

# PASTOE

TODAY'S PASTOE

A New Era for Dutch Design Heritage

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## FURNITURE BRAND PASTOE ENTERS A NEW CHAPTER

Anchored in more than a century of history, Pastoe now unites Spectrum, Rietveld Originals and Atelier Artiforte under one name.

Together, these iconic brands form a single collection that embodies the best of Dutch design – a living legacy of clarity, craftsmanship and innovation. 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.

## A LIVING LEGACY

Pastoe is more than a collection. It is a journey through time, shaped by visionaries like Cees Braakman, Martin Visser, Kho Liang Ie and Gerrit Rietveld. Their works have become landmarks of modern design – pieces that challenged convention, stood the test of time and continue to inspire today. From Rietveld’s De Stijl principles to Spectrum’s postwar modernity and Atelier Artiforte’s sculptural lighting, each brand has left a profound mark on Dutch culture. Today, their stories converge, carrying a legacy of simplicity, honesty and innovation into the future.

## UNITED UNDER ONE NAME

By bringing Spectrum, Rietveld Originals and Atelier Artiforte under the Pastoe name, a Dutch heritage brand emerges. It is a natural evolution, built on shared values: Dutch heritage, timeless masterpieces and a pioneering spirit. This collection brings together icons that defined an era: Rietveld’s





chairs, Visser's sofa bed, Braakman's Wire Series and Van den Nieuwelaar's TC6 Circlelamp. Side by side, they form a conversation between past and present – a legacy reimagined for tomorrow. Pastoe becomes the home of Dutch design's most enduring voices.

#### **ROOTED IN HISTORY, READY 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 Spectrum, Rietveld, and Atelier Artiforte under the Pastoe name creates a brand with global strength, rooted in Dutch heritage. This is a unique opportunity to broaden Pastoe's reach and present the collection to a wider — timeless design for generations to come."

**Titus Darley**

#### **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 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.

#### **FOR INTERVIEWS AND MORE INFORMATION:**

[PRESS@PASTOE.COM](mailto:PRESS@PASTOE.COM)

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