

## *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.

This press release, in addition to other press materials and photos, is available for download at [www.team7.at](http://www.team7.at) .

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