

## Information Document – Verner Panton Design AG

**For any questions or doubts please contact Verner Panton Design AG at [contact@verner-panton.com](mailto:contact@verner-panton.com) or [cpvh@verner-panton.com](mailto:cpvh@verner-panton.com)**

### **Who are Verner Panton Design AG:**

Verner Panton Design AG is a family -run company based in Basel, Switzerland.

As the sole custodian and exclusive owner of all intellectual property rights and archives, our mission is to protect and preserve the artistic integrity, authenticity, and creative vision that defined his career.

With over 70 years of continuous business, we honour Panton’s legacy through strategic collaborations, meticulous archival work, and a steadfast commitment to excellence. We ensure that Panton’s spirit and creations continue to inspire and stay a relevant part of the contemporary design scene. For this we collaborate with museums, galleries, curators, collectors, trusted licensees and the media.

Through exhibitions, partnerships, and storytelling on our website and social media, we tell the story, and we continue his conversation of ideas in an international and contemporary context. His family, Marianne and Carin Panton, carries his legacy, and daughter Carin contributes to the ongoing conversation by giving talks and interviews at art and design events, where she shares insights into her father’s creative process and enduring influence, as well as his exceptional personality.

Verner Panton challenged his surroundings with his bold use of colors and his innovative approach to spaces, materials and forms, with which he created an organic, geometric and sculptural extravaganza of design.

Our archives, spanning over 70 years, hold original drawings, prototypes, and production samples, carefully preserved across multiple locations.

We warmly invite you to discover, explore, and be inspired by the spirit of Verner Panton.

*Any collaboration involving Verner Panton’s name, work, or legacy is exclusively managed and approved by Verner Panton Design AG, ensuring the integrity and continuity of his vision.*

## **Verner Panton short biography:**

### **Verner Panton (1926–1998): Designing with Imagination, Color, and Form**

Verner Panton saw design as an experience—bold, immersive, and alive with color. With a deep understanding of color theory and psychology, he transformed interiors into vibrant environments that engaged the senses and sparked the imagination, redefining how we interact with space.

Born in Denmark in 1926, Panton studied architecture at the Royal Danish Academy of Art. After gaining his first work experience in Arne Jacobsen's office, he soon became known for his own daring interiors—such as the Kom Igen Inn—and groundbreaking furniture designs like the Cone Chair. In the early 1960s, he moved to Switzerland, where he continuously pushed the boundaries of form, material, and production techniques. His Panton Chair, developed with Vitra, became the world's first cantilevered polymer chair made in a single piece – a sculptural icon of functional beauty.

Beyond furniture, Panton mastered lighting, textiles, and total environments, orchestrating color, pattern, and shape into seamless compositions. His bold textile designs, introduced rhythmic energy to spaces, reinforcing his belief that color could be even more powerful than form itself. His immersive interiors—including the Spiegel Publishing Headquarters (1968), the Visiona Exhibitions (1968 & 1970), and the Varna Restaurant (1971)—challenged conventional spatial design. His Fantasy Landscape for Visiona 2 (1970) remains a defining expression of his philosophy: a curving dreamscape of saturated hues and organic forms that continue to inspire designers worldwide.

Over his lifetime, Panton created numerous legendary pieces. Alongside the Panton Chair, designs like the Globe, Panthella and Flowerpot Lamps, and many other creations remain in production today - proof that true innovation endures when you dare to experiment, embrace color, and rethink the ordinary.

*"The main purpose of my work is to provoke people into using their imagination."*

– Verner Panton

### **Activities and events in relation to Verner Panton's 100<sup>th</sup> birthday 2026:**

- TV Documentary "*Verner Panton – En dansk verdensstjerne*" released on DR TV February 13th 2026 (Currently only available to Danish viewers)
  
- Photo exhibition, Bogense (DK)  
*13.02.2026-13.02.2027*
  
- "Verner Panton: Form Colour Space" – exhibition at Vitra Design Museum (DE)  
*23.05.2026 – 09.05.2027*
  
- 3 Days of Design, Copenhagen (DK) – various exhibitions, events and activities  
*10-12 June 2026*
  - Exhibition at Designmuseum Danmark
  - Exhibition at Embassy of Switzerland in Denmark
  - Installation at Danish Architecture Center (DAC)
  - Installations and showcases with our various licensees
  
- Kunstgewerbemuseum, Berlin – World of Colours, 100 years of Verner Panton  
*14.11.2026 – 23.05.2027*

**We would love to share more of Verner Panton's story, projects, architecture, and design.**  
**Please see the topics below and let us know if you would like more insight into any of them:**

- CHILDHOOD ON NORTH FUNEN
- ACTIVE IN THE RESISTANCE MOVEMENT
- THE "KOM IGEN" INN, NEAR LANGESØ 1958–1984
- HEART CONE CHAIR, 1958–1960
- ASTORIA, TRONDHEIM 1960
- THE CEILING AS A STAGE
- BAYER'S DRALON SHIP (VISIONA 0), COLOGNE 1968
- SPIEGEL HEADQUARTERS, HAMBURG 1969
- FANTASY LANDSCAPE, VISIONA II, 1970
- A WORLD-FAMOUS ICON: THE PANTON CHAIR, 1958/1967
- SUMMER HOUSE IN HORNBÆK, 1972–1993
- RESTAURANT VARNA, AARHUS, 1971
- PANTON PASSAGE, BASEL, 1978
- PANTON PASSAGE, BASEL, 2024
- TRAPHOLT: LYSET OG FARVEN ("LIGHT AND COLOR"), 1998/2021
- CENTRE POMPIDOU - ARCHITECTURAL COMPETITION
- CIRKUSBYGNINGEN (THE CIRCUS BUILDING), 1984
- CIRKUSBYGNINGEN (THE CIRCUS BUILDING), 2025
- PANTON'S PRIVATE HOME, BINNINGEN, 1972–1987
- PANTON AND LIGHT
- PANTON SCHOOL FURNITURE

If you have any special wishes, we are of course happy to support you.