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*DESIGNINTERIORSFASHIONARTLIFESTYLE



for
GERMANY
52 pages showcasing
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Outside the box

We get behind the free-thinking ethos of Auerberg with its push-the-envelope approach to product design

PHOTOGRAPHY: LEON CHEW WRITER: PAUL MCCANN INTERIORS: SARAH MCNABB

An experimental product lab for designers, Auerberg was created in 2010 by Christoph Böniger, the designer of the first laptop computer concept in 1982 at Siemens and a contributor to the ClassiCon modern classics range. With a mission statement to design products 'beyond marketing logic and current fashions', designers such as Alfredo Häberli, Tobias Grau and Herbert Schultes are given free rein to come up with designs that are then turned into limited, sometimes tiny, production runs. Here are some of the company's creations that have recently caught our eye. ★

FRAMEWORKS

From left, 'Servant' coat stand, €195, by Tobias Grau. Framed illustration of 'Alli' side table, price on request, by Martin + Thomas Poschauko. 'A-Bowl', €139, by Christoph Böniger. 'Aeki' stool, €198, by Gerhardt Kellermann. Fruit basket, €36.50; glasses, from €27; water carafe, €115, all by Herbert Schultes. 'Book couch', €79, by Alfredo Häberli. All from Auerberg, auerberg.eu