

Niko Kralj - King of Chairs

New Design Icon in Germany



Rex 120



Shell

Niko Kralj, born in 1920 in Slovenia is without doubt one of the most important designers of the last century. In the 1950s to 70s, Kralj was one of the best industrial designers and his designs have developed into icons of the post-war period, especially since the Rex - Lounge was added to the design collection of the Museum of Modern Art (MoMA) in New York.

With more than 2 million pieces sold and a large number of international awards, the Rex chair became part of international design history. The collection of Niko Kralj has been produced in Slovenia again since 2010 under the company label Rex Kralj. Today, with its usefulness, minimalism and vision of design for everyone, Rex Kralj again meets the contemporary spirit of design.

After successful launches in Austria and Switzerland, Rex Kralj will be available from spring 2013 in Germany as well.

Museum Exhibit and Favourite

From MoMA into the Zona Tortona

Temporary Museum For New Design
SUPERSTUDIO PIU, via Tortone 27,
Milano in Space 12

Press Preview: Monday April 8, 2013
From 3 p.m. to 6 p.m.

Visit our stand!

Shortly after its creation, Rex became an international design-favourite and was promptly added to the MoMA collection and to the permanent collection of the Design Museum in Denmark.

Now, Rex is exhibited from April 9 to 14, along with other design classics such as Shell and Mosquito.

Rex - The Classic

Affordable, foldable, functional



Just like the design of contemporaries such as Charles & Ray Eames or Richard Buckminster Fuller, with whom Niko Kralj was friends, the Kralj designs are marked by the economic boom of the post-war years. To make design affordable and make use of industrial and technological innovations became the maxims of design for Kralj. New designs should arise primarily from the use of matching substances specific for the relevant functionality.



Rex Rocking Chair, Rex, Rex Lounge

In Germany, Ferdinand Kramer, an architect of the Goethe University in Frankfurt and an admirer of Niko Kralj, used Rex as equipment in his buildings.

To date, Rex Kralj has lost none of its charm and convenience, and it has shaped the contemporary design spirit for half a century. Its „royal“ name Rex comes from the translation of the Slovenian surname Kralj.

Niko Kralj

A pioneer of Slovenian design



Niko Kralj and Richard Buckminster Fuller
in the '60s

Born in 1920 in Slovenia. After completion of his architectural studies, Kralj worked at the largest furniture factory in Slovenia and founded the first development and design company in Slovenia. Back in the 1950s and 60s, Kralj earned international recognition in the shape of numerous awards and honours. At this time, study tours took him to Stockholm and the United States. Kralj later toured the world as a UN expert on industrial design and taught until 1990 at the Institute of Architecture at the University of Ljubljana. Today, Niko Kralj is living his advanced years in Slovenia.