

Designer biography

## **Jacob Strobel**

Designer Jacob Strobel was born in Würzburg in 1978 and first completed an apprenticeship as joiner in his uncle's well known business. In this way, his passion for wood as a natural material developed into a profound knowledge of furniture construction.

Driven by the desire to round off the individual items to perfection and to make them available to many users as fully fledged products manufactured in series, he studied wood design at the Applied Art Academy Schneeberg, specializing in product and object design.

Positions as assistant in various design offices, including Christian Haas Design, and a foreign semester in Scotland, the birthplace of the arts and crafts movement, introduced him to the use of such materials as glass, porcelain and metal, as well as to graphic design.

The question why ecological products should not also meet with the highest aesthetic standards introduced the up-and-coming designer to TEAM 7 while preparing for his final diploma examination. The lux chair created in this context won the coveted interior innovation award at imm cologne, as well as the best of year award conferred by the American magazine ID, and was nominated for the Design Award of the Federal Republic of Germany.

Since early 2008, Jacob Strobel has headed the design department at TEAM 7, where he is responsible for international trade fair appearances and photo productions in addition to the product design as such.

The most fascinating aspect of his "dream job", as he calls it, is the exciting challenge of reconciling such alleged opposites as design and ecology, industry and trade, tradition and innovation, while at the same time creating space for a natural style of life that concentrates on essentials without denying society's technical maturity.

Interested readers can obtain further information through the hotline: 0043/7752/977-700 or from TEAM 7 Natürlich Wohnen GmbH, Braunauer Strasse 26, A-4910 Ried, fax 0043/7752/977-222, email: [info@team7.at](mailto:info@team7.at) or on the Internet [www.team7.at](http://www.team7.at).

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