IMM COLOGNE 2019

TEAM 7 – the real tree story

Extraordinary creations in solid wood, at the imm cologne 2019, 14 - 20 January 2019, Hall 11.3, booth P030/Q039

In these times of digitalisation, high tech and global networking, there is a growing need for oases of calm. Our homes in particular should be a place where we feel able to slow down. Natural materials create a rich sensory aesthetic. Organic shapes and a pleasing texture embody an unspoilt authenticity, giving us a comfortable sense of security. There is also a growing demand for products with character, custom-made to suit personal preferences. This results in unique items with distinctive characteristics, an unmistakable charm and special charisma – our home becomes a reflection of our personality, as well as a refuge.

Furniture from TEAM 7 fulfils these aspirations. Today this Austrian manufacturer is regarded as a pioneer of environmentally friendly designer furniture, and is one of the world's leading providers of sustainable furnishing concepts. Their products are sold in more than 30 countries worldwide. TEAM 7 is uniquely successful in expressing the principles of nature in a contemporary design language, while also perfecting the concept of a furniture system. Their latest innovations exemplify this once again. "There is a special art to combining fine, precise craftsmanship with optimal functionality", explains CEO and owner Dr Georg Emprechtinger. This skill is apparent in their new releases for 2019, and underpins the emphasis on design perfection and top quality wood craftsmanship.

filigno - an elegant link between different areas in your living space

Flexible, versatile and smart – TEAM 7 makes connections between different areas and rooms in the home, with products that are right on target for modern lifestyles. The trend towards urbanisation demands entirely new concepts in furniture design and planning. How do we define dining space, living space, work space? Customers want all-in-one solutions. For today's lifestyles, the functional areas in our homes are merging, they often fulfil several functions at once, and are used flexibly. TEAM 7's filigno range is a perfect example of this trend. In the past, this versatile system has already led the way from the kitchen into the dining room and its sophisticated solid wood design style is now advancing into the living area too. Smart functions, refined details and customised furniture, made to order – these are the defining principles of this concept for living. As well as storage furniture with drawers, flap fronts and hinged doors, there is also a choice of wall shelves in L, C or U forms, and wall panels with shelves and consoles. TEAM 7's advanced technology ensures that filigno's triple-layered boards, just

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12 mm thick, are tremendously stable, enabling technical equipment and the latest entertainment technology to be elegantly concealed. Designer styling, with a finely crafted shadow gap at the edges, wood panels and handles, and the choice of vertical or horizontal wood grain, makes these products eye-catching in any setting and showcases the natural beauty of this wonderful material.

tema – a dining table with brilliant extension technology and super-smart functionality

With their new **tema** dining table, designed by Dominik Tesseraux, this solid wood expert brings even more design options to the drawing board. Here natural solid wood, pared-back modernity and high-level functionality are combined in a beautiful form that also has an amazing capacity for transformation. A single hand movement is all it takes to unfold the full growth potential of this table. **tema** can be extended by 100 cm in just a few seconds. The extension mechanism was developed by TEAM 7 and has already been a great success in their **flaye** table. With smoother functioning than ever and allowing even more generous leg-room, **tema** brings a new freedom of movement to the dining area. The table is available in extendable or non-extendable versions, in many different sizes and any TEAM 7 wood type, with two styles of base to choose from.

grand lui – dining chair in new dimensions and a new kind of comfort

Teamed with the new **grand lui** dining chair, the whole ensemble quickly becomes the star of every dinner party. Designer Jacob Strobel had already earned spirited applause at the dining table with his **lui** chair, and the same designer has now made dining room comfort complete by adding a larger feel-good chair as well. Generously-sized arms guarantee pure relaxation and the same delicate wire frame of the slender **lui** model is a striking design feature. Another new design, and an equally suitable match for the **tema** table, is the popular **yps** bench – with a stunning new wood panel base available for 2019.

mylon - fresh furniture concepts for dreamy modern bedrooms

"The captivating appeal of wood is unique, and our furniture is designed to conserve that natural beauty", explains owner and managing director Dr Georg Emprechtinger. The company uses European hardwood trees from sustainably grown forests, and treated purely with natural oils and processed by hand, not far from where they were grown. The result is furniture that has a positive influence on the users' health, particularly in the bedroom. With bed systems that are ergonomically adjusted to each sleeper, and natural materials such as wood, natural latex, cotton, sheep's wool and Tencel/maize fibre, TEAM 7's bedroom furniture is exceptional. The same is true of their occasional furniture. mylon occasional furniture will be launched at the imm 2019. The impressive bedside cabinet is available in an open form, or with a drawer, and in two different heights. Another eyecatcher is the mylon bench, which includes a seat that hinges up, with cushioned action so that it closes quietly. With a fabric or leather cover, according to taste, it is a perfect match for the design of the mylon bed. Another highlight is the console. It fits onto the side of the bed and is easy to fix in place – providing a neat place to put things.

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Maple & matt black - fresh new ideas from the design studio

An innovative spirit of invention and awareness of the latest trends are evident in the new colour and fabric concepts from these Austrian manufacturers too. The new Maple fabric collection from Kvadrat, for example, in 13 shades, offers diversity, and a velvety texture that is soft to the touch. This will guarantee an impressive presence in your home. The high proportion of viscose fibre gives its shimmering surface an attractive appearance that changes depending on the light conditions and viewing angle. Another trend from TEAM 7 is the new metallic colour, matt black. Last year's industrial chic style quickly found many enthusiastic fans, and TEAM 7 has now expanded this metallic style with a sophisticated addition of matt black. The design options for the lui and grand lui chairs, and the tak table, have also been extended to include this new material, making an elegant design statement.

"Our new products for 2019 showcase the breadth of our functional know-how at the highest level", emphasises Dr Georg Emprechtinger. With individual shelf and home entertainment systems, practical extending tables, innovative seating furniture and new materials, TEAM 7 is responding to the need for flexible furniture ranges for open plan homes, as well as the demand for sustainable, ecologically acceptable manufacturing and individual design concepts.

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NEW PRODUCTS 2019

Welcome to the comfort zone!

filigno advances into the living area

TEAM 7 shares the success story behind **filigno**, from its start in cosy solid wood kitchens to its move first into the dining area with **filigno** occasional furniture and now into the living room. From an array of standalone pieces to a fully formed furniture system – individual items can easily be combined and adapted to any design concept. With TEAM 7's **filigno** line customers can maintain a consistent design vocabulary across all living spaces.

In the spirit of the motto "back to the roots", TEAM 7's **filigno** range epitomises their core skills in wood craftsmanship. With living room furniture such as **cubus pure**, glass and metal play important parts, and wood remains in a supporting role – or perhaps appears in selective roles or as a conscious design feature – with **filigno**, TEAM 7 is now presenting new wall units that are fully dressed in warm, cosy wood, from head to toe.

The open-plan layouts of modern homes are increasingly blurring what were once clear lines dividing cooking, dining and living areas. The **filigno** range from TEAM 7 makes it possible to create elegant, flowing transitions between kitchen, dining and living areas. The delicate style of **filigno** solid wood furniture is defined by three-layer boards, just 12 mm thick, which encase the elements, combined with a fine shadow gap at the edge. Thanks to TEAM 7's advanced three-layer technology, the solid wood panels are – in spite of how thin they are – incredibly strong. Edge inserts underline TEAM 7's superior craftsmanship and expert use of solid wood.



filigno wall unit in walnut



filigno sideboard in oak white oil

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filigno wall shelves

Previously TEAM 7 customers had a choice of the **cubus** or **cubus pure** ranges when designing wall units. Now solid wood wall units are also available in the **filigno** range, in a wide variety of shapes and sizes. Like TEAM 7's other ranges, **filigno** offers almost unlimited design options. In addition to storage furniture with drawers, flaps and hinged doors, there is also wall shelving in L, C or U-shapes. The wall shelves include mitrejointed side supports for books. They provide options for arranging books, accessories or collector's items. A **filigno** wall shelf can be hung as a standalone item or aligned with other shelves. The wall panels with shelves also make it possible to create a solid wood surface that looks seamless right along the wall. The shadow gap on the rear panel of the wall shelf can also be fitted with indirect LED lighting. Atmospheric lighting transforms the wall shelf and your favourite objects into eye-catching features in your home.

Extra slim: the new filigno console

The refined style of the **filigno** range also includes a new, remarkably slender console. At just 12.4 cm thickness, its profile is significantly lower than other cabinets previously available from TEAM 7. Yet this slender element includes storage space for things like the TV remote control, magazines, papers or other odds and ends that would otherwise just lie around in the living room. The console is mounted directly on the wall, and seems to float above the floor, adding to the impression of weightlessness. It can be combined beautifully with the new **filigno** wall shelves, creating a modern wall unit with a light, breezy style.

Wall panel with a screening function

TEAM 7 is also introducing a new kind of wall panel for **filigno**. Here, the open shelves are covered on one side by a solid wood panel. This creates a wall panel that is partly open, partly closed, making it possible to display decorative items – while also hiding other things from view behind a concealing panel.



filigno wall unit with extremely slim console



wall shelf, C form



wall shelf, L form



wall shelf, U form

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Hidden technology

Hiding technical equipment and ugly cabling is a priority in TEAM 7's Home Entertainment furniture. Now stylish home cinemas and music rooms can also be created from the **filigno** range. Movie lovers, computer games fans and vinyl enthusiasts – they can all take advantage of technically sophisticated solutions from TEAM 7 to conceal their equipment and cables neatly behind solid wood cabinet fronts. The cabinets are also pure solid wood, which is ideal for optimal sound reproduction. Customers can choose standalone items, room dividers or entire wall units, designed to suit their individual needs. With generous storage space in the cabinets, an intelligent ventilation system and easily accessible cable channels that keep everything in place, **filigno** Home Entertainment furniture fulfils all the technical requirements of modern entertainment electronics. The cable flaps fitted in this furniture can also be used to hide power cables for table lamps.

New for filigno: wood panels and wooden handles

filigno occasional furniture for dining and living areas – sideboards and highboards – were previously available either for mounting directly on the wall, or supported by metal slides or a recessed plinth. A new wood panel base for **filigno** now offers another elegant option that is perfectly matched to the new **tema** table.

In the **filigno** range, the focus is on the pure solid wood. To make it possible to create entire **filigno** configurations purely using this material, TEAM 7 has developed a new wooden handle that is made to match their furniture, using the same wood type. The handle is delicate-looking but functionally robust, and its 12 mm profile is a perfect match with the equally slender solid wood casing of the furniture. A particularly pleasing detail is the slight recess that has been sculpted into the underside of the new wooden handle, allowing a more secure finger-grip on the handle.



wall panel with a screened section



filigno Home Entertainment in oak



filigno sideboard with wooden handles and wood panel base

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Unique furniture for the most demanding requirements

TEAM 7's products are never mass-produced. Each item of furniture is made to order and exactly to the customer's individual specifications. With **filigno** too, customers have all the design freedom that they have been used to with TEAM 7's other ranges. For **filigno**, measurements and inclusions such as drawers, doors and practical interior dividers can be configured in any way, entirely according to taste. In the **filigno** range, TEAM 7 even offers a choice for the wood grain pattern on the cabinet fronts: customers can decide for themselves if they prefer vertical or horizontal grain pattern – or a combination of both. A consistent grain pattern on furniture such as sideboards and highboards creates a calmer, noticeably more harmonious appearance. Now it is also possible to combine drawers and hinged doors with a continuous wood grain pattern on all the fronts.



filigno highboard



filigno dresser with haiku combi wall panel

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NEW PRODUCTS 2019

A changing natural beauty

TEAM 7 presents the new tema dining table

Premium hardwood combined with Austrian craftsmanship, elegant design and innovative technology results in extraordinary furniture such as the new tema dining table from TEAM 7. The linear, uncluttered, purist design, created by Dominik Tesseraux, allows the materiality, unique aesthetic quality and texture of wood to take centre stage. Just looking at these pure wood surfaces, finished with natural oil and meticulously hand sorted, you would hardly guess what a masterpiece of technology is hidden away inside the table. The state-of-the-art three-layer technology brings enormous stability to the solid wood panel. Its high-quality craftsmanship is evident in such details as the end-grained wood on the front edges, and the continuous pattern of the wood grain on the table top's surface and sides. tema's robust-looking, 7 cm thick table top is a complete opposite in style to TEAM 7's very delicate, slender tak table. With striking design and edgy, cubist design language, the new tema table is sure to be a strong presence in modern dining and living areas.

One table – many design options

Two different styles of base are available for the **tema** dining table, which both harmonise equally well with the table top. Solid wood panel ends provide stable support and also emphasise the linear, timeless character of the design. The stretcher not only highlights the craftsmanship of the design, it also ensures maximum stability. The A-frame base gives the impression that the **tema** table top is balanced on the point of the "A". This table is a work of art with "wow factor" – especially when viewed from the front end. A-legs give **tema** a modern and expressive appearance. The clear design and generous leg-room are impressive in both versions.



tema table in walnut, filigno sideboard and lui/grand lui chairs



tema in oak white oil with A-frame

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tema is available as a non-extendable or extendable table. The skilfully concealed mechanism inside the table top, and the continuous grain pattern, together create a seamless look so that at first glance the **tema** extendable table can hardly be distinguished from the non-extendable version.

Intelligent extension technology, skilfully hidden behind beautiful design style, is a trademark of TEAM 7. Just looking at the new **tema** table, there is no indication that it can be rapidly transformed into a long banqueting table. Tucked away behind the solid wood surface of the stable three-layer boards and meticulously finished end-grain edges, are the table inserts and the innovative, extremely slender extension mechanism.



tema table with wood panel base

Dining table with a revolutionary non-stop extension mechanism

Fast, convenient and intuitively easy – TEAM 7's patented **non-stop** extension technology was first used in their **flaye** table. In the new **tema** dining table it works more smoothly than ever and allows even more leg-room, and its astonishing user-friendliness is much admired. To extend the **tema** table, you just pull it lengthways. Simply pulling one end of the table by hand is all it takes to quietly slide apart both halves of the table top at once, allowing the cushioned inserts to swing up automatically in the centre and fit gently into place. No trouble, no time wasted, no noisy clattering. In seconds, in one continuous movement, the **tema** table grows by 100 cm, creating four extra dining places. Reducing the dining table again is just as easy with the **non-stop** system. The patented swivel mechanism cushions the movement of the integrated table inserts in both directions. The cushioning system ensures the inserts swivel smoothly upwards and drop into place gently and quietly. A true masterpiece of high engineering and artisan craftsmanship.

While the size of other extendable dining tables can only be increased on one side, the integrated inserts of the **tema** table are positioned in the centre and the table top grows at both ends. The table frame stays in its position – perfect for placement on a carpet or in combination with a bench that is centred at the table even after the extension.



tema table in oak white oil, filigno sideboard and lui/grand lui chairs



There's room for everyone at this long table.

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Whether walnut or oak, beech or alder – the **tema** table is available in all types of wood from TEAM 7. Non-extendable tables in the **tema** line can be produced with a maximum length of 300 cm, while lengths of up to 350 cm are possible for the extendable version.







non-stop extension technology

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NEW PRODUCTS 2019

A larger family at the dining table

grand lui becomes the star of the dinner party

With its charming, casual nature, the <code>lui</code> chair quickly became a customer favourite and bestseller. Now TEAM 7 introduces its bigger brother, the <code>grand lui</code>. The ergonomically shaped armrests of the <code>grand lui</code> are superbly comfortable. If you like to cook for family and friends and want to spend many hours in good company around the table, you need truly comfortable dining chairs. With armrests or without: fans of the sophisticated <code>lui</code> design by Jacob Strobel now have a choice. They can settle on either <code>grand lui</code> or <code>lui</code> – or a combination of the chairs and armrest chairs around the dining table. A smoothly stretched exterior and distinctive folds on the inside: <code>grand lui</code> follows the same logic as the <code>lui</code> chair. The armrests create an enclosing shell while still hinting at the original silhouette of the <code>lui</code> chair. This makes <code>lui</code> and <code>grand lui</code> a good combination despite their individual characters.

Cleverly draped: the art of folding

The seating furniture in the <code>lui</code> family is based on a solid, ergonomic moulded wood shell. Together with a custom-made polyurethane foam coating, covered in elegant leather or fabric, this lets the chair nestle perfectly around the body. The characteristic folds of the <code>grand lui</code> and <code>lui</code> chairs suggest the flowing fabric of a haute-couture gown. But when you look the <code>lui</code> family in the face, you might also think of laugh lines or a wink. These gentle folds look casual, but are the result of considerable technical skill, combined with detailed hand finishing. The trick is in the hand-crafted indentations, a technique borrowed from traditional upholstery work. In the <code>grand lui</code>, the folds that begin in the seat shell are carried right through the armrests. The <code>grand lui</code> upholstered chair is truly a feel-good chair. Not just because it seems to smile or wink at you. The crumpled look and ergonomically perfected height of the armrests contribute to an optimal seating experience.



the new dining chair: **grand lui** with



lui/grand lui family

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grand lui and lui with wire frame

TEAM 7 is introducing a new wire frame that fits the new **grand lui** and the **lui** chair. The thin, artfully formed metal lets the wire frame appear exceptionally light and delicate. It combines the stylistic elements of a star base with that of a four-leg frame, which makes it appear both dynamic and stable. The frame finish is available in various metal colours, including the trend colour **matt black**. To guarantee a perfect standing position, it can be adjusted during the on-site assembly. With this new design, TEAM 7 is already presenting the third frame variant for the **lui** family chairs: following the wood frame with tapered, slightly flared legs, an organically designed swivel base made of aluminium was added last year.



grand lui with classic wooden frame

A platform concept - even in the chairs

This variety of frames is based on the platform concept: the seat shells of the **lui** and **grand lui** chairs are designed for the attachment of various bases. Depending on personal taste and use – from dining room to salon to home office – TEAM 7 customers can configure a **lui** or **grand lui** according to their own ideas and needs.

In addition to various base formats, a range of wood types, metallic surfaces as well as fabrics and leather are available. New: the **Maple** fabrics from Kvadrat. These covers let you combine not only two colours but also mix materials: the shell of a **grand lui** or **lui** can be covered with leather on the outside and fabric on the inside – or the other way around. On the whole, all these options create a virtually infinite range of design configurations.



it even looks good from behind



grand lui with **Maple** fabric and swivel base

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NEW PRODUCTS 2019

The wishing table ...

A new dream team for the dining area

Family and friends assemble around the dining table. This is where a cosy Sunday brunch takes place with fresh rolls, fruit salad and all the trimmings. Or the dinner party, which starts with a lovingly prepared home-cooked meal and turns into an exuberant party until late into the night.

If you spend a lot of time at the dining table, you need furniture that is both attractive and comfortable. Furniture that adapts flexibly to the spatial conditions as well as your own wishes and needs. With its innovative extendable tables, its ergonomic chairs and benches and functional occasional furniture, TEAM 7 offers an enormous range of design options for inviting dining areas. In addition to the love of the natural wood material and the combination of traditional Austrian craftsmanship with sophisticated technology and exceptional design, the customer's ability to create individual plans also plays a starring role at TEAM 7. To give customers as much creative freedom as possible, TEAM 7 continuously expands and optimises its portfolio.

New: yps bench with wooden panels

Of course the **tema** dining table that was introduced this year can be combined with various TEAM 7 chairs, such as the **lui** or **grand lui**, which is also a fresh addition from the design studio. If you prefer a bench, you can find an ideal companion for the **tema** table and its A base in the **yps** cushioned bench with its dynamic, flared Y base. To offer a matching bench when the **tema** dining table is selected with wooden panel ends, TEAM 7 has refined the popular **yps** bench and furnished it with new wooden panels as well. The bench has the same characteristic stretcher as the table. It's not only a design element but also guarantees the highest stability, despite the delicate material thickness. Otherwise the



 $\ensuremath{\mathbf{yps}}$ bench with wood panel base



wood panels to match the **tema** table

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new version with wooden panels has the same positive features that have turned **yps** into TEAM 7's most successful bench at the moment: a skilfully quilted seat and extremely comfortable upholstery that combines the high-quality micro-pocket spring core with cold foam. The **yps** bench, **tema** dining table and **filigno** occasional furniture – all available with a wooden panel frame – form the new dream team for the dining area.



comfortable cushioning

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NEW PRODUCTS 2019

Slept well? Of course!

TEAM 7 presents new feel-good furniture for the bedroom

Health plays a key role, particularly in the bedroom. The ideal bedroom is an oasis of peace and relaxation. A place to recharge your energy and slow down the hectic pace of daily life for a few hours. With natural materials and ergonomically sophisticated, individually adjustable sleeping systems, TEAM 7 creates the best conditions for a good night's rest. Thanks to the cleverly designed wooden construction, the solid wood beds are made completely without metal. In the dressers, bedside cabinets and wardrobes for the bedroom, the feel-good material wood is assembled without formaldehyde and finished exclusively with natural oil. Free from harmful substances, it ensures a healthy and beneficial sleep environment.

Company for the mylon bed

Combining the modern solid wood beds from TEAM 7 with the matching occasional furniture that is perfectly coordinated for each bed creates a harmonious overall look. The **mylon** occasional furniture, which was developed for the eponymous bed, is a brand-new addition to the TEAM 7 range. The four-leg **mylon** bed created by Jacob Strobel, available with an upholstered or slatted headboard, inspires design aficionados with its fine, elegant wood construction and intriguing material mix. The **mylon** bed was extremely successful even on its own. Now it is being complemented by an ensemble of various bedside cabinets and dressers and an upholstered bench. The slim base of the **mylon** bed is reflected in the occasional furniture. The recessed sides and tapered legs let the furniture seem light and airy.

Small but mighty: books, reading glasses, scented candle and water glass have space on and inside the new **mylon** bedside cabinet. The stylish solid wood cabinet is offered in different versions – open or with a drawer, at a normal or a comfort height. When the compact, practical piece is placed directly next to the **mylon** bed, everything needed for



mylon dressers in oak





mylon bedside cabinets, two versions

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going to sleep, at night or on the next morning is always within reach. The distinctive, slightly tapered legs make the bedside cabinet easily recognisable as a relative of the **mylon** bed.

Our new **mylon** dressers feature matching stylistic elements to coordinate with the bed and bedside cabinet. These solid wood dressers are available in three different widths [84.8 cm, 104.8 cm, 134.8 cm] and two or three different heights. The spacious drawers offer plenty of storage for folded garments, socks, underwear or jewellery. Height adjusters integrated in the bases balance out uneven parts of the floor. The top board of the **mylon** dresser extends in the back, which means it can be placed directly against the wall even with baseboards.

The favourite place for the new mylon bench is at the foot of a mylon bed. Here it can be used for seating – for example while putting on socks and shoes – or to hold blankets and additional pillows at night. The family relationship between the mylon solid wood bench and the bed and other occasional furniture is also obvious. Its upholstered top fits in perfectly with the upholstered headboard of the mylon bed. The pleasant upholstery of the seat makes it enormously comfortable. The fabric or leather cover of the bench can be made to match the cover of the headboard. The available upholstery fabrics include the new Maple textiles from Kvadrat. The **mylon** bench also has impressive hidden talents: it can be opened to store bed linens inside. Thanks to the integrated cushioning mechanism, the lid can be opened and closed gently without pinching the fingers or waking the whole family with a loud clatter. Recessed sides offer an easy way to grip the bench, enabling simple and safe handling. The mylon bench is available in various lengths starting at 90 cm – appropriately for the respective width of the bed. For seat surfaces of 140 cm or higher, the fabric of the upholstered seat is stitched in the centre so that even longer benches can offer superior, lasting comfort. Although the mylon bench was conceived as a typical bedside bench, it also cuts a fine figure in the hallway with its welcoming convenience for sitting and storage.



tall dresser



occasional furniture to match the **mylon** bed



a place for everything

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Universal functionality: new hanging bedside shelf for TEAM 7 beds

With the new shelf, TEAM 7 offers its customers an extremely flexible, uncomplicated and affordable alternative to the traditional bedside cabinet. The solid wood table designed by Jacob Strobel is simply clamped to the side of the bed. It's mounted and secured in next to no time. With its universal shape, it can be combined with all TEAM 7 beds (except the **riletto** bed, for which a separate shelf is available). The console can be adjusted precisely to the thickness of the bed side to make installation easy. Anyone who doesn't need much storage space beside the bed, but still likes to have a neat place to put things down – for an alarm clock, for example – will love our compact hanging bedside shelf. An optional **hi!** lamp can be included – for those who like to read in bed.



wide dresser

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NEW PRODUCTS 2019

Material news

Velvety fabric & cool metal colour

New "Maple" fabric collection

This year TEAM 7 is expanding its portfolio of upholstery fabrics: with the new Maple range of fabrics from Kvadrat, TEAM 7 customers now have even more high-quality textiles to choose from when designing their favourite furniture. Inspired by the beauty of the forests and Japanese maple, this fabric collection is an excellent match for the solid wood specialist TEAM 7. The Maple fabrics are woven with a high proportion of viscose, a glossy cellulose fibre made from wood. Viscose gives these fabrics a special sheen, which changes depending on the light and the perspective of the observer. The Maple collection fabrics are woven with a chenille yarn, which has a soft pile, velvety appearance and distinctively appealing texture. The fabrics are available in 13 colours – a harmonious range of natural nuances. They can be selected as upholstery fabric for many of TEAM 7's chairs and benches. The new collection is also a great choice for the bedroom: the float bed, mylon bed and mylon bench can be covered with Maple fabric.

Metal colour "matt black"

TEAM 7 introduced the metal colour matt black last year. Metal with a matt black finish is perfectly suited to an industrial chic style, and also to many other types of modern interior design. Initially the swivel base of the lui chair was introduced in the matt black colour. Due to the great popularity of the trend colour, TEAM 7 is now expanding its range of furniture with metal elements in matt black. The new wire frame for the lui and grand lui chairs is offered in matt black, as is the frame of the magnum or f1 chair and the slim legs of the tak table. In the kitchen, matt black handles are now available. The trend colour is also celebrated in the living room: with the base plate of the lift coffee table and TV column in matt black.



lui chair with Maple fabric and matt black frame



cubus pure Home Entertainment with

TV column in matt black

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Individual designs for living with nature

Natural living with TEAM 7 is both – diverse and individual at the same time. With their **cubus** and **cubus pure** programmes, these solid wood specialists can turn every home design dream into a reality, working to individual customers' specific requirements – and even custom-building. Height, width, and depth reductions can be made free of charge. Whether elegant wall units combined with shelving, innovative Home Entertainment solutions, stylish libraries, or refined home offices – with such a wide variety of planning options, you will find a unique solution for every space. This is a perfect example of the design expertise of the Austrian solid wood specialist. It makes clear why they are the technological market leader – as does the precise detailing and consistent management of their entire range.

More than just a shelf

The comprehensive **cubus** shelf system by TEAM 7 is a creative workshop for individualists. Entire libraries can be arranged up and along the walls in countless patterns. The alternation between open shelves and fronts featuring a variety of opening functions provides a perfect extension of the **cubus** furniture family in the living area as well as bringing added variety to the dining area. TEAM 7 has prepared examples of design solutions, e.g. using a hanging, wall-mounted **cubus** sideboard and highboards that were inspired by the shelf system. The very strong yet inconspicuous modular fittings between shelf and side panels mean that this piece of occasional furniture does not necessarily need a back wall. This can open up the look, providing fresh accents to the space.

The **cubus** shelf system has shelves made of wood or glass, fronts with hinged or sliding doors, drawers and flaps, LED lighting accents, and open shelves to allow for an almost unlimited freedom in design and arrangement. There are not only numerous ways to



cubus wall unit



cubus shelves

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arrange the appearance of this unit, but the arrangement itself can also be flexible: an innovative dividing panel offers the ability to transform the spatial configuration of a shelf. For example, you may use it to divide a large shelf space into two smaller ones. Additional shelves allow for the alteration of heights as well. This makes the shelf system more dynamic and it can be easily altered at any point to meet changing needs.

The **cubus** line for living areas and the shelf system resemble one another in their diversity of configurations and wealth of functions – they are team players ideally suited to each other. The fronts and top boards of the **cubus** wall units are available in hand-selected solid wood or coloured glass. Open elements take on the design function of a display cabinet when combined with the optional all-glass doors and integrated LED lighting. A harmonious and practical addition to the room – with the inclusion of space behind a sliding door for a television, for example – this shelf system offers a wealth of flexible wall unit options that can be tailored to individual needs and spatial circumstances.

On top of serving its traditional function, the **cubus** shelf system also provides numerous opportunities for developing a coherent design vocabulary that can span across your living and dining spaces and create a particularly harmonious transition between these areas. It allows for functions that one might more traditionally associate with the living area to be transferred to the dining area in an uncomplicated and elegant way. This helps to create a new, cosy atmosphere for spending time with family or guests. TEAM 7 offers contemporary planning examples to show how well conceived additions to existing sophisticated and multifaceted furnishing systems can surprise again and again with their seemingly limitless potential for creating brand new, personalised designs.

Modular cubes with picture frame doors in coloured glass

cubus pure is a modular system of elements for all living areas, that can be individually designed to create attractively neat, cubic forms with a sensually appealing combination of materials. The range is characterised by rigorously minimalist forms, defined by precise



cubus highboard



cubus Home Entertainment



cubus pure wall unit

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surfaces and edges. Subtly coloured glass surrounds the fronts like a picture frame, spotlighting the solid wood as though on a stage, and adds an unmistakably contemporary look. As a sideboard, highboard or home entertainment centre, **cubus pure** always has a refined, weightless appearance.

A delicate, three-sided picture frame envelopes the cubus pure. In this instance it is constructed of 4mm-thick coloured glass, invisibly secured and even interchangeable in a variety of colours. The glass colours may also be chosen from the NCS system. The fine glass edge gives the furniture a delicate look and emphasises the high-quality solid wood surfaces. A recessed plinth or slide contributes to this light, free-floating appearance. **cubus pure** fronts are available in solid wood or coloured glass. The line offers a variety of options in arranging sideboards, highboards, and even display cases to produce elegantly designed storage solutions. Open design elements offer additional planning possibilities, and are the ideal platform for exhibiting the large and small treasures of everyday life. The rear wall can set a charming contrast in coloured glass, or remain discreetly in the background as wood.



The basic concept for the **sol** standalone desk consists of two interlocking trays: the pull-out writing surface is covered with traditionally finished or natural leather, and the second tray displays the beautiful natural features and high quality craftsmanship of its solid wood. When it is extended, **sol** offers a generous area for anyone sitting in front of it and easy access to the interior features: A socket with USB connector, wireless Qi charging station, containers for writing equipment, pen trays carefully sculpted from the solid wood, a secret compartment, and optional LED lighting – these are what make **sol** a smart, high-quality place to work. It is available in a freestanding version or wall-supported version with two legs, and fits elegantly into any living area. Its clear, standalone design attracts attention wherever it is.



cubus pure sideboard



cubus pure wall unit with **pearl** glass



sol desk

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Small but mighty

The round hi! side table weighs only 2.3 kilos and cuts a fine figure wherever it is needed – in the living room, entry hall, or bedroom. Three solid wood legs joined with cross-lap and mortice-and-tenon joints ensure great stability and robustness. One of the legs is extended upwards beyond the table. This design feature is what makes hi! really multi-talented: Here you can have a leather loop as a handle for easy manoeuvring, a hook support for the beautifully crafted TEAM 7 shoehorn, made in matching wood, or as a real hi!-light, an LED lamp which can be swivelled around, turned sideways or slanted downwards. This table is certainly versatile. As an alternative to the solid wood version – surrounded by a leather strip which serves both as a design feature and as protection for the edge – the table top is also available in clear glass. This enhances the lightness of the table's design, and allows the solid wood craftsmanship of the base to be clearly seen.



hi! side table with LED lamp

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Versatile accessories for the entry hall

The multifunctional mirror **haiku** and the versatile **hood** clothes rack by TEAM 7 offer delightfully fresh and uncomplicated ideas for the entrance area to your home. Beautifully designed extras such as a clothes hanger and a shoehorn illustrate the love TEAM 7 has for wood and craftsmanship. The minimalist form of the elegant **haiku** mirror, created by Sebastian Desch, TEAM 7's Head of Design, is named after the Japanese form of poetry. Its solid wood frame is angled inwards, giving it a lighter profile, drawing the focus towards the essentials. **haiku** can stand on the floor, leaning against the wall, or be mounted hanging on the wall. By adding a hanging rail for coats, with a key bowl, or a small storage shelf, the mirror can provide all-in-one furnishing for your entrance zone. On request, **haiku** can also be made with a solid wood panel. Indirect LED lighting is activated by a sensor, and can be switched off easily with a simple movement of the foot.

The **hood** clothes rack can be used as a versatile extension or alternative to wall panelling, a concealed coat cupboard or closed wardrobe. Its four-limbed construction consists of a central X element with two side supports attached, forming a gently curved nodal point. And if more space is needed, it also has a big brother, **hood+**, with two of the basic elements joined by a wooden rail.



haiku combi wall panel with lighting, and filigno dresser



hood clothes rack, **haiku** mirror and **filigno** dresser

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Naturally diverse designs for dining areas

TEAM 7 has always placed particular emphasis on dining areas: Food meticulously prepared in a solid wood kitchen deserves nothing less than to be served on a table finished with nothing but natural oil. Numerous seating options, cosy benches and functional occasional furniture, such as sideboards and highboards, round out the perfect room design. The aesthetically compelling portfolio of clean-lined and modern occasional furniture includes the **filigno**, **cubus pure**, **cubus** and **nox** lines – delightful complementary pieces to put to diverse uses and cosy enough to make you rethink how you use your space.

Subtle lines and impression of weightlessness

A characteristic feature of the **filigno** occasional furniture, designed by Sebastian Desch, is the delicate casing of genuine solid wood that is lightened at the corners by delicate shadow gaps. The top board and sides of the **filigno** occasional furniture are made of solid wood panels that are only 12 mm thick, manufactured with the latest three-layer technology. This gives them an enormous stability despite being so thin. These pieces of occasional furniture fit perfectly with the **filigno** kitchen as they share the same characteristics. The island, featuring an attached ceramic work surface, creates a flowing transition from the kitchen to the dining area thanks to the sideboards and highboards, which merge harmoniously into a cosy ensemble. The occasional furniture items feature drawers, hinged and sliding doors with functional interiors, LED lighting, and integrated electrical sockets. Open or closed design elements resemble display cases. Fronts are available, of course, in solid wood, but also in coloured glass and ceramic finishes. The recessed plinth and the **cubus pure** slides provide a free-floating light impression and lend the **filigno** occasional furniture its characteristic sense of airiness.



nox glass cabinet



filigno highboard

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Solid wood at its most beautiful

The linear **cubus** occasional furniture impresses in its diversity of options and wealth of possibilities: sideboards and display cases with sliding doors, hinged doors or drawers, and interior space dividers made of solid wood arranged in a variety of ways. The 25mmthick solid wood top board emphasises the line's craftsmanship. There are a variety of options in wood or glass for the fronts, and the furniture is available with a recessed or flushed plinth, or on metal slides. Distinctive TEAM 7 details, such as wooden surfaces fitted by hand, mortice-and-tenon connections and finger jointed drawers, highlight the quality of the craftsmanship. The **cubus** shelf system allows for an integrated design across different spaces, creating an especially harmonious transition between dining and living areas. As such, functions are conveyed from the living area to the dining area, creating a cosy atmosphere for spending time with the family or guests.



Materials which are strong enough to allow minimalist construction (table tops just 16 mm thick) and a cubist design style with organic accents are distinctive features of the tak table. The uniquely efficient mechanism and the table insert in the extending version are extremely compact and are integrated invisibly into the elegantly reductionist, graceful profile. With just three easy manoeuvres – pull, swivel and lock – tak can be extended by 50 or 100 cm up to a total length of 3.50 m. The hybrid metal and solid wood construction used here is complex and, together with the innovative swivel mechanism, illustrates TEAM 7's constant search for perfection: tak is the result of skilled wood craftsmanship combined with precision engineering. Today, this table is amongst their bestsellers, both in the metalleg version and the pure wood version.



cubus sideboard



tak table



tak table, mylon chair and filigno highboard

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As if it was carved from a single piece of wood

The craftsmanship of TEAM 7 and their technical skills with wood are clearly exemplified by the **mylon** chair: a classically pure wooden chair with fluent, uninterrupted lines. Its robust 32 mm thick seat is ergonomically designed, with three-dimensional curves that are sculpted with great precision, and a similarly solid, 20 mm thick backrest enhances the seating comfort still further. To achieve the perfect curve, the wood is allowed to rest for three to four weeks after bending, before the final shaping is completed. The raised backrest wraps perfectly around the body and is jointed onto the uprights, which are continuations of the back legs, forming a seamlessly integrated, solid armrest. The **mylon** chair by TEAM 7 was designed by Jacob Strobel, and is available in pure wood or with the seat upholstered in fabric or leather. The elegantly detailed **mylon** chair is closely related to the **mylon** and **tak** tables, which both won Red Dot Design Awards.



mylon chair

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Technology and nature combined

In TEAM 7's solid wood kitchens, everything is centred on their love of wood, and the perfect interplay of nature, design and technology. Cupboard and drawer fronts are made of handselected boards, triple-layered to ensure they hold their shape, and all the body elements are made from solid lamellar wood, in each of their wood types. This emphasises the company's high quality standards, of course - but it can also be clearly felt: the uniquely sensuous material is porous and finished exclusively with natural oil, providing a healthy, unencumbered environment in the kitchen – the heart of the home.

filigno - seamless from kitchen island to living area

Kitchens today are no longer hidden behind closed doors, but open, welcoming and, above all, flexible. The floor plans of modern apartments give these layouts ample space. In keeping with this trend, TEAM 7 has designed the combined filigno kitchen and occasional furniture line in collaboration with the design firm Tesseraux + Partner. More furnishings rather than kitchen, natural materials such as wood and ceramic arouse one's appetite for this new form of cosy living. It can be used as a sideboard, work surface or functional kitchen island – in all cases, the clear design language of the system guarantees a consistent flow from the kitchen into the living area. And it is thoroughly sophisticated: the front part of the island serves as a sideboard, while the attached work surface made of ceramic turns it into a functional cooking island. Light, delicate and with an elegant emphasis on wood. The filigno occasional furniture pieces are also perfect companions for the fusion of the kitchen, living, and dining areas. They offer creative freedom for open designs. Pure and high-quality: the precise finishing details and smart functionality of the distinguished sideand highboards enhance any room.



a natural treat for the senses



filigno kitchen

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loft - authentic and sensual

Sincerity and an intense dedication to one material sets **loft** apart. Ideal for discerning fans of wood and people who want something sturdy and solid to grab hold of. Whether a natural stone worktop with an embedded, solid wood butcher's block or high-quality boards and shelves made of elegant solid wood – this kitchen is distinguished by the interplay between powerful materials and the careful details of traditional manufacturing techniques. At the same time, the sensual Foodfactory whets one's appetite for cooking, craftsmanship, and healthy food.



loft kitchen

linee – wood and glass

Another appetising eye-catcher: the combination of solid wood and coloured glass. The all-rounder linee brings playfulness to kitchen design. Whether a simple kitchenette or an eat-in kitchen with island – classic or in line with the latest design trends – anything is allowed. To please every taste. Entirely in coloured glass, pure, and with handles in matt black with matching plinth panels? Or entirely in quality solid wood? linee is open to all possibilities. Alcove units with a wood or coloured glass backing along with dimmable LED lighting and doors in clear or smoky glass round out the range. All proof of the enormous creative potential of the environmentally-aware design specialist: from the finest solid wood concepts and fascinating technology features to avant-garde kitchen designs.



linee kitchen

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Sweet dreams with TEAM 7

Switch off. Recharge. Get up and go! Who isn't looking for calm and an opportunity to unwind after a stressful day? What could be better than a comfortable bed in which to relax and refuel for the coming day?

Dream bed in solid wood and leather

The TEAM 7 bestsellers include the **riletto** bed, which was launched in 2008 and remains highly popular today. It is characterised by sophisticated proportions and slide supports which are set back from the edge, so that it looks as if it is hovering in the air. Perfect craftsmanship and an obvious love for wood can be seen in many details. The solid wood chamfer between the bed and the headboard, and between the bed and the consoles, like all the other joints, are made exclusively out of wood, using traditional methods, with no metal parts. As an alternative to the pure solid wood headboard, artfully tapered towards the top, the headboard and sides can be finished in leather or natural leather – and the chosen combination of materials can be stylishly continued by adding leather sides to the customisable **riletto** bedside cabinets and dressers.



riletto bed

Sleep: dreaming of floating

Healthy sleep in a metal-free bed and an environment free from harmful substances has always been especially important to TEAM 7, as a pioneer of natural living. The construction, accessories, and mattress systems all promote regeneration – and an appealing design, with materials that are pleasant to the touch, goes without saying. With the **float**, designer Kai Stania has created a floating bed with an impression of remarkable lightness and softness, which can also be paired with a taller mattress to create a box-spring look if desired. A groove that runs around the middle of the horizontal wood grain of the bed sides



float bed

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highlights its delicate character. The headboard is available in natural leather, leather, fabric, and wood.

A wonderful bed system from the inside out

Sleep naturally and start the day off fully refreshed: TEAM 7's aos bed system has all the right qualifications. Only natural and renewable raw materials are used in its construction, and its holistic, ergonomically conceived design can meet its users' individual needs. This system is characterised by a special structure. It consists of 4 elements: insertion frame, spring element, natural latex mattress, and a slip cover. This combination provides a comprehensive solution that optimally supports and relieves the body. Moreover, it ensures a soothing and beneficial sleeping environment. TEAM 7 uses only untreated materials. For example, the finest solid wood, spruce or Swiss pine, is assembled without formaldehyde and finished exclusively with natural oils to build the base for the bed interiors. On top of the base comes the functional core of the **aos** sleeping system: the spring element. Sprung slats – called rimellas – made of elastic ash, equipped with a 7-fold suspension and resting on natural latex strips, ensure that the body is precisely supported in any and every sleeping position. What's more, their grooved surface, together with a sophisticated clip system, provides optimal ventilation. The mattresses satisfy on all counts, too. Made from 100% natural latex and available in soft or firm versions, they ensure perfect sleeping comfort. The spring element and mattress are encased and held together by a superior-quality slip cover. The removable outer part made from cotton, then quilted with wool or Tencel/maize fabric, provides a naturally enjoyable sleeping experience. A specially developed weave on the underside of the slip cover guarantees optimal ventilation.

In combination with the metal-free, masterfully built beds and a range of natural blankets and pillows, **aos** – the art of sleep by TEAM 7 provides all of the necessary ingredients that our bodies need for healthy, restorative sleep.



aos spring element



aos integrated system

 $This \ press\ release, in \ addition\ to\ other\ press\ materials\ and\ photos, is\ available\ for\ download\ at\ \textbf{www.team7.at}\ .$

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DESIGNER PORTRAITS

Sebastian Desch | Head of Design

Sebastian Desch's designs are characterised by harmonious proportions and a timeless appeal; he aims to create pieces that are suited to their material and make the most of its features. His enthusiasm for wood and craftsmanship is the foundation of his work – or more accurately, of his passion. The fine details of his designs show his masterly understanding of traditional craft skills, but are never purely for superficial decoration – they form a stylistically coherent part of a simple and elegant design language, full of emotional warmth. And this hits the mark: in recent years, as head designer at TEAM 7, he has achieved international recognition with numerous well-known design awards.



His designs recently made a grand impression again and were honoured with the BIG SEE PRODUCT DESIGN AWARD 2018. In the Slovenian capital Ljubljana, as part of the "Month of Design" celebration, his creations actually received a triple award during the prize ceremony: for the hi! side table, hood/hood+ clothes rack and the sol writing desk.

Sebastian Desch has been fascinated by wood as a medium since he was a child, when drawing and working with different materials, above all wood, were among his favourite activities. He later enjoyed a comprehensive education in interior architecture and furniture design at the renowned technical college HTBLA Hallstatt – while at the same time further intensifying his love of wood as a material by training as a woodworker. He consolidated his distinctive flair for forms and materials, as well as for their professional processing, thereby establishing the foundation for his subsequent career, which began as a planner and project manager at an architecture firm. After joining TEAM 7, the Austrian pioneers of solid wood furniture, as an interior architect and stylist, he was also appointed in-house designer as of 2008.

Now as Head of Design for TEAM 7 since 2015, Sebastian Desch is responsible not only for the design of selected new products and careful development of the existing product range, but also for the overall architectural appearance of the brand. His responsibilities include the styling for photo shoots, for example, and concept planning for TEAM 7 exhibition stands at major furniture fairs in Cologne and Milan.

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Kai Stania | Designer

Kai Stania was born in Salzburg in 1965 and began studying architecture at the Technical University of Vienna in 1987. Alongside his architectural education, he began to study industrial design at the College of Applied Arts in Vienna in 1990. In 1993, Stania became responsible for project management at Ron Arad's studio in London. He completed his architectural studies with honours in 1996 and started as a university assistant at the Technical University of Vienna. Following additional positions as an assistant at the Institute of Architectural Construction and Design at the Technical University of Vienna, in 2002 the architect and designer established his own design studio, "kai stania I product design". His clients include such names as TEAM 7, Bene, Wittmann, and Rolf Benz in the furniture department, and Cerrutti, Ungaro, Nina Ricci, and Hugo Boss in the area of fashion accessories.



For TEAM 7, for example, he designed the height-adjustable **k7** kitchen, which has a unique selling point on the market to this day. The **riletto** bed, the **lift** coffee table, and the **atelier** desk were also conceived by Stania. His innovations include the **loop** side table, whose organic shape offers a new interpretation of round ornamentation. Another perfect expression of TEAM 7's design principles is the metal-free **float** bed, which lives up to its name by seeming to hover in the air – thanks to the invisible wooden slides which support it. The matching bedside table completes an elegantly coordinated set. The **float** bed and **loop** side table both won honours in the ICONIC AWARD 2017: Interior Innovation - Selection.

Stania has been honoured with numerous awards in the course of his career, such as the Red Dot Design Award, the German Design Award, and the White Star. The designer lives with his family in Vienna in a highly-regarded house of his own design which he created in 2007, where he skilfully combines living and working.

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Prof. Jacob Strobel | Designer

Wood. Jacob Strobel has devoted himself to this most appealing of all materials in a sensitive interpretation of traditional artistic craftsmanship. His penchant for kinematics often finds expression in surprising yet practical functions that serve the user but are, above all, aesthetically appealing. His clear designs seem to follow an internal logic that imbues the objects with a dignified elegance. A keen sense for sophisticated details means that his innovative works stand the test of time. Jacob Strobel has received numerous international and renowned design awards in recent years. He has created products that have become archetypes in the interior design industry.



The refinement of the organically shaped **lui** chair, for example, is particularly ingenious. With the **grand lui**, Jacob Strobel presents the harmonious merger of comfort and elegance that characterises all his designs. Artisanal details celebrate the natural materials and elevate them into the spotlight. The **mylon** series also features a clear form language with an emphasis on the delicate wood construction. The recently designed occasional furniture masterfully adopts the contouring of the bed and shows a fine sense of functionality. Strobel's work focuses on chairs, tables, benches and beds. In other words, furniture that we have a direct contact with, that supports us, which we can grasp and hold. Classic solo pieces provide a natural addition to his furniture repertoire.

As head of design at TEAM 7 from 2009 to 2014, Jacob Strobel played a significant role in shaping the image and portfolio of the brand. He learned the craft and the profound knowledge of cabinetry as an adolescent at his uncle's acclaimed carpentry business. Inspired by the wish to continue to perfect custom-built items and then make them accessible as mature products to many customers through serial multiplications, he studied woodwork at the Schneeberg College of Applied Art. Born in Würzburg in 1978, Strobel is now a professor of wood design and the head of this department at Schneeberg, with a focus on furniture and product design. In addition, he continues to work as a designer for TEAM 7 on a freelance basis. In his design Jacob Strobel shows a deep understanding of material, construction and function. Craftsmanship forms the foundation, technology provides the performance and nature creates the balance.

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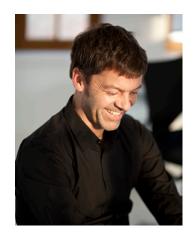
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Dominik Tesseraux | Designer

In the beginning is the Why. What does the manufacturer want from the product, and what does the consumer want? Designer Dominik Tesseraux sets the bar high for his designs – and for himself. New product designs should not just be factory fodder, but should also contribute to the development of the company and the product type. Tesseraux designs principally bedroom and kitchen furniture, and achieves these aims by using simple, clear structures that have an emotional impact, both aesthetically and in practical use. A key element of this effect results from how pleasing his furniture feels to the touch. Tesseraux places particular emphasis on the surface texture of the materials. Perhaps this has something to do with his early training: before studying product design, he also qualified as a cabinet maker. His own experience of working with materials and learning how to handle them certainly made a lasting impression. So for him, practice came before theory, and wood is the material which has always stood out from the rest.



To this extent, Tesseraux seems to have been predestined to work with TEAM 7. The result is the **filigno** kitchen and the new **filigno** living range. Refinement and finesse, combined with natural materials, wood and ceramic, define the design style of **filigno** furniture, which provides a flowing transition from the kitchen to the living-dining area. A distinctive feature is the delicate casing, composed of slim solid wood panels, which creates an elegantly neat aesthetic style. Tesseraux's bathroom furniture range, EDITION LIGNATUR – produced by Keuco and TEAM 7 in partnership – has the same kind of appeal.

His designs favour simplicity as a fundamental principle. Reduction is the key word here. This is not as an end in itself, but as a perspective for effective practice. This is balanced by another design principle – that of symmetry, which he values highly, although without becoming dogmatic about it. The third and final element which is essential to Tesseraux's designs, is openness. Every product is conceived in an evolutionary way, and this is what ensures they are not just factory fodder.

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