorative character to this solid sideboard despite the technical associations of its materials. The carcass is made of sheet steel while the top cover panel and elegant wooden handles are solid oak. The shelves can be adjusted between seven different levels to adapt the interior storage space to individual needs.

Lampe de Bureau

The small Lampe de Bureau is a practical luminaire that adds a decorative accent to both offices and homes. It is constructed from bent sheet steel with a powder-coated finish, and the textile-covered cable recalls the materials common at the time of its inception.

Petite Potence

Reduced to its essential parts – a light bulb and a wall mount – the Petite Potence luminaire can be moved by swinging its pivot arm. Petite Potence is 103 cm long, with proportions that correspond to the large Potence wall lamp.

Vitra

Vitra is a Swiss furniture company dedicated to developing healthy, intelligent, inspiring and durable solutions for the office, the home and for public spaces. Vitra's products and concepts are developed in Switzerland by applying a diligent design process that brings together the company's engineering excellence with the creative genius of leading international designers. Vitra's goal is to create products with a high functional and aesthetic life expectancy.