



The launch event of Interstuhl's latest product line VINTAGEis5 took place in the GCC region in Dubai's Armani Hotel in the Burj Khalifa, the tallest building in the world!

The foundation for the expansion of activities in the Gulf region was already laid in 2016 with the opening of a separate showroom in Dubai and the appointment of an on-site sales manager. The new Interstuhl product line VINTAGEis5 was officially launched on 12 April 2017. The event already attracted attention in advance with the selection of an exceptional venue: The 5-star Hotel Armani in the world-famous skyscraper, the Burj Khalifa, which at a height of just under 830 metres is currently the tallest building in the world. Interstuhl invited selected guests from the Middle East with a focus on the Gulf region. On the evening Interstuhl welcomed important retailers and distributors, end customers, architects and opinion leaders, as well as various press representatives.

The first part of the event included the product presentation. VINTAGEis5 designer Volker Eysing presented the development of the innovative chair line to the guests with three global innovations - "Smart Motion Technology", "Auto Flow Armrest" and "Bionic Effect". A light painting show, which illustrated the history of the city of Dubai, the connection of Interstuhl to the Gulf region, as well as the development of the chair, in the form of "live" painted or "lasered" drawings provided top-class entertainment.

Then the representative outdoor area of the Armani Hotel was opened, where the VINTAGEis5 product line was presented in various scenarios against the backdrop of the Dubai skyline. The live cooking stations and a bar provided culinary delights and tasty beverages. The visitors could experience VINTAGEis5 with live jazz music in the background and enjoy the evening over interesting conversations.