

Knoll Reintroduces Two Classic Florence Knoll Seating Designs

70 Years After the Original Debut, Knoll Returns to the Archives, Bringing Back Florence Knoll™ Model 31 and Model 33



East Greenville, PA., September 26, 2023 — Knoll celebrates the legacy of Florence Knoll—pioneering architect, interior planner, and furniture designer—through the archival reissue of the Florence Knoll Model 31 Lounge Chair and Model 33 Sofa. Nearly 70 years since their launch in 1954, these original Florence Knoll pieces embody her simple, perfectly executed designs, adaptable to any space.

In creating the revolutionary Knoll Planning Unit, Florence Knoll set the standard for modern interiors, with a focus on creating spaces that were meticulously customized for each client. While she humbly referred to her contributions to the furniture catalog as the firm's "meat and potatoes," her attention to detail and proportion made her designs revered by fellow designers, collectors, and design enthusiasts.

"Model 31 and Model 33 are well-proportioned rectilinear forms that serve as vehicles for textile and color within interiors," said Jonathan Olivares, Senior Vice President of Design, Knoll. "This reissue underscores how considered reduction stands the test of time, and we are thrilled to make these archival pieces available to the public once again."



Model 31 and Model 33 are highly adaptable, ideal for residential settings, while also being seamlessly and easily scaled for contract or commercial spaces. Lightweight, strong, and stylish, this seating duo supports socialization, engagement, and connection.

This reintroduction offers clients a new palette from which to customize. Both Model 31 and Model 33 are now available to upholster in a wide range of textiles. The enhanced textile offering gives further nod to Florence Knoll, who founded Knoll Textiles in 1947. From colorful weaves to durable leather and vinyl, all with high-quality craftsmanship and timeless aesthetics, these customizations offer modern options to complement any home or office.

Model 31 and Model 33 are available for purchase at [Knoll Design Shops](#) in New York and Los Angeles and at [Knoll.com](#), with a starting price of \$1,673 for Model 31 and \$3,420 for Model 33. They are also available to contract clients via authorized MillerKnoll dealers.

About Knoll

Founded in 1938, Knoll is a globally recognized leader in modern design. Knoll uses modern design to create places people love to be, and over the last 85 years, its commitment to modern design and ongoing dialogue with designers and customers has yielded a timeless collection of pioneering products for high-performance workplaces, work-from-home settings, and luxury residential interiors. A recipient of the National Design Award for Corporate and Institutional Achievement from the Cooper-Hewitt, Smithsonian Design Museum, Knoll has championed sustainable practices in manufacturing. Knoll is a founding sponsor of the World Monuments Fund Modernism at Risk program. Knoll is a part of MillerKnoll, a collective of dynamic brands that comes together to design the world we live in. For more information, visit [knoll.com](#).

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