

VITRA AND ARTEK PRESENT NEW LAUNCHES AT TRAMSHED FOR LONDON DESIGN
FESTIVAL 2025



Embargoed until 4th September

Swiss design brand Vitra and Finnish furniture company Artek have announced a series of exciting new launches to be showcased at Tramshed, Vitra and Artek's London showroom in Shoreditch, East London, for the London Design Festival 2025.

From 16th to 20th September, Vitra will present a comprehensive update to the Eames collection, revisiting several iconic designs by Charles and Ray Eames. The updates highlight a renewed focus on sustainable materials, refreshed colourways, and refined finishes. As part of an ongoing strategy to reduce its environmental impact, Vitra has increased its use of European-sourced timber, including cherry, chestnut, and walnut, rather than relying solely on the American woods traditionally used for the Eames wooden furniture.

The colours in the Eames collection have also been reimagined, drawing from the original neutral and multi-hued tones to create a timeless yet contemporary range. Updated colour options are now

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available for the Aluminium and Soft Pad Group chairs, the LTR, Elliptical Table ETR, 'Hang it all' coat hooks, Eames Elephant, and Plywood Mobiles. The La Fonda base has been extended across the entire Eames Shell Chair collection, and a new removable Outdoor Bikini pad has been introduced for the Wire Chairs.

Also debuting during LDF is the Slow Sofa, a new addition to Vitra's Slow range designed by Ronan & Erwan Bouroullec. The launch includes a refreshed version of the Slow Chair in textured bouclé fabric, alongside the new Slow Sofa in matching material. The soft Flocca textile enhances both comfort and warmth of the design, and is available in seven colours, from light beige to dark blue. Matching seat and neck cushions are accompanied by a selection of back cushions from the Vitra Cushions collection, all filled with recycled fibres. A complementary ottoman completes the series, providing additional comfort and flexibility. With its lightweight frame, the compact Slow Sofa provides ample space for two and suits a variety of interior settings.



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Artek celebrates its 90th anniversary in 2025 and to mark this milestone, the brand will preview Gems from the Archive, a curated collection of reissued pieces that will officially launch in October, which is the month of its official birthday. The collection revisits celebrated archive designs that showcase the Finnish brand's commitment to human-centric design and the utilisation of natural materials.

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The collection includes the limited-edition Stool X602, which combines Alvar Aalto's fan-shaped "X-leg" with a curly birch marquetry seat top, offering a striking update to a favourite among collectors. The sculptural Screen 100, reflecting Aalto's signature organic shapes, returns in various sizes to fit modern living spaces. Additionally, the Cabinet 250, often called the "cocktail cabinet," is now part of the standard Artek collection. Although typically attributed to Alvar Aalto for its use of the L-leg, research shows that Aino Aalto was the first to conceive the idea of attaching a cabinet body to this distinctive component. This subtle yet elegant piece thus pays homage to her significant contribution to Artek's history.

Also on display in Artek's newly enlarged space at Tramshed will be the recent Artek + Marimekko collection, launching on 4th September, alongside an extension of the brand's ongoing collaboration with the eponymous British design company, Paul Smith.

Together, these launches at Tramshed during the London Design Festival 2025 highlight Vitra and Artek's strong commitment to design excellence, material innovation, and cultural heritage. From Vitra's innovative reinterpretation of the Eames collection and the launch of the Slow Sofa, to Artek's meaningful anniversary pieces and exciting new collaborations, the LDF showcase creates a vibrant dialogue between past, present, and future.

Notes to Editors

Photography credits:

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Artek: Joachim Wichmann, copyright Artek

Address

Tramshed, 32 Rivington Street, London, EC2A 3LX

Opening Hours

Monday 15th September: Closed

Tuesday 16th September: 10am – 4pm

Wednesday 17th September – Friday 19th September: 10am – 6pm

Saturday 20th September: 10am – 4pm

Sunday 21st September: 10am – 4pm

About Vitra

Vitra believes that environments shape our thoughts and feelings, whether we are at home, at work or on the go. Vitra works every day to better our surroundings through the power of design. A family business in its third generation, Vitra follows an environmental, cultural and commercial mission. The Vitra Campus and the Vitra Design Museum inspire visitors and employees alike with their exhibitions, design archives and a comprehensive furniture collection. They further our understanding of the role played by design and architecture in defining our future spaces. Environmental consciousness finds expression in all of Vitra's activities. It is manifested in how Vitra develops and manufactures its products, in the sourcing of raw materials and the organisation of its supply chain. Every new insight is regarded as an opportunity for further development.

www.vitra.com

About Artek

Artek was founded in Helsinki in 1935 by four young idealists: Aino and Alvar Aalto, Maire Gullichsen, and Nils-Gustav Hahl. Their goal was "to sell furniture and to promote a modern culture of living by exhibitions and other educational means." In keeping with the radical spirit of its founders, Artek remains an innovative player in the world of modern design to this day, developing new products at the intersection of design, architecture and art. The Artek collection consists of furniture, lighting and accessories designed by Finnish masters and leading international designers. It stands for clarity, functionality and poetic simplicity.

www.artek.fi

Press Information

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