

Press release

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Ni hao, Shanghai: Flötotto Opens Showroom in Shanghai

Coinciding with the Design Shanghai trade fair, Flötotto has opened a new dedicated showroom in direct proximity to the trade fair grounds. Since March 16th, the PRO product family with its many solutions for application in education, activity-based working and living has been presented over the new showroom's 300 square metres of floor space. PRO (designed by Konstantin Grcic) is synonymous with active and dynamic sitting. This idea is taken up in a very original way in the showroom concept: developed by the renowned *meiré und meiré* agency, the design appeals to the visitors' natural instincts of movement.

Flötotto strengthens presence in Asia

A perfect contact point for architects, interior designers and consumers, the showroom is ideal for communicating the Flötotto brand, its values and tradition, in the booming Chinese market. Furthermore, the Flötotto branch in Hong Kong supports the markets in Japan, Korea, Hong Kong, Singapore and Australia.

Flötotto – a success story in Asia

Flötotto's success story in Asia started with the launch of the PRO collection in 2012: both architects and consumers were impressed with the design and the functionality of the PRO product family. Since then, Flötotto has been furnishing renowned educational institutions, such as the Hong Kong Academy, the Hyundai training centres in Korea, schools in Japan and educational facilities in Shanghai and Beijing, with PRO chairs and tables.

"PRO – that's chairs and tables for lifelong learning. Furniture for all types of schools, for universities, adult education and for private interiors. PRO encourages active sitting and intuitive movement. The PRO range offers ideal solutions, in particular for the mega-trends of co-working and activity-based working", says CEO Frederik Flötotto.

Further projects, such as the Lenovo headquarters and a design hotel in Korea, have just been completed. Google's Singapore-based employees also sit on chairs from Flötotto.