



traffic hosts 'Vitra Miniatures', a collection of iconic seating from the last century

100 miniatures of classical seating from some of the world's groundbreaking designers

1 February 2010, Dubai - traffic will be hosting an exhibition entitled 'Vitra Miniatures' featuring 100 examples of iconic seating from the past century.

No piece of furniture has attracted the attention of designers, architects and artists alike as has the chair. The chair is closely related to the shape of the human body, it is the depiction of our body and has arms, legs, feet and a back. The chair has assumed a key role in the history of design - as an experimental object, as the motor driving new developments forwards and as an icon. It has long since advanced from being an everyday utilitarian object to attain the status of an artistic event.

In 'Vitra Miniatures', 100 miniatures of classical seats convey the significance of design and the role it plays in the industrial production process. These classical chairs, exact 1:6 replicas of the originals, are presented on plinths in an elegant installation. Presented in nine groups (representing periods from 1800 - 1990), the exhibition is accompanied by 40 wall-mounted panels comprising photographs, original drawings and time-lines.



'Vitra Miniatures' opens at traffic with a private viewing on Thursday, March 4, 2010 from 7:30 pm. The exhibition runs until Sunday, March 28.

For more information and to RSVP to the private preview contact :

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Notes to Editors

About 'Vitra Miniatures'

Vitra Miniatures is an exhibition featuring 100 miniatures of classical seating from some of the world's most groundbreaking designers. It is an exploration of the significance of design and the industrial production process.

The exhibition runs at traffic from Saturday, March 6 2010 - Sunday, March 28 2010. traffic is open Sat - Thu, 10 am - 8 pm.

About traffic

traffic is a Dubai-based multi-disciplinary art and design practice founded in 2007 which includes a store, gallery and studio.