

## PRESS RELEASE

9 October 2014

### “THE FELBER COLLECTION – a tribute to Urs Felber” A (furniture) love story

*Dietiker has launched a new collection this fall: “THE FELBER COLLECTION – a tribute to Urs Felber”. The unique and truly innovative collection is a tribute from a daughter to her father, the visionary Urs Felber. The hyper-modular furniture concept enables a generation in search of ways to express its individuality, to give their creativity free reign. The initial 17 products of this uniquely innovative collection will go to market in November 2014.*

“Success is never accidental!” That was the lifelong motto of Swiss design pioneer Urs Felber (1942–2010). Wanting to commemorate her father, CEO Nathalie Felber, who took over Dietiker in 2010, imagined the new furniture concept “THE FELBER COLLECTION – a tribute to Urs Felber.”

The revolutionary collection is the expression of a love story, for furniture, but also between generations and within a family. Hence a daughter remembers her father, a brilliant visionary who greatly contributed to the success of market leaders, as former owner of De Sede, CEO of Vitra USA and, CEO of Dietiker AG.

“My father was an exceptional man who stood out wherever he went and whose personality and ideas lit up the room.” said Nathalie Felber. “Everyone who met him remembered him. With this in mind, we at Dietiker asked ourselves: How can we stand out? How can we innovate? How can we light up the room as he did?”

This challenging thinking is what gave birth to the new collection, grafted on a Dietiker chair from the late 40s, early 50s, talking a year to be launched to the day. Already the first 17 products, grouped in three categories chairs, tables and lounges are being launched, the first of many to come. The collection is hyper-modular and but always recognizable. Parts can be assembled and exchanged across models, resulting in 1001 possibilities, offering architects and interior designers the possibility to light up the room, to express their creativity from an idea to its realization, but always being recognizable to the design lover.

The collection also gives a chair, a table or a lounge a ‘few lives’, to be passed on and reinvented by the future generation. It plays with the contradictory concepts of Timeless and Zeitgeist, setting itself apart from the existing offering on the market.

“THE FELBER COLLECTION – a tribute to Urs Felber” will be introduced to the general public for the first time at the 15<sup>th</sup> Designers’ Saturday on the weekend of 1 – 2 November 2014 in Langenthal. From then on, the collection will be available at Dietiker’s retail partners.

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