





The power of good design

In the man-made world, everything has been designed. Everything. Somewhere, somehow, the idea has taken hold that only certain objects have been 'designed'. At Vitsoe we stand for the inordinate power of good design in everything we do: designing thoughtfully, responsibly and intelligently for our company, our furniture and the many people who share a profound interest in all of our tomorrows.



An inter-related family of products designed by Dieter Rams for Vitsoe between 1960 and 1962 – and evolved continuously ever since

606 Universal Shelving System
Start small. Add to it. Take it with you.
Reconfigure it. Hand it on.

from page 4

620 Chair Programme
A chair that can become a sofa ...
and be reupholstered years later.

from page 28

621 Table
The companion to a Vitsoe chair ...
or any chair, bed or sofa.

from page 46

Vitsoe: living better, with less, that lasts longer

Vitsoe was founded in 1959 with the common-sense notion to design down-to-earth furniture that could be used for as long as possible.

The idea was that discreet, adaptable and faithful furniture would encourage customers to start by buying a small amount and then adding to it as their lives developed.

Better still, those customers would take it with them when they moved, rearranging it and repairing it as necessary. Before long it was clear that customers' evident satisfaction was derived from their ability to live better, with less, that was lasting longer.

Today Vitsoe is increasingly seen as an exemplar – and has been used as a subject in case studies for good design, innovation, customer service and sustainability. Which is reassuring because Vitsoe continues to deploy an unfashionable business tool: common sense.

For more than 60 years Vitsoe's furniture has been designed by Dieter Rams. Today he continues to oversee his brainchild, working closely with Vitsoe's managing director, Mark Adams, as the furniture is evolved and new markets are developed





606 Universal Shelving System

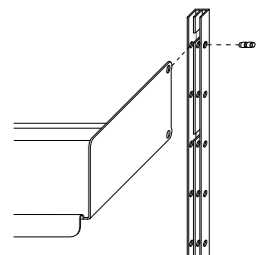
Start small.
Add to it.
Take it with you.
Reconfigure it.
Hand it on.

Designed by Dieter Rams in 1960, the 606 Universal Shelving System was conceived to be timeless. You can add a single shelf to a system bought half a century ago and take it with you when you move.

At the core of the shelving system is the aluminium E-Track that can be attached directly to the wall. Shelves, cabinets and tables are hung from the E-Track – using no tools – by slipping the notched aluminium pins into place.

The simple interchangeability of the components encourages either day-to-day rearrangement or complete reconfiguration.

It has been said that Vitsœ makes invisible furniture – or the blank canvas on which to paint your colourful life

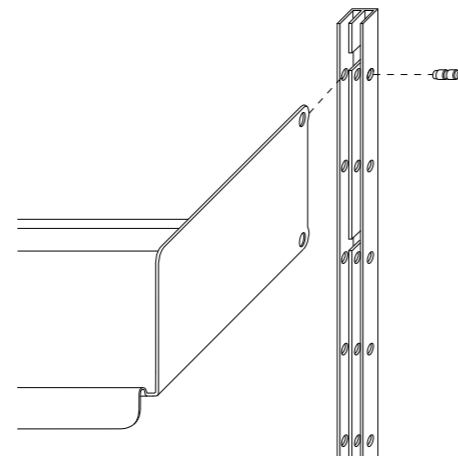


606 Universal Shelving System

Structure

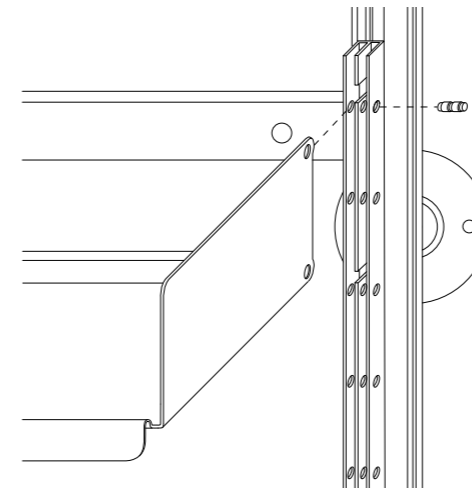
Wall mounted

You can attach E-Tracks directly to your wall in any combination of the two bays. The system can be attached to almost all types of wall. Please ask us for advice via vitsoe.com.



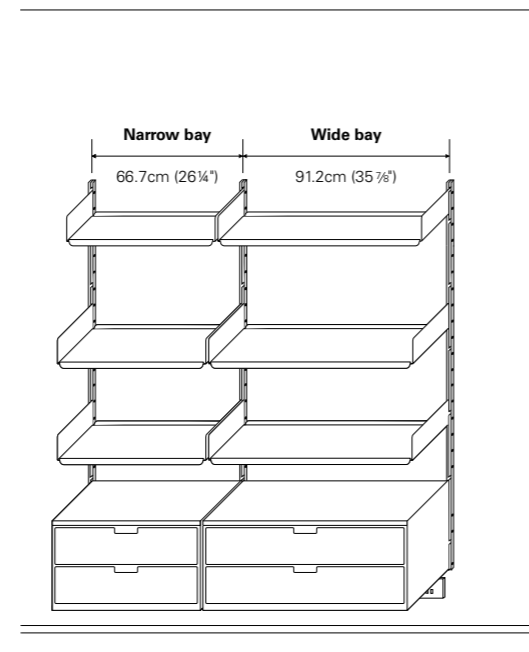
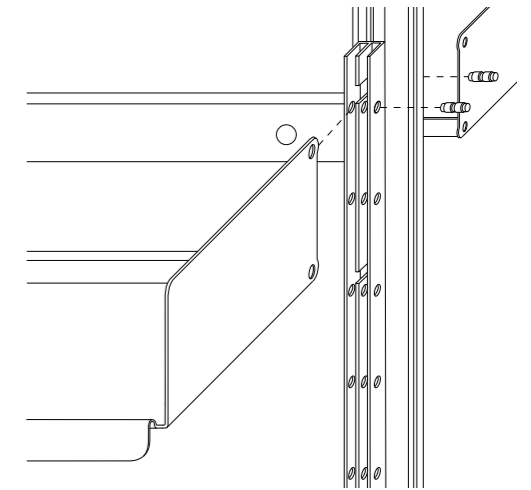
Semi-wall mounted

If your wall is obstructed or slightly uneven, the E-Track may be attached to an X-Post and stood in front of the wall, held upright by adjustable wall brackets.



Compressed

If you have no wall nearby, the E-Track may be attached to one or both sides of the X-Post and compressed between the floor and ceiling.



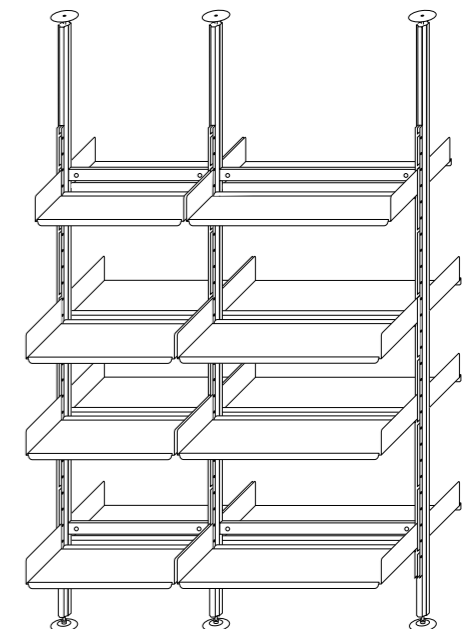
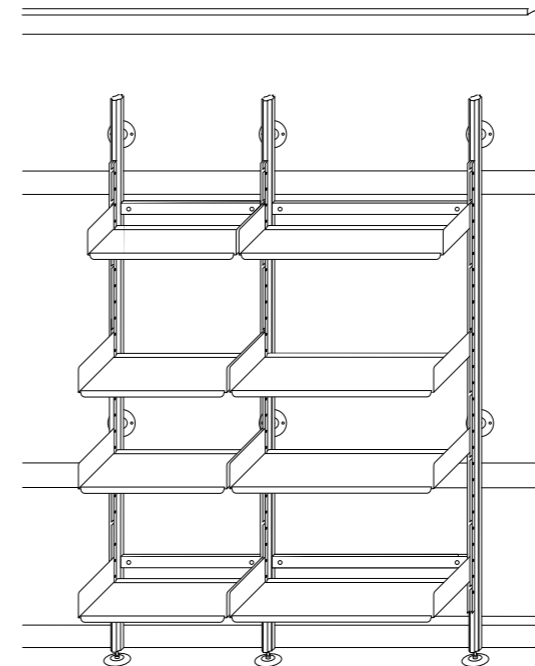
Honest pricing

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Planning guide

For detailed technical information please ask for, or download, our planning guide: vitsoe.com/brochure





Aluminium tray
For use in double shelves, desk shelves and cabinets with doors. On surfaces, too. With a finger hole to lift out your papers.

Metal shelf: flipped
Flipping a shelf creates uninterrupted surfaces whilst keeping big books upright.

Metal shelf
Ideal for your vinyl collection.

Cabinet: three drawers
Stationery, odds 'n' ends – even your smalls. Add drawer liners, drawer dividers and a pencil tray.

Metal shelf: rotated
The simple act of rotating a shelf to become vertical gives you a pinboard for your magnets. Choose any one of the four shelf depths.

Bookend
Non-tip, available in two heights with non-slip base to keep everything in place.

Metal shelf
Four depths for your paperbacks, CDs, art books, and much more.

Cabinet: up-and-over door
Ideal for higher level storage. Optional open back for wiring and ventilation. Internal shelves and aluminium trays available.

Mounting panel
A simple wooden panel to which you can attach your screen.

Integrated table
Shallower for you to sit face-on; deeper to sit side-on.

Sloping shelf 79°
For near-upright display of large-format books and magazines. Use magnets to hold drawings in place.

Double shelf
To contain your aluminium trays and/or extend your work-surface.

Shelf with hanging rail
For the wardrobe, the hall, the office or the shop (for clothes, fabric samples, etc).

Sloping shelf 18°
For display of books and magazines but often used for shoes, too. Create an entire wardrobe.

E-Track
Various lengths. Screwed directly to the wall. Download our planning guide from vitsoe.com/brochure to see every component.

Desk shelf
Complete with two different depth surfaces. It may be used either way up – here for your typewriter or laptop. Other way up for monitor and keyboard.

E-Track, X-Post, wall bracket
See vitsoe.com for detailed explanations of structures and to download our much-admired planning guide.

Cabinet: fold-down door
For hiding what needs to be hidden. Optional open back for wiring and ventilation. Internal shelves and aluminium trays available. Lockable.

Cabinet: two drawers
Capacious drawers especially good for clothes and larger office items. Drawer dividers available for CDs, DVDs, Blu-ray and similar.

Metal shelf
A discreet home for your printer.

Cabinet: one drawer
For suspension files (any format), bottles, toys etc. Also available with lock.

Shelf with drawer
Put a drawer where you need it. Add drawer liners, drawer dividers and a pencil tray.

606 Universal Shelving System Materials and colour



Off-white

Black

Silver



Off-white

Black

Silver



Beech and off-white

Beech and black

Beech and silver

A bedside table
with storage.
Just use the flush
39.5cm E-Track

“We’re delighted with the 606. It’s deceptively simple in the way that that there seems to be little there and yet brings to life anything that you place on it.”

From a perceptive designer in London



Five reasons

Over the years there is one comment we have heard more than any other from our customers: "I wish I had bought from you sooner." As we do not like regret, here is the first of five reasons not to suffer.

Reason one



An ingenious kit of parts

While "kit" and "parts" need not get any of us excited, there are virtues to behaving like Meccano or Lego. As you will remember, you were able to create all manner of inventions from whichever set of building blocks that took your fancy.

Now, as a grown-up, you can arm yourself with tracks, shelves, cabinets and tables to solve different problems in your kitchen, study or library – using the same parts. And because of this adaptability, you will never leave Vitsø behind when you move.



The dresser reinvented for today's kitchen. The semi-wall mounted system uses fewer screws into the tiled wall

Picture rails and
dado rails can
be avoided by
using different
length E-Tracks



A semi-wall
mounted system
avoids obstructions





CHEGWORTH VALLEY

...i prodotti della natura!

Reason two



Start small

How often have you bought something with that slight nag that either the product or the company will not be around in a few years? Vitsø – and its furniture – has been around for over 60 years.

So, you do not need to raid the bank on day one. Start by buying only what you feel comfortable to buy. Whether you need one more shelf in 20 years' time, or to double your system next year, we will be here for you. Just order less now.

Start young.
Start smaller. Keep
it with you for the
rest of your life





Around a corner.
Protecting a
staircase. Different
ceiling heights.
Clever



Vinyl records
show the surprising
strength of the
ingeniously folded
steel shelves

“I am always interested in dealing with companies and using products that demonstrate an interest in improving people’s lives through careful design. It’s clear to me that Vitsoe leads the pack in that respect.”

From a software user-experience designer





Discreet, but practical for pouring

Previous page: Your personality and books come to the fore. But your TV recedes

Just E-Tracks, shelves and hanging rails to create a wardrobe that will move home with you



Reason three



Built to last

Most of the furniture we have ever made is still in use. How do we know? Because we see it at our loyal customers' homes and offices time and again.

Sure, on day one you might be able to spend less money than at Vitsø. But once you realise that our furniture is genuinely built to last you quickly appreciate why many consider it good value for money.



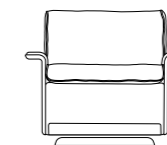


620 Chair Programme

A chair that can become a sofa ...
and be reupholstered years later.

While Dieter Rams was designing a shelving system his fertile mind was working on a chair – that would also be a kit of parts that could adapt to your changing life. Rams speaks of “wanting to achieve the comfort of a classic armchair while remaining visually light.”

In 1962 the 620 Chair Programme appeared on the market but only seven years later it was copied. Legal action was commenced, and in 1973 the court substantiated: “The design of this chair is a personal, original creation of highly aesthetic value.” Accordingly the 620 Chair Programme was granted copyright protection and may be regarded as a work of art.

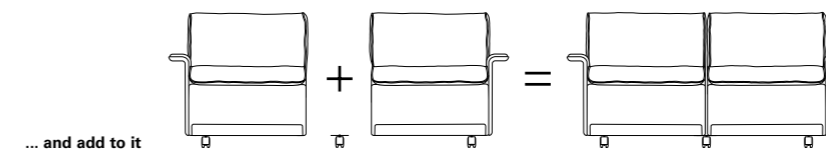


Start with a
single chair...

620 Chair Programme Crafted comfort

620 is built to last a lifetime and more. The highest-quality materials – many hidden from view – are used throughout to achieve a degree of comfort that often surprises the first-time sitter.

The chair base is a traditional coil-sprung structure overlaid with a coconut-fibre (coir) and natural-rubber pad – that supports perfectly plumped pocketed cushions.



620 Chair Programme A kit of parts

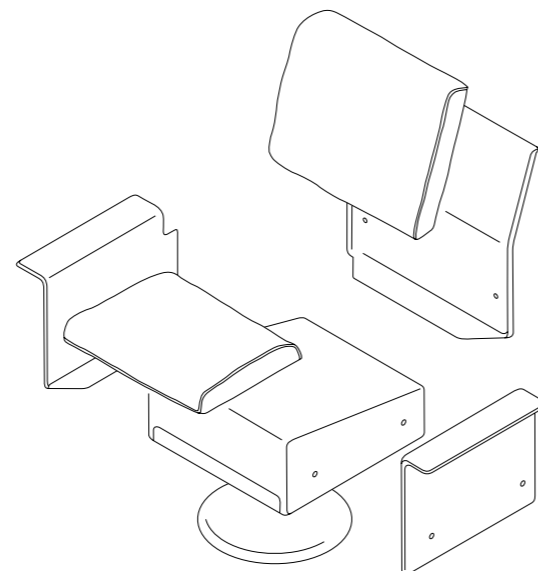


Easy assembly
with one simple
magnetic tool

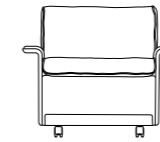
On the surface the 620 Chair Programme appears to be just a chair. But closer inspection reveals pig-nosed bolts that allow, for example, the addition or removal of seats or arms so that a single chair can become multiple – or vice versa.

Customers tell us that there is a certain quiet joy to assembling their chair. Hopefully you will share this while becoming aware how simply your chair can adapt over the years.

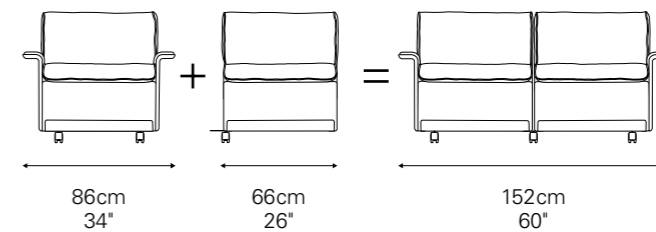
Chairs can be relocated easily because they are supplied with castors at the front, and feet (for hard or soft floors) at the back. A swivel base can replace the castors/feet just by undoing four screws.



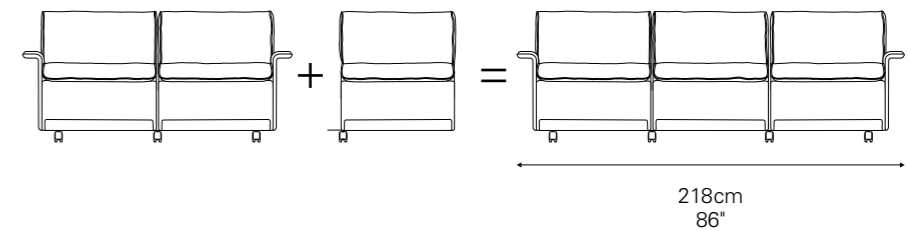
Start with a
single chair



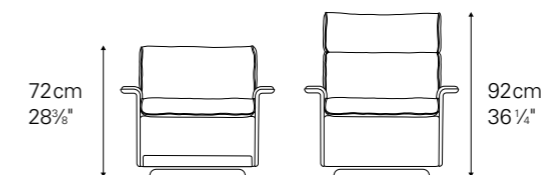
Add a chair kit
to create a sofa...
that has three
castors, not four



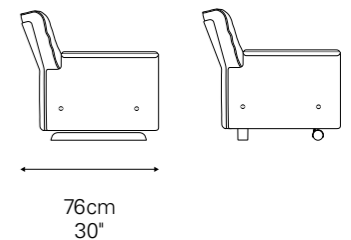
Continue adding...



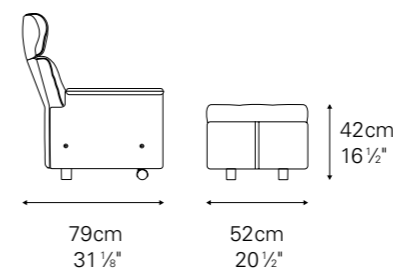
A choice of low
or high back



A swivel base
can replace feet
and castors



The footstool
extends a chair
or sofa



Honest pricing

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620 Chair Programme Thoughtfulness

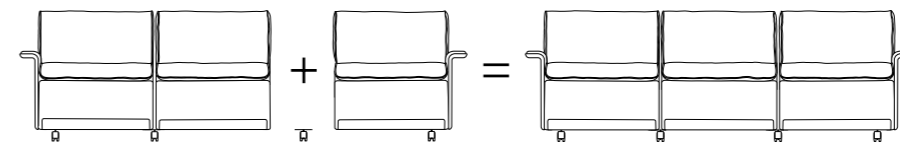
Wherever you live, there should be no need to make special delivery arrangements. You could carry a four-seat 620 sofa to a fourth-floor apartment, or to the basement. 620 arrives in multiple easily manageable boxes, whatever the size of sofa you have ordered.

Furthermore, as Dieter Rams knew that his chair would outlast its covering he designed it to allow you to replace the upholstery without needing to return it to Vitsoe – and ensure longevity well beyond what might be considered normal in the 21st century.



“The first mark is a disaster;
the second mark is a shame;
the third mark is a patina.”

Niels Vitsoe, talking about the comfort benefits of uncoated leather





620 Chair Programme

Materials and colour

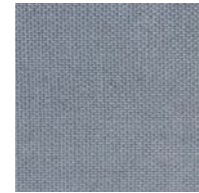
Plain-weave linen

The fibres of the flax plant have been used for millennia to create linen.

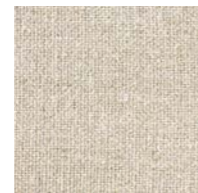
Vitsø's plain-weave, soft, durable, breathable, hypo-allergenic linen wears its characteristic slubs with pride. Its flax is grown in northern Europe without the use of pesticides or irrigation – and is zero waste.



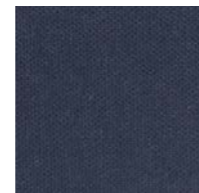
Loden



Grey



Flax



Marine

Shell

The shells are made from hot-pressed sheet-moulding compound (similar but stronger than glass-reinforced polyester) which are polyurethane-lacquered.



Off-white

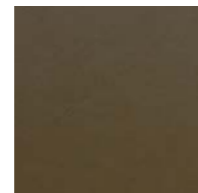


Black

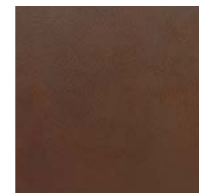
Full-grain leather

Leather is an ancient example of the use of a by-product – one that creates a long-lasting, strong, breathable, natural material. If waste hides were not reused, they would go to landfill.

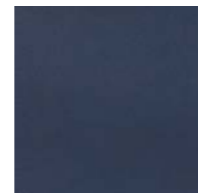
Moreover, Vitsø's leather yields the most of each hide by being minimally processed and by celebrating – not discarding – natural scars, scratches and wrinkles. The patina that develops over years is a bonus.



Olive brown



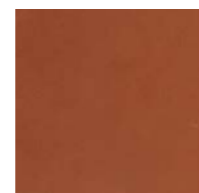
Chocolate



Midnight



Red



Cinnamon



Black





Linen in its most natural form: undyed 'flax', combined smartly with black shells and the always useful – and comfortable – footstool

"A linen-covered 620 is unapologetically a softening of presentation for this chair; it's more domestic, has a gentler feel"

From a writer, curator and digital producer



Reason four

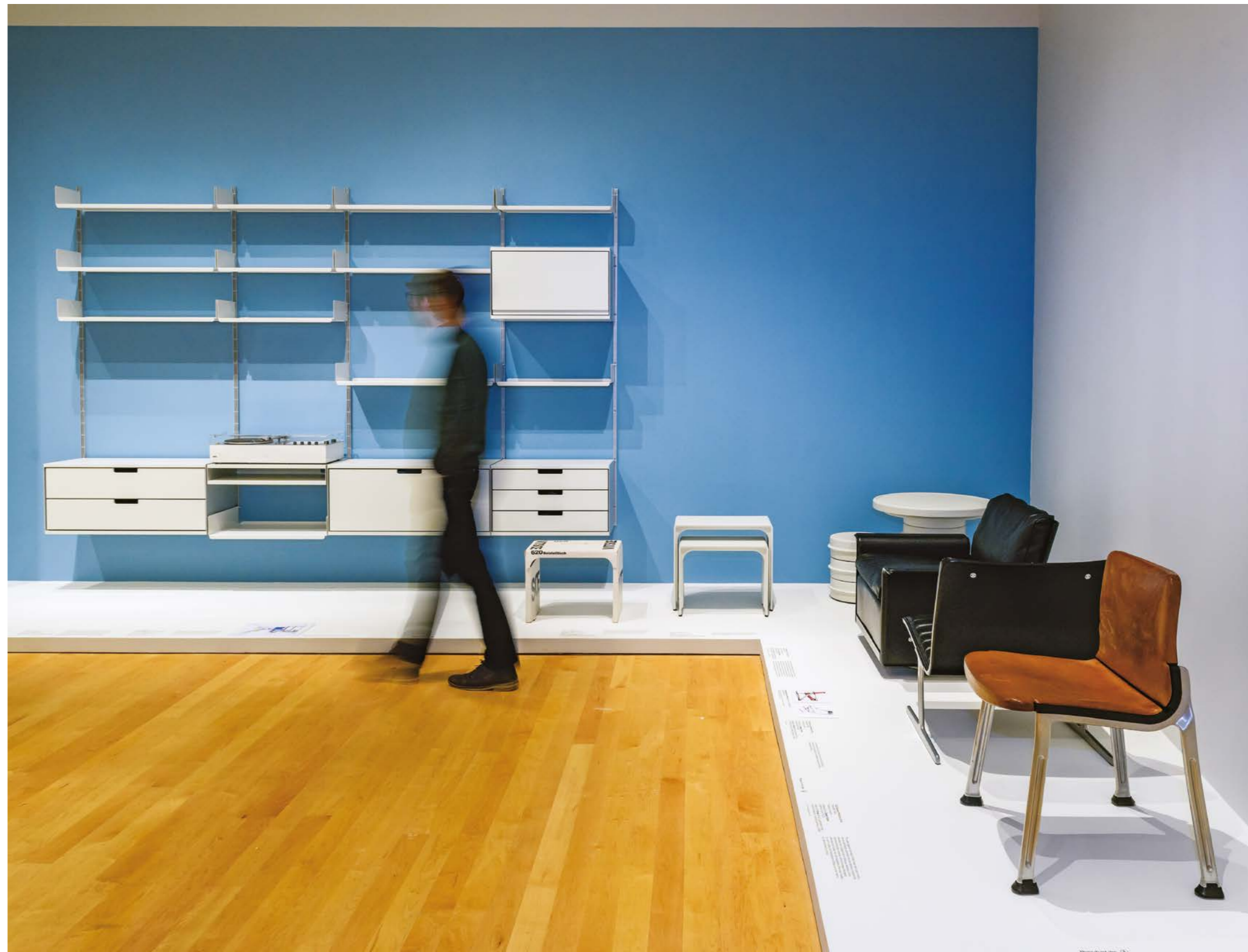


A design classic

“Design classic” and the adjective “designer” are over-used. But our furniture is the work of Dieter Rams. He was head of design at Braun from 1961 to 1995 and many of his and his team’s products have found their way into the collections of the world’s finest museums.

Today he is often cited as the man who created a gentler world – a world to which many people now aspire. We are proud of him and his work – and we are delighted that many respected commentators regard our self-effacing furniture as a design classic.

Occasionally long-living design classics have to make an appearance in a museum. Here as part of an installation together with their early siblings for ‘Dieter Rams: Principled Design’ Philadelphia Museum of Art, 2018





621 Table

The companion to a Vitsoe chair ...
or any chair, bed or sofa.

Writing in 1971 about the evolution of his furniture, Vitsoe's founder Niels Vitsoe commented how "step by step, we have been able to build a collection unusual in its interrelationship and conformity, and one having a harmonious plurality of function."

At first glance the 621 Table is just another side table. Until it dawns that Dieter Rams conceived it in 1962 not only as the partner to the 620 Chair Programme but as a series of large and small tables that can be combined at will.

Without doubt Niels Vitsoe would smile on learning – more than 60 years after its birth – that our furniture collection does indeed remain unusual in its interrelationship.

The height of
the table is
designed for
the height of its
companion chair

621 Table

An arrangement of surfaces



Just like the 606 Universal Shelving System you can start by buying a single table only to discover that it performs as a coffee table, a bedside table, a magazine table, or the there-when-needed table. Turning it on end allows it to slide over a sofa – almost any sofa.

Tellingly, Rams does not like it to be called a table; he prefers, “an arrangement of surfaces.” Typically, he is correct.

Available in off-white or black



Optional adjustable feet for uneven floors



“The tables look as good as they perform: elegant, simple, adaptable and robust.”

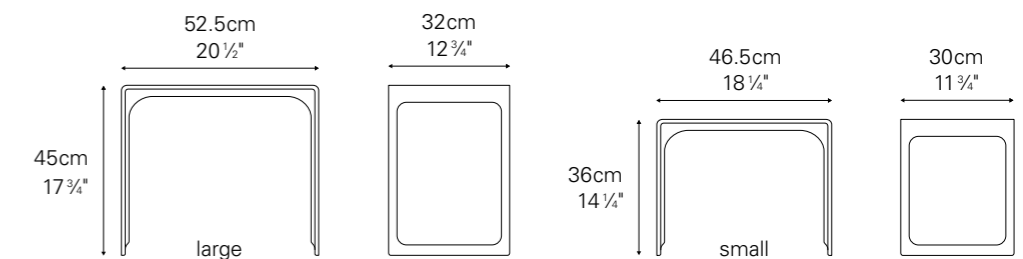
From the serenity of rural Wales



Honest pricing

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Calling all audiophiles: strength for vinyl LPs; shallower shelves for CDs; a continuous deeper surface for the audio equipment; and a table or two for your current read

"It has been such a different experience from purchasing furniture through a shop where they do not know the product and are not interested in anything but the actual sale."

From the historical quarter of Stockholm





“This is what makes Vitsoe such a remarkable experience: the fact that the customer service and ordering process has been thought through and seamless – like the design, fabrication and installation process.”

From the orderliness of Singapore

The sideboard reinvented for today's dining room. Short tracks allow cabinets to float

Reason five



“Our happiest customers are those who have dealt with Vitsoe the longest.”

So said Niels Vitsoe (1913–1995). He was a charming man whose modesty was only equalled by that of his furniture. But he knew that his furniture was nothing unless it was supported by outstanding service from intelligent, sympathetic human beings.

Today, in a world that too often forgets about old-fashioned service, we remember the virtues of “please” and “thank you.” We genuinely enjoy dealing with our customers whether by email, phone or face-to-face in our shops. We offer a lifetime of support.

Filing is hidden left and right; working surface is between; reference books are above. Graduation will be easy





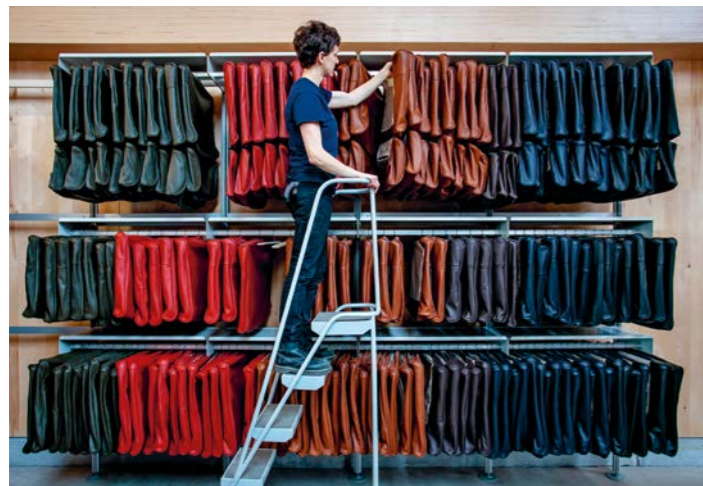
Making it...

For more than 60 years Vitsoe has been making furniture – learning, improving and evolving so that our customers, suppliers and employees can reap the benefits.

We employ only the most talented people we can find because we know that genuine care and attention-to-detail are appreciated by our customers around the world. In addition, we have worked for decades with world-class suppliers in a spirit of genuine, mutually beneficial, partnership.

We use the best quality materials and always take decisions that will benefit everyone for the long term. “Good enough” is not a phrase heard above the whirr of drills and chatter of screwdrivers in our naturally-lit and -ventilated production building in Royal Leamington Spa, England.

We add together the cost of people, suppliers and materials and charge our customers a fair, honest price that allows Vitsoe to invest its modest profits for the long-term good of all concerned.



We plan for you – online or offline – and deliver, worldwide, directly to your door

Although our founder, Niels Vitsoe, handed over the baton just as the internet was taking shape, he would not be surprised to see that investment in physical shops and the web has taken Vitsoe around the world.

You can visit us at our shops or vitsoe.com to deal personally with our affable planners in whichever timezone suits.

Niels Vitsoe would recognise that we still insist on human beings planning your furniture with you, even though drawings can be refreshed in real time and you can pay, securely, online for rapid dispatch. Old-fashioned courtesy and modern technology in harmony: precisely as he would have wished.

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London
Los Angeles
Munich
New York
Royal Leamington Spa



Thank you

For decades we have supported our customers and, in turn, you have supported us: you buy our furniture; you lend us the money to build our production building; but you also allow us to invade your lives with an intrusive camera to produce our brochures and website.

We would not exist without you. We thank you warmly.



Words

Mark Adams

Photography

Dean Hearne
Dirk Lindner
Geof Howe
Rob Fissmer
Tim Tiebout

Customers

Christian Topf
Hanna Geller Goldsmith
Indrani Tomasi
John & Caroline Gove
Judd Crane & Gregory Krum
Keir Cooper
Marta Narbona
Nick R
Victoria Greig

The Design Museum Shop
Geranium at the Barbican
Philadelphia Museum of Art



“When we concentrate on the essential elements in design, when we omit all superfluous elements, we find forms become: quiet, comfortable, understandable and, most importantly, long lasting.”

A handwritten signature in black ink, which appears to be 'D. Rams'.

Dieter Rams

