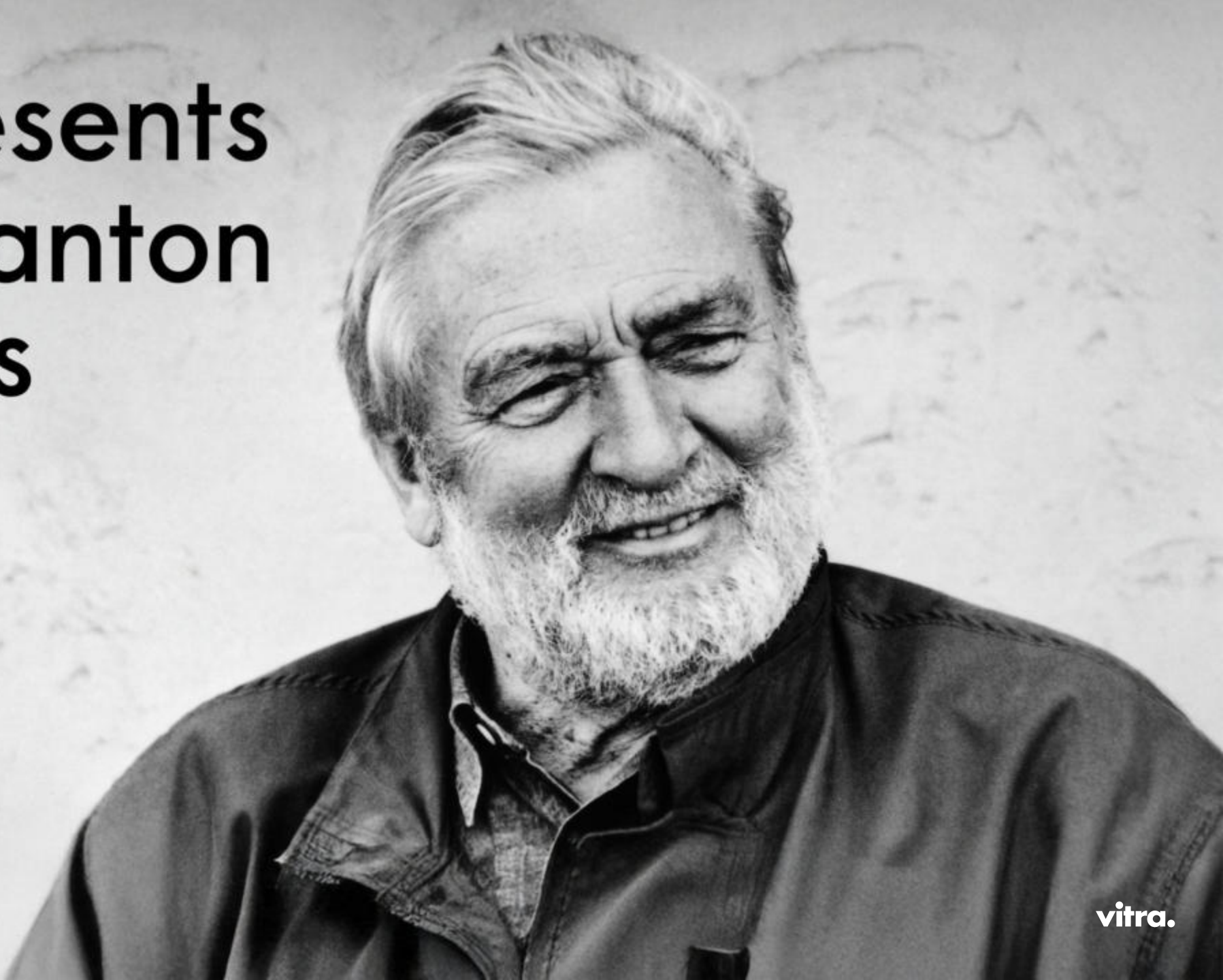
Vitra presents Verner Panton 100 years



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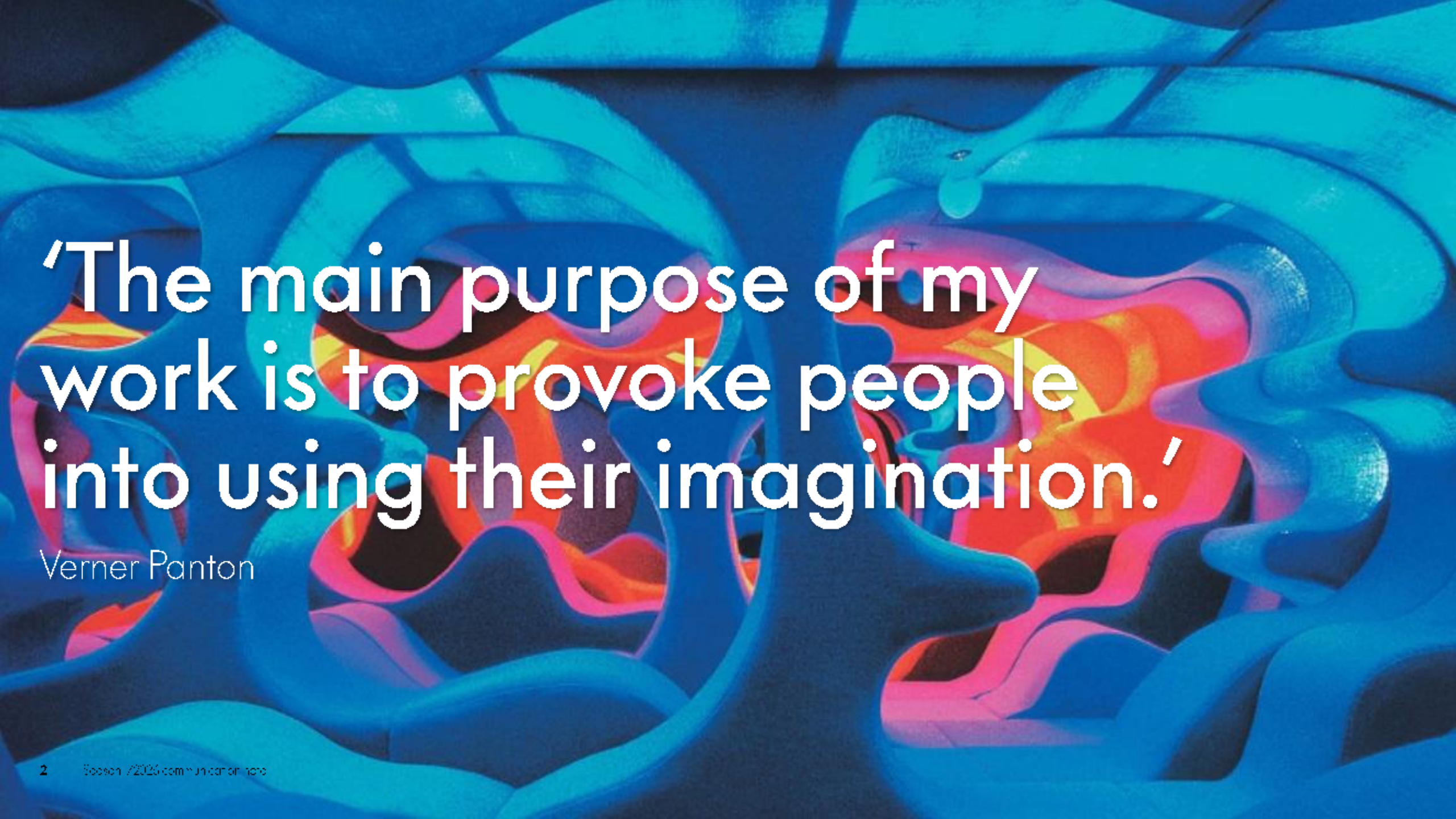

‘The main purpose of my work is to provoke people into using their imagination.’

Verner Panton

Verner Panton

Verner Panton was one of the most influential architect and designers of his time. Born in Denmark, Panton relocated to Switzerland in the early 1960s and started together with Vitra the development process of the Panton Chair based on Verner Panton's first full-scale model from 1958.

In addition to his innovative furnishings, he became known for his bold and experimental approach to lighting, new materials, textiles and interior concepts, as well as his masterful use of colour.

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Verner Panton & Vitra

In the early 1950s, Verner Panton began exploring the idea of a chair made from a single material and formed in one piece. By the mid 1950s he had developed the drawings, and in 1958 the first full scale model was completed. Willi Fehlbaum, the founder of Vitra, was interested in the idea but only agreed to it when his son Rolf Fehlbaum paid a visit to Panton, returned with glowing reports and initiated further development. This led to the collaboration with Vitra in the early 1960s on the development of the Panton Chair and in 1967 the first cantilever chair moulded from a single piece of glass fiber reinforced polyester was born. Today, it is one of the most striking and best known icons of 20th century furniture design.

The professional collaboration between Verner Panton and Vitra evolved into lasting ties with his family, who remained in the Basel area – where his wife Marianne still resides today. Verner Panton passed away in Copenhagen in 1998. The close partnership continues through Marianne Panton and their daughter Carin Panton von Holen and extends to re editions of the Cone Chair, Heart Cone Chair, Amoebe, Amoebe Highback, Visiona Sofa and Living Tower, which have been manufactured by Vitra since 2004.

Verner Panton & Vitra Design Museum

The Vitra Design Museum maintains one of the most important Verner Panton collections. These holdings serve as a key resource for exhibitions, loans, and publications, all under approval by Verner Panton Design AG.

In 2000, the Vitra Design Museum presented a comprehensive retrospective of Verner Panton's work, and a new exhibition will open in May 2026 to commemorate the 100th anniversary of his birth.

‘We have expanded the Panton universe with options that allow the classics to appear in a new, contemporary light – while still retaining their iconic status.’

Christian Grosen, Chief Design Officer, Vitra

A contemporary aesthetic

The Panton Upholstery Collection

The Panton Upholstery Collection

Launch: 19 March 2026

Until now, Panton upholstery products have featured bold, colourful fabrics. While these iconic colours are important for the Panton portfolio, they do not always align with contemporary interiors. To better suit modern environments, Vitra has updated the fabric selection for Panton upholstered products and introduced a high-quality leather option.

The Verner Panton Upholstery Collection is crafted from carefully curated, high-quality materials designed to complement today's refined living and working spaces.

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Heart Cone Chair

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Heart Cone Chair

Verner Panton, 1958

Following the enthusiastic reception of the Cone Chair in 1958, Verner Panton soon went on to create the Heart Cone Chair. The design quickly became a well-known icon thanks to its sweeping, heart-shaped backrest.

The chair is a refined aesthetic statement that also offers generous freedom of movement, with padded upholstery ensuring soft seating comfort. Today the Heart Cone Chair continues to be manufactured using the same handcrafted methods.

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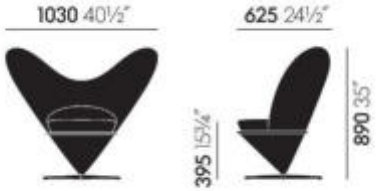
Heart Cone Chair

Verner Panton, 1958

In addition to the existing Ionus fabric, the Heart Cone Chair is now also available with covers in Cosy 2, Volo, Cento and Hola or in Leather Premium. Depending on the choice of cover and colour, the chair takes on a very different character and can be integrated in a wide variety of settings and interiors – including public spaces, thanks to the new durable fabrics.



Available upholstery options

Cento
in 17 colours

Cosy 2
in 15 colours

Hola
in 11 colours

Volo
in 16 colours

Leather Premium F
in 22 colours

Ionus
in 17 colours

Available bases

basic dark

Stainless steel
brushed

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Cone Chair

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Cone Chair

Verner Panton, 1958

In the late 1950s, the radically new aesthetic of the Cone Chair changed the perception of what a chair could be – and marked the first expression of what would become Verner Panton's signature design language.

The Cone Chair takes the shape of an inverted funnel or cone resting on a slender four-star steel base. The rear half of the cone extends upward to form a semi-circular backrest, while the flat top supports a soft seat cushion. The entire body is upholstered in fabric, and the comfortably padded backrest can also serve as an armrest, depending on the sitting position.

Today the Cone Chair continues to be manufactured using the same handcrafted methods.

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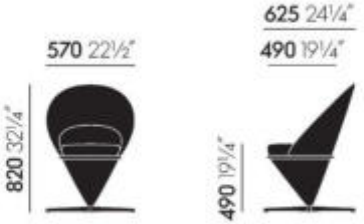
Cone Chair

Verner Panton, 1958

In addition to the existing Tonus fabric, the Cone Chair is now also available with covers in Cosy 2, Volo, Cento and Hola or in Premium Leather. Cosy 2, Volo and Leather Premium are suited for areas subject to intensive use, and Cento and Hola are also highly durable – while Tonus is recommended for residential settings only. As a result, the ideal Cone Chair can be configured for every environment, including public and semi public spaces.



Available upholstery options

Cento
in 17 colours

Cosy 2
in 15 colours

Hola
in 11 colours

Volo
in 16 colours

Leather Premium F
in 22 colours

Tonus
in 17 colours

Available bases

basic dark

Stainless steel
brushed

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Visiona Stool

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Visiona Stool

Verner Panton, 1970/2012

Verner Panton designed the Visiona Stool as part of the interior installation created in 1970 for his legendary Visiona II exhibition in Cologne. The compact upholstered stool provides practical and comfortable seating.

The unobtrusive geometric shape enables the Visiona Stool to be combined with a wide variety of furnishings. Light in weight, it can be easily repositioned and arranged in spontaneous groupings. Its fabric cover is secured with an elastic band, which makes it simple to remove and clean.

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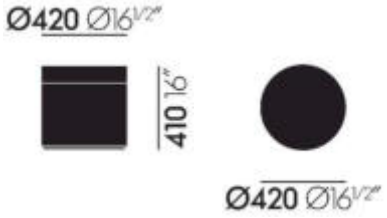
Visiona Stool

Verner Panton, 1970/2012

In addition to the existing fabrics Ionus, Laser RF, Hopsak, Twill and Volo – with the latter now offered in an expanded selection of colours – the Visiona Stool is also available in Hola, Cosy 2 and Cento.

These different upholstery options exude an inviting home like appeal, yet are also suited to intensive use in public and semi public spaces. This makes it possible to configure the ideal Visiona Stool for any setting and purpose.



Available upholstery options

Cento
in 17 colours

Cosy 2
in 15 colours

Hola
in 11 colours

Volo
in 16 colours

Ionus
in 17 colours

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Amoebe & Amoebe Highback

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Amoebe & Amoebe Highback

Verner Panton, 1970

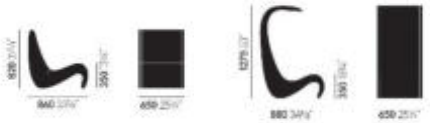
The Amoebe chair was created in 1970 in several versions for Verner Panton's celebrated installation 'Visiona II' – a bold, psychedelic-futuristic living environment staged by the legendary Danish architect and designer on an exhibition ship at the Cologne Furniture Fair. Amoebe embodies the free-spirited ethos of 1960s design. The seat and backrest form a sculptural unity, and the organic shape – as the name suggests – is inspired by single-celled organisms. The chair's soft upholstery provides excellent comfort.

In the Amoebe Highback version, the extended backrest curves over the head of the sitter like a canopy. This striking feature gives the iconic chair a sense of shelter, seclusion, and privacy.

Amoebe & Amoebe Highback

Verner Panton, 1970

In addition, the classic Ionus fabric, Vitra now offers both of these handcrafted chairs in a selection of additional fabrics: Cosy 2 and Voice are suitable for areas subject to intensive use, and Cento and Hole are also very durable – while Ionus is recommended for residential settings only. Depending on the fabric and colour, Amoebe takes on a different character, allowing it to be configured for a wide range of environments. The covers are removable and can be replaced or refitted by trained professionals.



Available upholstery options

Cento
in 17 colours

Cosy 2
in 15 colours

Hole
in 11 colours

Voice
in 16 colours

Ionus
in 17 colours

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Living Tower

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Living Tower

Verner Panton, 1969

The 'domestic landscape' was a major theme of 1960s design: Verner Panton's legendary total design installations fused the elements of a room – floor, walls, ceiling, furnishings, lighting, textiles and wall panels into a unified artistic vision (Gesamtkunstwerk). The most famous examples are the 'Visiona' ship installations for the Cologne Furniture Fair (1968 and 1970), the Spiegel publishing headquarters in Hamburg (1969) and the Verna restaurant in the Danish city of Aarhus (1971).

It was in the context of the 1968 Visiona that Verner Panton developed one of his most unusual designs: the Living Tower furniture sculpture. Over two metres high, the sturdy seating tower can be used on four different levels. Its two part structure is made of birch plywood and covered with upholstered padding, which provides soft comfort in the various seating niches.

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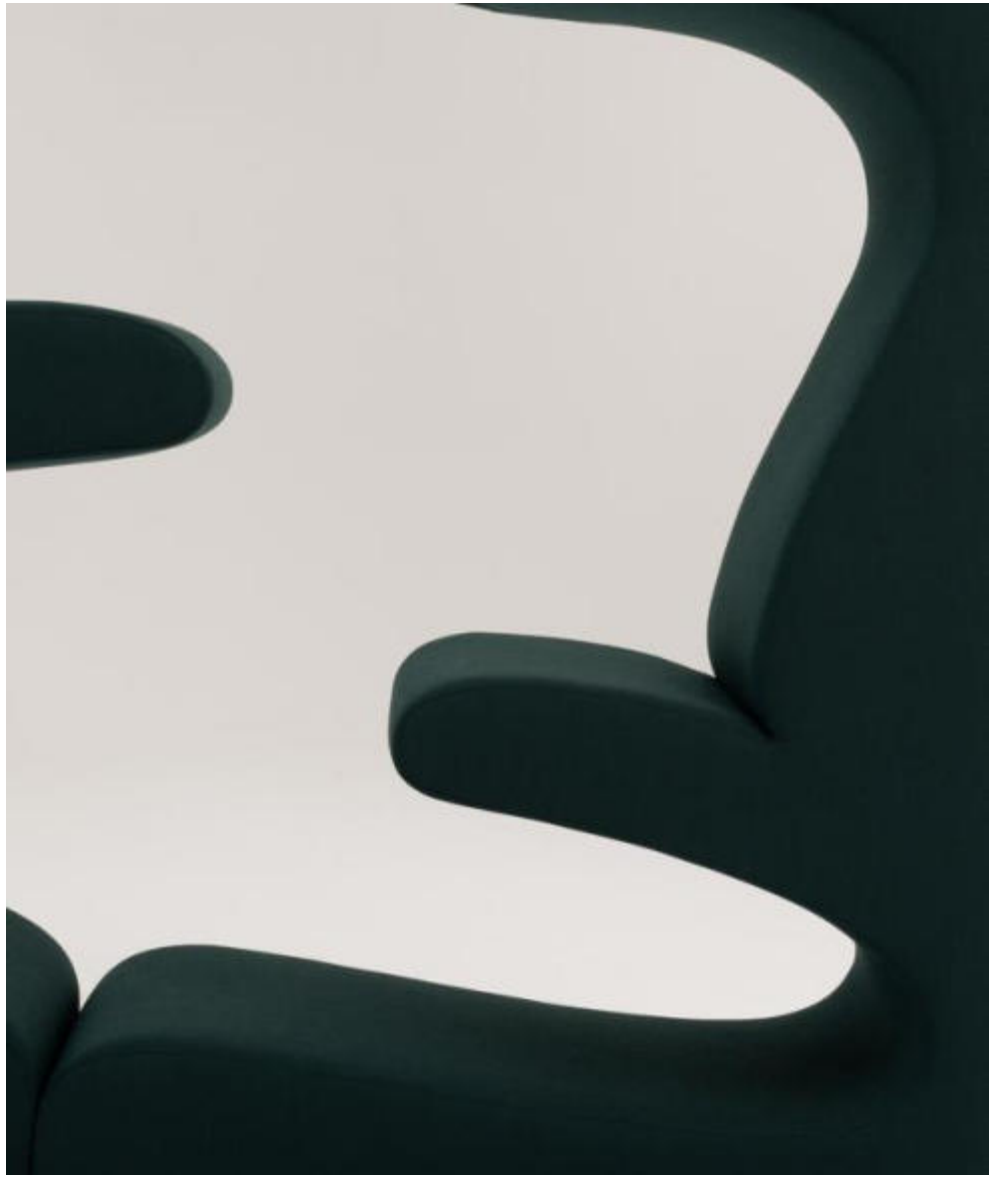
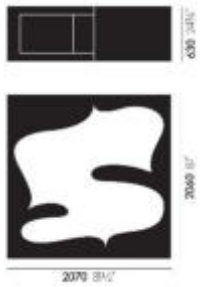


Living Tower

Verner Panton, 1969

Previously only available in the fabric Ionus with a choice of two colours, the Living Tower is now offered in all Ionus colours as well as in the new Volo fabric.

This not only expands the colour options and also broaden its potential applications: Volo is an extremely durable fab that can withs



Available upholstery options

Volo in 16 colours

Ionus in 13 colours (no ivory)

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