

TEAM 7 wins interior innovation award 2012

13 December 2011. TEAM 7, the leading international premium brand for ecologically designed furniture, wins the renowned interior innovation award 2012. The aye chair created by senior designer Jacob Strobel has been selected by the international jury as "winner 2012".

The interior innovation award is one of the most highly coveted design awards in the furnishing industry worldwide. It was initiated by imm cologne, the competition's conceptual sponsor, in 2002. The competition is hosted by the German Design Council. The interior innovation award distinguishes outstanding innovative performances in all product areas of the industry.

The aye chair convinced the jury with its filigree appearance. According to designer Jacob Strobel, "the chair's organic design reflects original models in nature. The strikingly tailored backrest gives aye an airy appearance and invites the observer to grasp the light chair and move it." Fine leather seams enclose the upholstered chair's delicate volume with organic flair. Precisely defined edges contrast with generously rounded radii. A vertical ledge dividing the back indicates a spine. aye is characterized by its aesthetic form and comfort: with a flexible backrest to lean back and relax, ergonomic armrests and a comfortable, elastic seat on which to spend hours sitting round the table.

The award-winning chair will be presented for the first time in the TEAM 7 booth at imm cologne from 16 to 22 January. At the same time, aye will also appear in the Design Council's Award Presentation of all products bearing the label "winner 2012".

"We see the interior innovation award as confirmation of our concept combining precious natural wood with sophisticated design, innovative technology and consistent, sustainable production," says Dr. Georg Emprechtinger, TEAM 7's managing proprietor. The interior innovation award is the eighth design award to be won by the Austrian manufacturer's natural wood furniture this year.



aye chair. Designed by Jacob Strobel. Photos: TEAM 7

Interested readers can obtain further information from our living hotline: +43/7752/977-700 or from **TEAM 7 Natürlich Wohnen**, Braunauer Strasse 26, A-4910 Ried, fax +43/7752/977-222, email: info@team7.at or on the Internet at: www.team7.at

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