

### TEAM 7: Two red dot awards for Jacob Strobel

Two of the products from Austrian furniture manufacturer TEAM 7 have been awarded the **red dot design award 2011**: the **lux** living programme and **stern** couch table were both designed by TEAM 7 head designer **Jacob Strobel**. The red dot design award is an internationally recognised competition which is deemed to represent a seal of quality for good design within the industry. The red dot design award is one of the biggest and best renowned design competitions in the world. It is awarded to pieces which are characterised by their fantastic quality of design. "This double award is the very best confirmation of my work," says Jacob Strobel, whose two designs have already won awards this year at the **interior innovation award cologne**. The two awards again demonstrate the design expertise and powers of innovation of this Austrian manufacturer.

#### red dot design award for lux - Designer Jacob Strobel

**lux** is a natural, beautifully shaped and highly adjustable individual furniture programme whose elements can be combined to create space-filling systems. The main items are ten well-proportioned basic formats which the designer Jacob Strobel has consistently designed according to the rules of the golden ratio. Every piece can be defined individually in terms of material, colour and opening function and thus enables a very high degree of individual composition. The fronts attached between the carcass edges make the edges appear like a structured pattern. Creating a heavily faceted look, the material thickness is of unparalleled intricacy for such solid wood. Glass elements enable harmonious combinations and maintain the concentrated flow of the lines. As individual pieces of furniture or as a system – lux always retains its perfect solitary character. The programme stands for sustainable design with its clear and timeless forms.

#### red dot design award for stern - Designer Jacob Strobel

Sculpture or table – **stern**, which impresses with its geometric forms and extraordinary construction, is both. The core component is a ring-shaped nodal point which stands out both in terms of its technology and form. 8 identical rays stem from the piece, each of which is fashioned from sophisticated natural wood. Arranged upwards and downwards alternatively, the rays act as a supporting leg and support a round glass plate at the same time. The plate seems to float over the circle of rays, thus it adds an air of optical lightness. 8 mm in thickness and faceted from the bottom, the glass plays with the light and creates charming effects. With its magnificently honest materials playfully combined with cool glass and sensual natural wood – **stern** is characterised by its charming sculptured design.



lux



stern

Questo e altri testi e foto sono disponibili sul sito [www.team7.at](http://www.team7.at) per il download.

Contatto per le redazioni:

**TEAM 7 Natürlich Wohnen GmbH**, Braunauer Straße 26, A-4910 Ried, Hotline: +43/7752/977-700,

Fax +43/7752/977-222, E-Mail: [info@team7.at](mailto:info@team7.at), [www.team7.at](http://www.team7.at)

**GeSK**, Laurinsteig 16, D-13465 Berlin, Tel.: +49/30/217 50 460, Fax: +49/30/217 50 461, E-Mail: [pr@gesk.info](mailto:pr@gesk.info)