

A-Collection

THE PERFECT FORM



brunner ::

A-Collection

THE PERFECT FORM

TRUE VERSATILITY.

A – Exceptionally
well equipped for
all requirements.

With the A Collection, here at Brunner we have achieved a fine balance between designing chairs that look just as good as individual pieces as they do in formation. The little secret behind this lies in the name: A-Chair. One chair. As though made and designed for every situation. Every combination. Every environment. Adaptable and always true to itself.



A-Collection

08 Magazine

08 JEHS+LAUB.

200% times two.

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Well thought out and made.

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Lectern

jehs+laub.

200% TIMES TWO.

They are among the leading industrial designers in Germany and work far beyond the country's borders. Both geographically speaking and in terms of their designs. Markus Jehs and Jürgen Laub. A pair who are constantly seeking. Seeking the unique and unprecedented. Seeking the best of all solutions.

jehs+laub – the lack of space between their names may be just a coincidence. Or perhaps a statement. The two creatives complement each other wonderfully. So it's perfect that there is no room for anyone else. Two lone wolves have joined forces.

At the beginning, Jürgen Laub certainly had his reservations about this arrangement: "I always thought that if I worked with someone, they would just depend on me and then the result would be 150% instead of 200%." That was before he started working with Markus Jehs: "Together it is 400%!"

The decision to work together and keep doing so was a very deliberate one. The reason: Markus Jehs. He was certain: "We don't employ anyone to do drawings or handle engineering. We leave all that out and do what we can do, so that we have time for the most important part."

What they can do is a great deal. Designing furniture, chairs, lights, sofas, an ice hotel – and the Brunner A-Chair. The pair met at the entrance examination for the University of Applied Sciences for Design in Schwäbisch Gmünd. Course: Industrial design.

Jürgen Laub believes that is what sets them apart from many other designers. They consider themselves industrial designers through and through. And they deliberately design products for large quantities. Laub loves the challenge involved in this: look a bit closer, take a bit more time, think one step ahead. That way, you design something that can be manufactured for as long as possible as many times as possible. "If we're lucky, it becomes a classic".

Do these two have anything but luck? It's hard to imagine. Too many successes, too few disasters. What jehs+laub think and design very often leads to success. Like the A-Chair.



"It's easier to find the right wife than the right design partner."



A chair for the 21st century.

The A-Chair appealed to both of them: jehs+laub. Designing the right chair. One that can do it all and appeals to everyone. A sensible product that they would purchase themselves. Sensible means well thought out and made.



Laub remembers the commission from Brunner: "Make what you want. Think how you want. Just make us a stackable row chair for the 21st century." And Jehs is still delighted about the outcome of this great liberty: "It became wonderfully minimalistic, the A-Chair. When placed in a huge room, you don't get the impression there are thousands of chairs, as the individual chairs merge together."

“When we are making a chair, we have to judge it with our senses.”

JÜRGEN LAUB ON THE DESIGN PROCESS.

Both describe their collaboration with Brunner as a partnership. And they are well versed in partnership: “We see each other often. Then there are a wide variety of initial impulses: Either we have an idea that emerges from a conversation or Brunner specifically requires a solution,” explains Markus Jehs.

Sometimes the phone rings, sometimes we receive an enquiry via SMS: “Could you perhaps mull it over?” During this process, Brunner proceeds as intuitively as jehs+laub create: “I first contemplate the idea on paper, whereas Jürgen goes straight for the computer,” says Jehs. This quick visualisation helps them enormously. As does the feeling of assurance that soon appears: that’s it! Let’s make that.

This feeling was also quick to arrive with the A-Chair. Jürgen Laub remembers: “We cut it out of paper. In one piece. And then folded it. That’s when we knew: it was incredibly stackable and perfect for linking into rows. It is minimalistic with a brand new look. At that point, it was essentially finished as far as we were concerned. Now we just have to get to work.”

What he refers to here as work firstly means finding answers: how can we turn the idea into a product? And what materials should be used?

One question was answered quickly: what should the chair for the 21st century be called? “There is this jehs+laub rule: If we think of the working title within 30 seconds, then the final product name will usually also come later on,” says Markus Jehs. “A-Chair – that was the working title. A so-called A-stacker and the double meaning: a chair.”

One chair. And a theme. “The perfect seat. It can certainly be found at Brunner. They have made them hundreds of times. Why not once more? Why should it suddenly be a problem?” Jürgen Laub and Markus Jehs agree on this point. The pair often agree, but not always:

If you were to design something other than furniture, what would it be?

Laub: “A house, a bike or a car. Important things that we have never designed before.”

Jehs: “The inner workings of an aeroplane.”

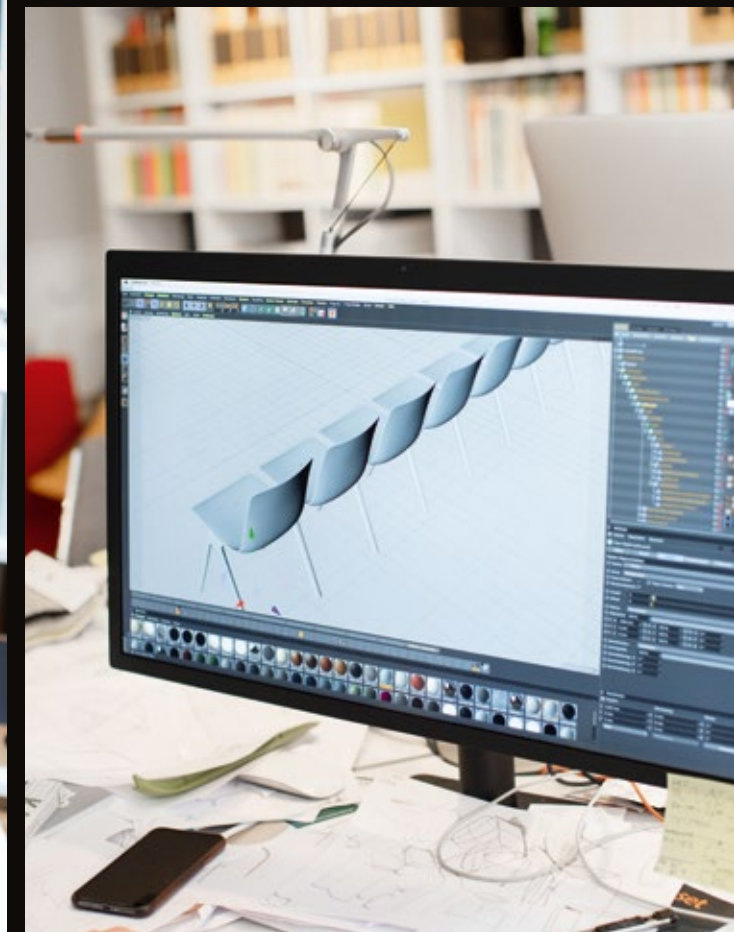
Laub: “I’m thinking more about things I use.”

Jehs: “But you do use an aeroplane.”

Laub: “Actually I think that uses me. I don’t feel good there.”

Jehs: “Exactly. And because you don’t feel good there, the issue becomes: what can be done to make it more pleasant?”

Doing things better. This is a constant point of discussion between the pair. One that is so typical of jehs+laub. The duo made up of two individualists.



Our A team.

A-Chair

jehs+laub

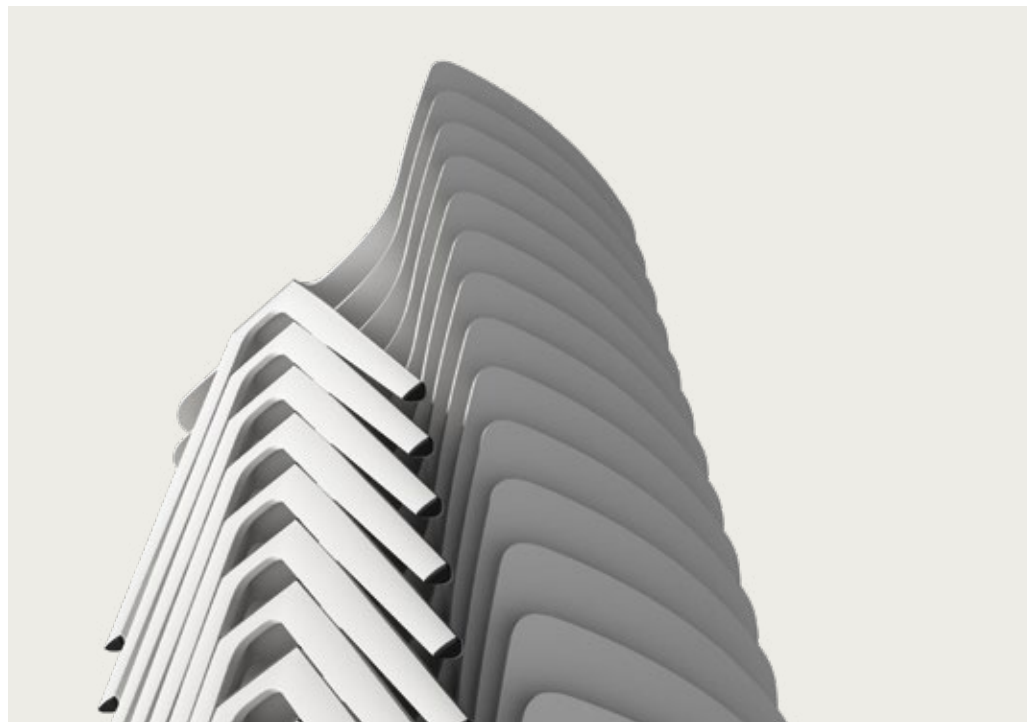


Gets things sorted.

The A-Chair is a row chair and will amaze with its elegant appearance even when positioned away from the stage. A single A-Chair looks stunning enough, but you also have the option of filling entire rooms with them for the real wow factor.



Elegant and flexible.
No compromises. When lined
up, the design concept of
the A-Chair is a single, sturdy
leg, resulting in a calmer
appearance overall. And you
can even sit one on top of
the other. Or 15. After all, the
A-Chair is just so easy to stack.



Space for taking notes.



And you won't even be able to notice
the row linking devices, which are more
or less invisible.





**Perfect for being surrounded
by other people.**



Your elbows will not get in the way with this chair. With the plastic armrests integrated in its frame, the A-Chair knows how to please when it comes to comfort. In addition, the interchangeable shells add the finishing touch, whether in high-quality shaped wood or plastic.



A-Bench

jehs+laub



Never before has it been so easy to divide the load.
A-Bench is a modular system that meets every
challenge with style. Whatever your plans:
the eight different elements always fit together
perfectly – even when they are separate.



**All your office
woes can take a
back seat here.**

Benchmark.



Bench presses? We prefer to do them in comfort. That's why the A-Bench features high-quality pocket-sprung upholstery elements: for outstanding seating comfort and perfectly matched lines. With it, there are no limits – push beyond the boundaries with A-Bench.





Matching bench.
As an optional extra, the A-Bench offers matching storage and a desk made from solid core material, available in either graphite black or white, which can be fitted in between the seat elements. Electrification along with power and USB inputs are the icing on the cake.



We like to be comfortable.
So find out all about the A-Bench here.
Scan the QR code to get started!

Thinking beyond the curve.



A-Lounge

jehs+laub



Perfect for those who love to be around people, but still value their own space: A-Lounge provides more space and first-class seating comfort. Plus numerous potential applications and comfortable upholstery. The wood, aluminium or coated frame versions go with anything. And each other.



**Enjoy sitting in business class
before even stepping on a plane.**





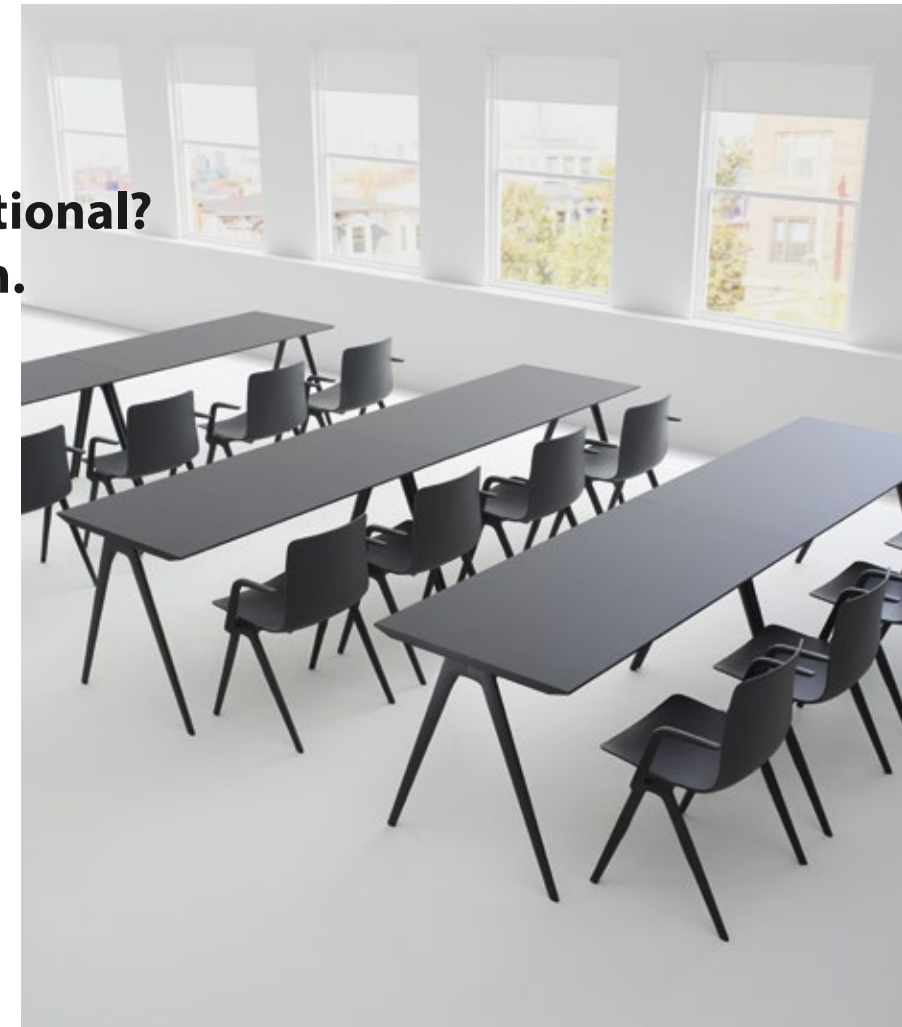


A-Table

jehs+laub



**Slender and functional?
Folds like a charm.**



Simply elegant: the A-Table impresses with its modest, contemporary design. Its slender lines cleverly conceal the functional complexity. Virtually invisible: the integrated cable lid.





What you don't really see about the A-Table now: it is an easy-to-operate, stackable folding table.

Nothing gives way here.
Unless you want it to.



A-Pult

jehs+laub



**A-Pult takes centre stage.
The focus is on you.**

So that every presentation shines: With its subtle design, the A-Pult delivers a clear statement at every major event.

It gives the speaker an excellent view of all their notes and a practical storage area is concealed below the cover.

Highly practical in the truest sense of the word.

Photos:
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