

## PRESS RELEASE

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Dietiker designs new conference chair for its «men» collection

### Nomen – Reinventing Retro

*Nomen is the latest addition to the Oneman and Twomen family, an elegant and ultra-modern chair in white made by Dietiker – for Conference and Seminar seating «Made in Switzerland». With Nomen, Nathalie Felber, the young CEO of Dietiker, launches her 20<sup>th</sup> product within the last two years. A Swiss family company of Stein am Rhein, which has recognized the Zeitgeist and dynamically responds to the market.*

For more than ten years, the chairs Oneman and Twomen have been selling worldwide in the seminar areas and in large congress centres such as the St.-Jakobs-Halle in Basel and the Congress Centre of the Palexpo in Geneva, the Northeastern University in Boston or in educational institutions such as the ETH Zurich.

#### **When design and innovation come together**

With Nomen Dietiker has repeated the making of a Swiss engineering masterpiece, complementing the product family Oneman / Twomen of Studio Greutmann. The interaction of design and durability testifies to the highest standards of quality; details such as the numbering system, the Dietiker patented screw less wood-metal connection and the integrated row connection reflect the passion of the house for the engineering.

For Nomen, Nathalie Felber, the young CEO who leads the company since 2011, sought for a new chair in which, although modern and elegant and comes in a white powder coating, is contrasted with a special retro style upholstery. «A conference chair, which is not only elegant, but also interesting and different. It's hard to compete as a Swiss company with the abundance of cheap products. Therefore, we need to set ourselves apart from the mass-produced and generate self-explanatory added value. With Nomen, the studio Greutmann Bolzern perfectly succeeded. This co-operation has existed for many years. We know and complement each other well and work together very quickly and constructively».

Nomen is an innovative seating solution for conference rooms, education, theatres and convention centres. The chair is stackable with writing tablet, and armrests can be retrofitted. Nomen is available in beech and CPL, with a frame in chrome or powder coating in white or natural aluminium and with two extra upholsteries as an option; button-tufted in fabric or in the retro-style leather.

#### **Studio Greutmann-Bolzern**

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The interior designer Carmen Greutmann-Bolzern and the industrial designer Urs Greutmann founded the Greutmann Bolzern design studio in 1984. They have jointly held a chair in product design at the Academy of Fine Arts in Munich. Dietiker has been collaborating for many years together with Greutmann Bolzern. The studio designed several chairs and tables, including the award-winning rocking stool Monâne.

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