

PRESS RELEASE REY JUNIOR

April 15, 2014

Dietiker presents the next generation of a classic – it's a Rey!

Next generation of the Swiss classic from progressive designer Bruno Rey. A mini-version of the original Rey wooden chair, Rey Junior lends a cheerful dash of colour to any children's furnishings and offers youngsters seating in a timeless design. Rey Junior pays homage to a successful and firmly established Dietiker product and simultaneously expands the portfolio to include children's furniture. Two matching children's tables are also being launched simultaneously.

It probably goes without saying that every Swiss household possessed a Rey chair from Dietiker AG at some stage or other.

Born in Brugg (CH) in 1935, Bruno Rey trained as a cabinet maker before studying interior design under Willy Guhl at the University of Arts and Design (Kunstgewerbeschule) in Zurich, Switzerland. After a number of years as a journeyman travelling both at home and abroad and working for various architectural offices, he opened his own studio in 1968 with a clear vision: "Sound, user-orientated, environmentally-friendly and economical furniture will catch on. However, it must also be distinctively original. That will be my contribution to improving both quality of life and lifestyle." He well and truly pulled this off by designing the innovative wooden chair that began series production in 1971 and, as the "Rey chair", became the most popular Swiss chair of all time.

Now youngsters too are getting a Rey of their own. The Junior version of the successful design classic is the perfect product for all those who set particular store on materials, quality and design. Characterised by rounded corners that are especially suited to the children's model for reasons of safety, the chair also subtly provides an ergonomically correct sitting position.

Ultimately, the Rey Junior provides any children's room with an item of design that will still take pride of place as a timeless classic.

Thanks to a lightness matched by solid stability, the chair is not only the ideal mate in private homes. Being stackable and with an easy-to-maintain surface, it is also the perfect choice for nurseries, day-care centres, kindergarten and other children's play areas.

Even sitting waiting to see the paediatrician is literally child's play in the midst of vivid colours such as pink, blue, green, red and natural.

The Rey Junior can be combined with a matching round or rectangular children's table as desired.

Product details

Rey Junior children's chair

- › Seat height: 33.8 cm, Seat depth: 34 cm.
- › Colours: Maple beech, green, blue, red, candy. Material: beech.

Rey Junior children's table

- › Table height: 52 cm
- › Table top: round, diameter 70 cm
- › Table top: rectangular, 70 x 50 cm
- › Colours: Maple beech, green, blue, red, candy. Material: beech.

Press contact:

Rea Eggli | medien@egglieggli | +41 79 667 79 22 | +41 44 245 81 71

Download for text and pictures:

www.dietiker.com/media