



Cell – Organic on a cell level.

The inspiration for the Cell collection was a hexagonal honeycomb cell. Due to computer simulations seats made of flexible plywood have ergonomically optimal shapes and angles. The metal base allows to set the Cell one after the other. The collection includes among others chairs, armchairs, bar stools, coffee tables. Furniture's seats and backs can be upholstered using modern in mould technology , which is combining polyurethane foam together with fabric and plywood.

WertelOberfell

The WertelOberfell studio, www.platform-net.com, was established in 2007 by Gernot Oberfell (1975) and Jan Wertel (1976). Both of them studied Industrial Design at the Stuttgart State Academy of Art and Design, a school based on the principles of the Ulmer Schule and Bauhaus. The studio has been located in London and Munich. At the time, they both worked for the Ross Lovegrove Studio for several years. The scope of their design work is very broad. They have worked for brands such as Sony, Yamagiwa, MGX by Materialise, Iker, BN Office Solution, DuPont Corian and others. Some of their works have been exhibited in museums across the world and they are part of permanent collections of the Metropolitan Museum of Art in New York and the Victoria & Albert Museum in London. Jan and Gernot's work is a combination of logic and the perfection of organic forms. They make optimum use of the qualities of materials, production processes, but first of all, ergonomics.