
Vienna: Design – Architecture – Culture – Living – Lifestyle**The design initiative «dasmöbel»**

In addition to the existing café, which has been exhibiting innovative furniture design since 1998, the design initiative «dasmöbel» opened a shop in autumn 2006

«dasmöbel» („furniture“ in English), well-known for its unique combination of coffee house and furniture gallery for young, innovative design, expanded its exhibition space: On the 20th of November «dasmöbel > dasgeschäft» opened a new presentation platform and sales space.

Lothar Trierenberg, founding member of the project team «dasmöbel», about the shop: “After eight years, 35 exhibitions in the café as well as around Austria and abroad, it has become necessary to differentiate and widen our range of products. The new show room gives us the perfect opportunity to present an extended range of furniture exactly the way we want.”

«dasgeschäft» (the “shop”) will by no means replace the café but will perfectly complete it by adding exhibition area. 250m² of sales space on three floors provide the opportunity of presenting furniture and home accessories that can't be integrated in the coffee house because of space limitations and the problem of excessive wear. Accordingly, a considerable range of carefully selected tables, chairs, lamps, beds, upholstery, shelves, bathroom and kitchen designs, but also of home accessories, table ware, home décor and office furniture are presented in «dasgeschäft» – roughly 300 items, made by about 100 designers and manufacturers from Austria and other Central European countries. And if you have taken a perfectly shaped chair or an elegant lamp to your heart while sipping a freshly roasted espresso, there is a good chance to discover many other appealing designs in «dasgeschäft».

Moreover, «dasgeschäft» also provides professional planning and furnishing advice as well as contacts to designers and manufacturers. One of the principal aims of «dasmöbel» is to meet customers' individual requests, find made-to-measure solutions (for example in respect of size or colour) and to develop custom-made furnishing concepts. The testing of furniture and its acceptance among potential customers continues to be an important part of «dascafé». «dasmöbel» also focuses on the distribution of innovative design labels to retailers in Austria and a constant update of the internet platform www.dasmoebel.at as an archive and online shop.

The selection of furniture and home accessories is not, on the whole, influenced by fashion trends. Criteria like the designs' quality and innovative strength are crucial, followed by high quality of materials and excellent manufacture, a distinct language of forms, functionality, usability and good value for money. Sociopolitical aspects like fair conditions of production, short shipping distances and production processes with sparing use of resources are also part of the «möbel» philosophy. Lothar Trierenberg: “The focus is on the product, not on the designer's character. It's not a matter of the person meeting certain requirements, but that the form and function of the products correspond to our expectations and desires. The ideal piece of furniture comes directly from the designer's workshop and is produced in small series.”

All products are exchanged several times a year and a focus on different themes and countries is set in special exhibitions in order to present innovations from the world of design.

«dasmöbel» – idea, concept & story

Behind «dasmöbel» – a name that is well-known as a trade mark within the design scene by now – there is a strong team: Lothar Trierenberg, Markus Luger (founding members), Margreta Schieszwohl (since 1999), Ulrike Wagenknecht (since 2005), Karin Widhalm (since 2004) and Katharina Marginter (since 2007). Since its founding in 1998, «dasmöbel» successfully combines coffee house with design shop. It is a platform for high-quality home design by young, non-established designers as well as new product design and innovative furniture making. With «dascafé», an interface between design and usage was generated to anchor (good) design in the public awareness as a generally accessible cultural asset. Today, «dasmöbel» is an international contact point and a design scene expert regarding Austrian style. It establishes access to the market and presents an up-to-date survey of contemporary Austrian and Central European design work in temporary exhibitions. «dascafé» made it possible to increase awareness for style and design in Austria and to engage in lasting public relations for first-rate design.

«dasgeschäft» is setting new accents regarding the choice of products. Lothar Trierenberg about the marketing objectives of «dasmöbel»: “With the shop, we decidedly want to address prospective buyers who concern themselves with design. This is the reason that, among other things, we cared a lot about the layout of the shop. In *RAHMarchitekten (RAHMarchitects)* we have found a young team of architects whose conceptual scheme we found convincing both for its creativity as well as for its sensitive handling of the existing building structure.”

The Catalogue *dasmöbel 2006/07*

The second product catalogue was published also in autumn 2006 – in time for the design fair „*Blickfang*“ in the MAK, Vienna (Museum for Applied Arts/Contemporary Art), where «dasmöbel», as a cooperation partner, presented with its own stand. In addition to the product range of about 300 items, the catalogue contains portraits of designers and manufacturers.

dasmöbel > dasgeschäft

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