

PASTOE



TODAY'S PASTOE: A NEW ERA FOR DUTCH DESIGN HERITAGE

Experience the international launch of the new Pastoe collection, unveiled at Superstudio Più in Milan.

Anchored in more than a century of history, Pastoe now unites timeless masterpieces by iconic designers such as Cees Braakman, Aldo van den Nieuwelaar, Gerrit Rietveld, Benno Prensela, Kho Liang Ie and Martin Visser under one name. The new Pastoe collection showcases an immersive experience of Dutch design heritage, reimagined for today.

The accompanying brand introduction video, "Then. Today. Tomorrow.", captures this moment: a reflection on more than 110 years of Dutch design and a look ahead to its next century.

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PASTOE AT MILAN DESIGN WEEK

As part of this new chapter, Pastoe will present its renewed collection during Milan Design Week 2026. Showcased at Superstudio Più, the exhibition unites timeless masterpieces by iconic designers such as Cees Braakman, Aldo van den Nieuwelaar, Gerrit Rietveld, Benno Prensela and Martin Visser.

It is a journey through time, shaped by visionary designers whose work has become a cornerstone of modern design-timeless pieces that challenged conventions, endured through the years and continue to inspire today.

The presentation highlights both iconic pieces and the evolving direction of the brand, reinforcing Pastoe's commitment to clarity, craftsmanship and innovation on an international stage.



ROOTED IN HISTORY, DESIGNED FOR THE FUTURE

Founded in 1913 in Utrecht, Pastoe remains guided by the same principles that shaped its beginnings: clarity of form, respect for materials and design that endures. Today, under the vision of Marcel Wanders and Titus Darley, Pastoe steps confidently into the future as a design house that honours its heritage while exploring new horizons.

"Pastoe is not just about furniture. It is about people - architects, designers, entrepreneurs - who challenge convention and shape the way we live. By bringing together the icons of Dutch design, we ensure their legacy continues to inspire the world." - Marcel Wanders

"Uniting masterpieces by leading Dutch designers under the Pastoe name creates a brand with global strength, rooted in heritage. This is a unique opportunity to broaden Pastoe's reach and present the collection to a wider audience - timeless design for generations to come." - Titus Darley

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UNVEILING ICONIC DESIGNS

During Milan Design Week, we will celebrate the international launch of Gerrit Rietveld's iconic Zwaan armchair as part of the Pastoe collection. One of his most elegant pieces of furniture, designed in 1958, at a time when Dutch design was gaining international appeal.

With flowing lines replacing right angles and giving the design a sculptural silhouette, in which functionality and aesthetics merge naturally, the Zwaan shows a softer side of Rietveld's typical clean geometry, making an architectural statement.

Besides the Zwaan armchair, the recently reintroduced Wire Series by Cees Braakman is on view in the Pastoe presentation in Milan. Working with wire steel, Braakman achieved an open, transparent look without compromising comfort or durability.

The Wire series is available in two finishes: black and chrome. For added comfort, a custom-made seat pad is available. Choose from fabric or leather in a range of colours, creating a stylish and inviting look. The series include the Wire Chair, the Wire Bar Stool, and the Wire Stool.

Also on view is a preview of Landscape cabinet, designed by Joost van der Vecht in 2012, a contemporary classic within the Pastoe collection. The design is defined by its strong horizontal lines and clear composition, and will be officially introduced in May.

About Pastoe

Pastoe has been at the forefront of Dutch design for more than a century. The collection brings together timeless pieces by pioneers like Cees Braakman and Aldo van den Nieuwelaar, now joined by iconic designers such as Gerrit Rietveld, Kho Liang Ie, and Martin Visser, who embody the same spirit of clarity, craftsmanship and innovation. Pastoe represents the finest in Dutch heritage design - rooted in history, driven by vision and ready for tomorrow.

Pastoe will present its renewed collection during Milan Design Week 2026 at Superstudio Più.

Location & Opening Hours
Superstudio Più Central Point, 11
Via Tortona 27, 20144 Milano

20-25 April, h. 11:00 - 21:00
26 April, h. 11:00 - 18:00

For interview requests with Marcel Wanders and Titus Darley, or for additional information, contact press@pastoe.com.

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