

Porsche Pepita Edition by Vitra: limited collection of iconic chairs that reference sports car classics

16/04/2024 Vitra, Swiss maker of designer furniture, is producing three of its iconic chairs in a limited-edition run for Porsche. Upholstered in the sports car manufacturer's original Pepita fabric, the classics will be unveiled at Milan's 'The Art of Dreams' event, which takes place at Palazzo Clerici from 16 - 21 April.

Both family-owned companies, Vitra and Porsche are united by more than just their shared passion for exceptional design and technology. Some of their success stories began at the same time, with the fulfilment of a dream: in 1948, Charles and Ray Eames entered a chair with a one-piece seat and back in a competition at the Museum of Modern Art. At a time when plastic was still seen as an innovation, this armrest chair made design history. That same year, Ferry Porsche realised his vision of a sports car and, together with his team, designed the Porsche 356 'No.▪1' Roadster.

As part of the product partnership for the Porsche Pepita Edition by Vitra, Vitra is now manufacturing

three limited-edition chairs for the sports car manufacturer. A special feature of these pieces is that they are covered in Porsche's original Pepita fabric. The iconic houndstooth pattern is made up of small squares connected by diagonal stripes. Pepita was first available as an official option in a Porsche 911 in 1965. Previously, it had been offered as a special option in the final phase of the Porsche 356, but only on request and very occasionally. Most recently, Pepita was offered in the 2022 911 Sport Classic – the second of the Heritage Design collector's items.

The Porsche Pepita Edition by Vitra includes the 'Eames Plastic Side Chair Pepita Edition', the 'ID Trim L Pepita Edition' and the 'Petit Repos Pepita Edition'. The latter two modern chairs were designed by the Milanese architect and designer Antonio Citterio.

"The Porsche Pepita Edition by Vitra is a symbiosis of the DNA of our companies: iconic design paired with excellent craftsmanship and compelling function," says Robert Ader, Chief Marketing Officer at Porsche AG. "The timeless Pepita pattern gives the chairs a very striking appearance, whether in your own living room or in the office."

The chairs will be on public display for the first time as part of the ongoing 'The Art of Dreams' event in Milan, from 16 - 21 April. This latest instalment of the worldwide exhibition series focuses on geometry, symmetry, rhythm and repetition. Inspired by the Pepita pattern, artists from a range of disciplines will be working with these themes. Among them is the collective Numen/For Use with the interactive Lines of Flight sculpture.

Campaign motifs by Jonas Lindstroem

The print adverts in various design, luxury, fashion and architecture magazines that accompany the product partnership are also of an artistic nature. The campaign focuses on images by international fashion photographer and filmmaker Jonas Lindstroem. The creative idea is based around the repetitive nature of the Pepita pattern. Lindstroem uses this geometry to create his own graphic patterns with Vitra furniture and Porsche models.

Behind the scenes photo shoot

The Porsche Pepita Edition by Vitra in detail

The 'Eames Plastic Side Chair Pepita Edition' combines function and design with precise production and high-quality materials. The seat shell is adapted to the contours of the body and offers comfortable support. The full upholstery with original Porsche Pepita fabric on the seat and backrest is elegantly contrasted by the white shell. The base is made of black maple wood and the tubes in a Basic Dark colour round off the look. Felt glides on the feet prevent scratches on hard floors. Limited to 1,963 examples, the chair costs 911 euros. Design: Charles & Ray Eames, 1950.

The distinctive 'ID Trim L Pepita Edition' office chair is also upholstered in the original Porsche Pepita fabric. The adjustable lumbar support adapts to individual needs. The leather headrest covers with embossed historic Porsche crest round off the design. The flow motion mechanism makes it possible to adjust inclination and seat depth and enables a relaxed posture, even when sitting for a long time. This edition is limited to 911 examples, each priced at 1,911 euros. Design: Antonio Citterio, 2010/2021.

The compact 'Petit Repos Pepita Edition' armchair (99 examples, 3,911 euros) offers outstanding comfort thanks to its cushioned original Pepita upholstery. Double stitching adds design accents, while the underside is in the colour Basic Dark. Design: Antonio Citterio, 2013.

Sales begin on Monday (22 April 2024) from 09:00 CET. The Porsche Pepita Edition by Vitra range is exclusively available online: from the Porsche Shop and Porsche Design Online Shop.

About Vitra

Vitra's mission is to bring the technical and cultural know-how of the company together with important designers to create relevant products and concepts for living, working and public spaces. Developed in Switzerland, architects, companies and consumers around the world use Vitra products to design inspiring environments. Vitra's portfolio includes major design classics of the 20th century that were only considered such because they broke with the conventions at the time. The company continues on this path, working with designers to find solutions for challenges both old and new. As a family business in its third generation, Vitra strives for long-term relationships with its designers, customers and employees. Long-lasting products and sustainable growth have been an important credo since the beginning of the company's history.

MEDIA ENQUIRIES



Linda Riechers

Spokesperson Sales and Marketing
+49 (0) 1523 / 911 8402
linda.riechers1@porsche.de

Link Collection

Link to this article
https://newsroom.porsche.com/en/2024/company/porsche-pepita-edition-by-vitra-35842.html

Media Package
https://pmdb.porsche.de/newsroomzips/9c94cf27-0cd5-4b1f-becf-4a15d13523bc.zip

External Links
https://shop.porsche.com/
www.porsche-design.com

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart