

jörg boner

productdesign

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Oyster

**Jörg Boner
with Wittmann**

November 1th – 2th

**Designers' Saturday
Langenthal 2014**

**A new series of
upholstered furniture**

The Design approach to the first collaborative project with Wittmann was characterised by respect and diligence. While Jörg Boner is unwaveringly careful and exacting in each of his projects, any interaction with the client is always based on respect for tradition and pedigree. When coming up with Oyster for Wittmann, Jörg Boner studied Austrian design in detail and took various cues from the Wittmann collection, without losing sight of the wider context of international design history. The outcome is an unusual piece of furniture available in three different sizes. It communicates Wittmann's tradition of handcraftsmanship and legendary quality, conveying a contemporary and individualistic impression through its bold appearance. As with every piece of upholstered furniture in the Wittmann range, Oyster offers matchless seating comfort, making this versatile family suitable for a full range of domestic and contract uses.

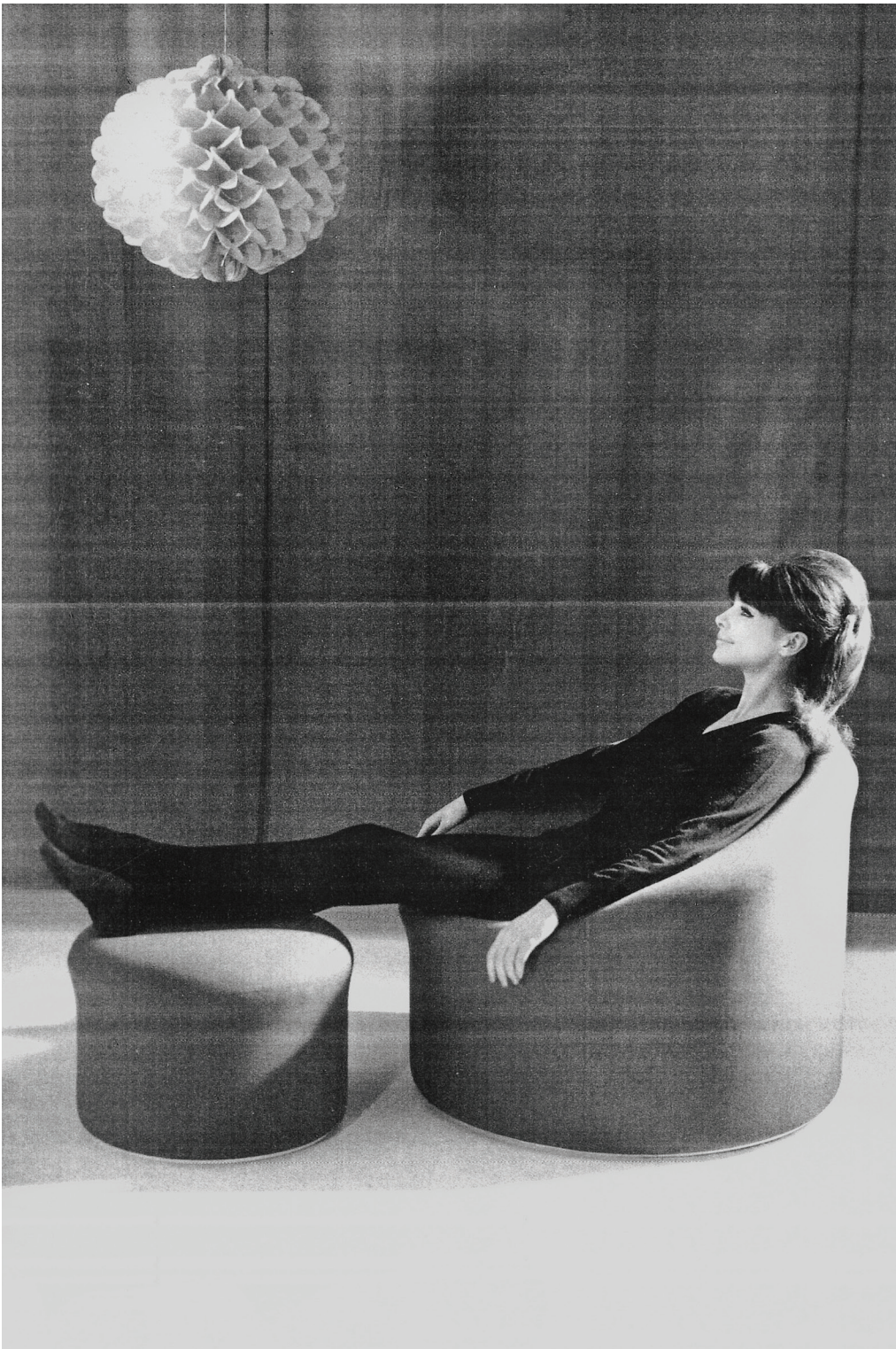
Jörg Boner

Jörg Boner (born 1968) trained as a carpenter before studying at the Basel School of Design. He has been running his own design studio, Jörg Boner product-design in Zurich, for over ten years now, where he employs two further designers.

Although clearly an auteur designer, his output is by no means restricted to furniture alone. His portfolio also includes a number of mass-produced products, such as street lamps or thermos bottles. Jörg Boner selects his partners with the kind of exacting and painstaking attention to detail that he invests in every single one of his projects and gives weight to technical know-how. In his view the closer a firm's production facilities are to the rest of the business, the better – ideally they would be embedded in it. This attitude, combined with the authenticity and rigour of a collection, are key aspects in determining the viability of the collaborative development process. Once committed, Jörg Boner is as much at home working as an auteur for an industrial company as he is with a traditional manufacturer. Whatever the situation, the results always bear Jörg Boner's distinctive signature while clearly focusing on the company's identity.

It comes as no surprise that he explored the history of upholstered furniture design in Austria in considerable detail during the earliest stages of the collaboration with Wittmann Möbelwerkstätten, in addition to looking at the company's collections and history before presenting his initial ideas. The outcome, Oyster, is something of a surprise, yet provides an ideal match for the ideas that run through Wittmann's DNA. Jörg Boner's honest curiosity is an asset in every partnership, and as an excellent designer he is uncompromising in his approach, with a keen eye for every last detail. The resulting products are anything but anonymous design. Part of a larger whole, these products have a long lifespan ahead of them.

Tulga Beyerle



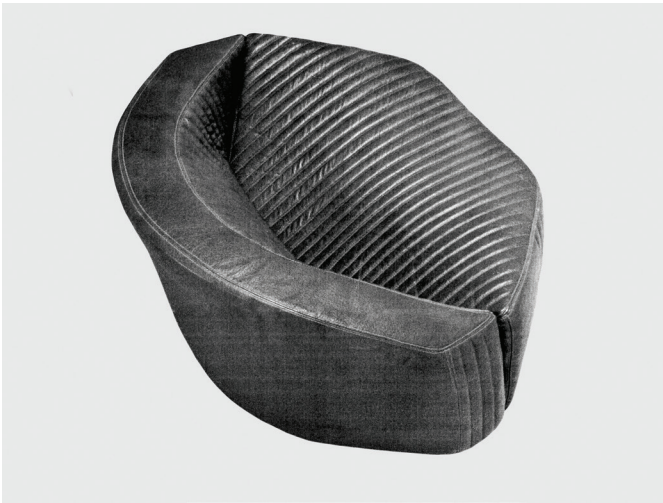
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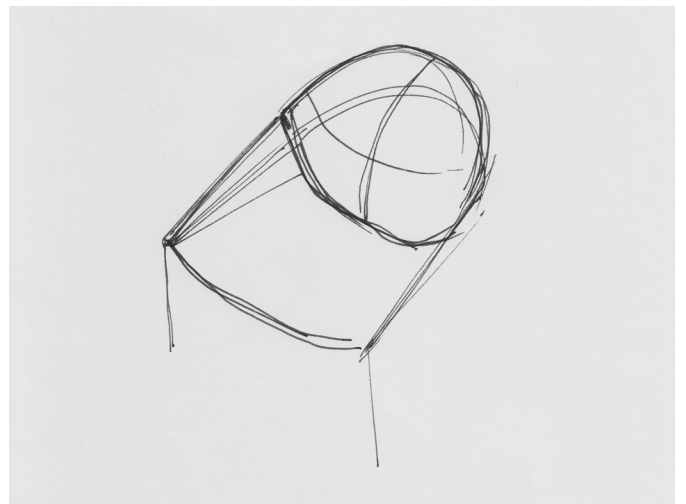
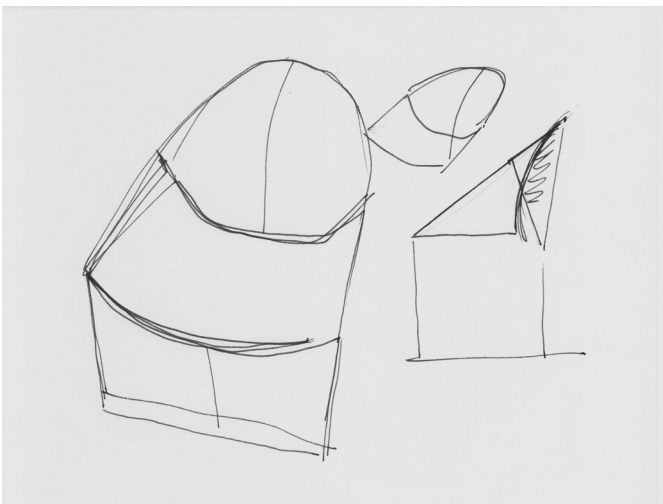
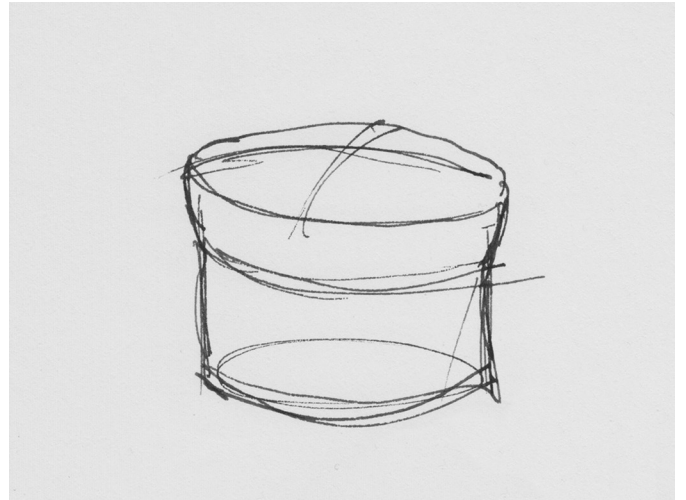
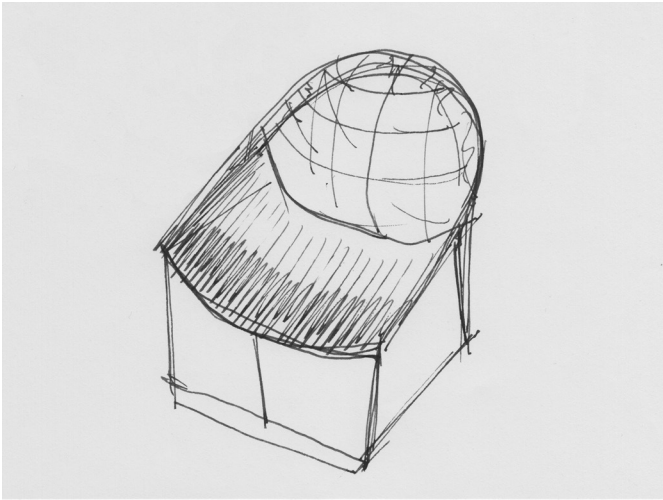
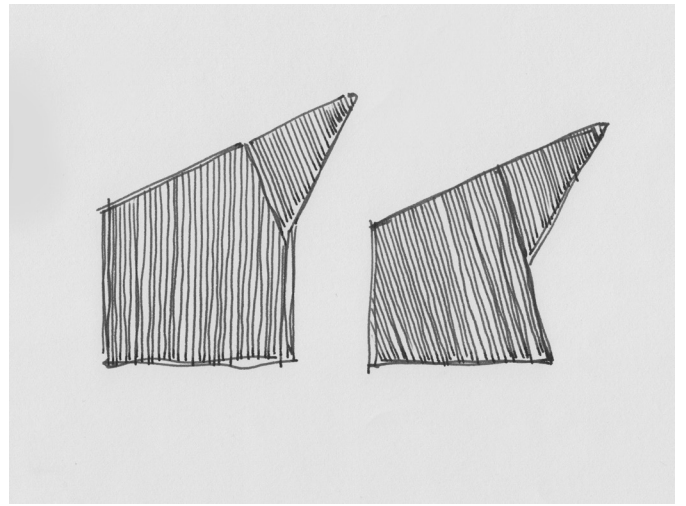
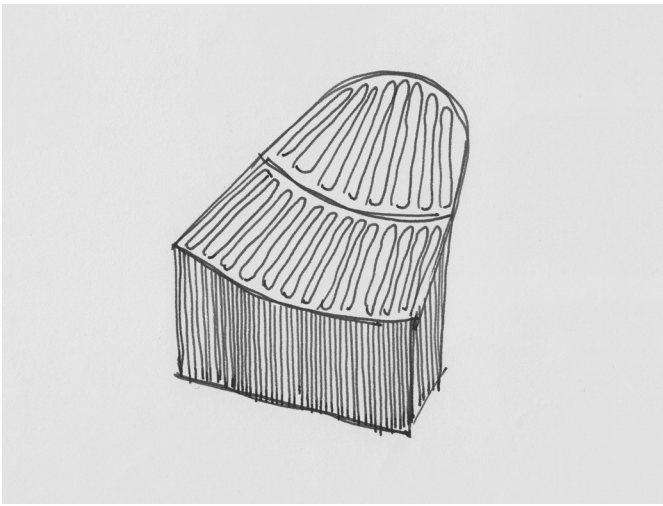


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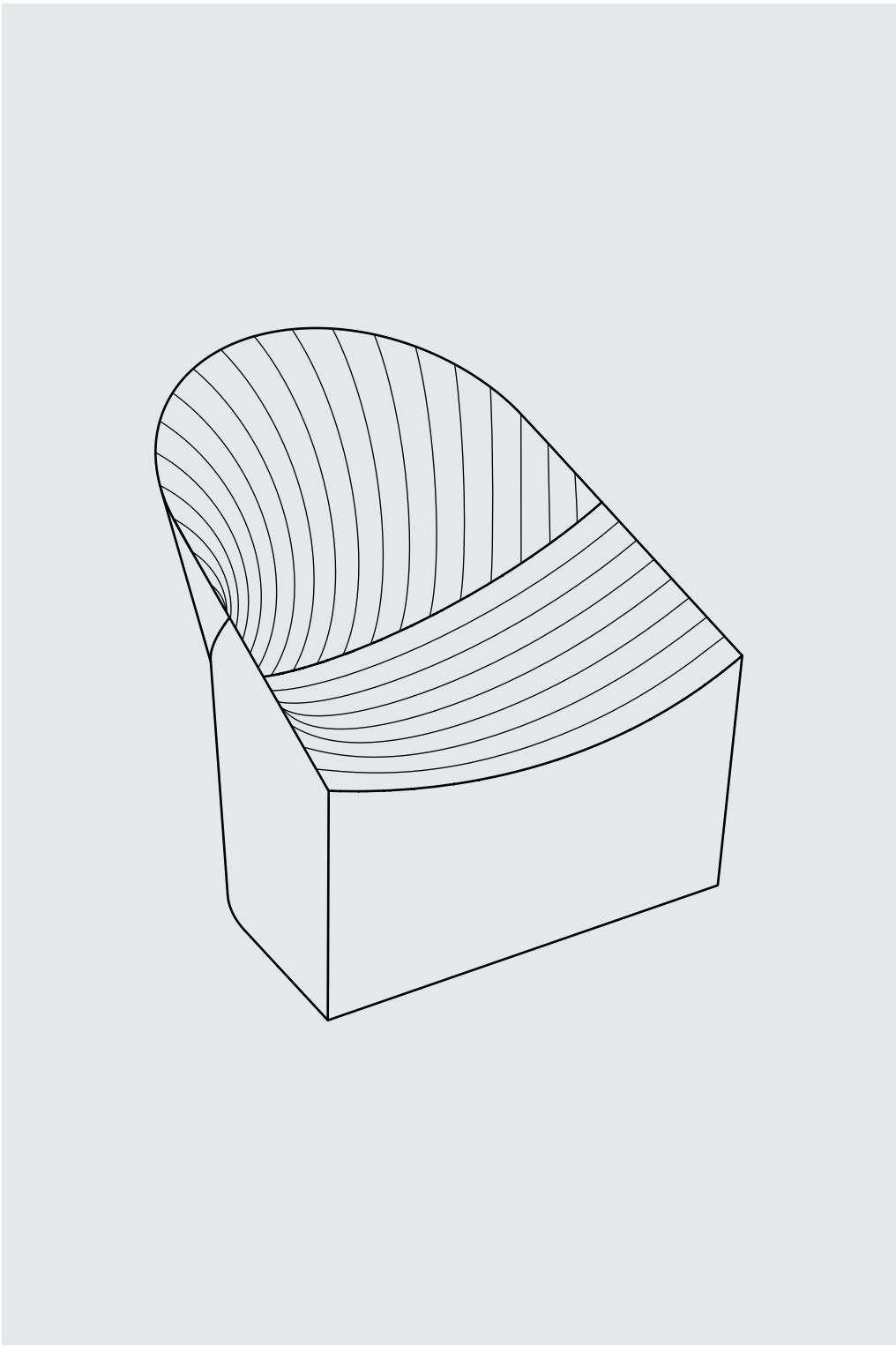
05

- 02 Wiener Kaffeehaus, anonym, around 1920
- 03 Otto Prutscher, Villa Theodor Flemmich, 1915
- 04 Giovanni Offredi (P64 Chair) for Saporiti, 1972
- 05 Josef Hoffmann, Country House J.&J. Kohn, Art exhibition 1908



06





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