



The FvF Apartment by Vitra – Visions of Urban Living

Official Press Release

On the 28th of February 2014, the Swiss manufacturer Vitra and the international publication Freunde von Freunden opened their first apartment in Berlin. The “FvF Apartment by Vitra” on Mulackstrasse offers a glimpse into the world of the Vitra living collage.

In the over 500 portraits taking place in more than 70 cities on the FvF website, Vitra designs, from the classic Eames Lounge Chair to the contemporary Slow Chair by Ronan & Erwan Bouroullec, have always been a naturally reappearing element. The common culture that prevails in the habitats of our friends and guests defines the same style reflected in the FvF Apartment. The principle of the Vitra collage is also found here: a deliberate composition of furniture and accessories with a clean-cut structure. Fittingly, there is also furniture in the apartment from the Finnish brand Artek, which was acquired by Vitra in 2013.

At the same time, it is a physical expression of FvF's online publication – a multi-faceted space for friends and partners to gather and express their creativity. The apartment offers a potential answer to the question: how does a digitally oriented generation, for whom creativity, sustainability and mobility are more important than status, live?

Under the direction of Freunde von Freunden and the interior designers Etienne Descloux and Katrin Greiling, the 65sqm historic apartment on Mulackstrasse was rebuilt and designed to be fully adaptable to the diverse and often unexpected scenarios of the everyday lives of a creative and mobile generation. It serves not only as a platform for innovative products from friends and partners, but also as a unique venue for events, workshops and presentations.

Based on this collaborative project, Vitra and Freunde von Freunden will reveal more inspiring examples of selected creative minds through combined website content at www.vitra.com and www.freundevonfreunden.com.

Address

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More information and photos available upon request.



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