

The Geography of Focus: Our second collection, “...auf uns ist Verlass!”, marks a decisive positioning of design. We perceive the province of Augsburg not as a geographical footnote, but as an essential catalyst for radical creative stillness. In a conscious nod to the legacy of the HfG Ulm, we utilize the seclusion of the periphery as a sanctuary against (digital) overstimulation. Here, far from urban acceleration, a vision emerges from the very act of making, distilled into its essential form. For us, design is not consumed as a simulation; it is a physical testament to a labor process that gains validity through the resistance of the material and the rhythm of manual gestures.

The Scenography: In Augsburg, our space is a sequence of transitions: from the workshop into the office, through the sewing atelier, and out into the garden, a constant movement through rooms defined by function and project. This is the feeling we wanted to bring to Berlin.

Our set, an independent, circular island, negates the traditional hierarchy of the front row by removing all seating and mandating movement. Within this segmented circle, the observer encounters three distinct realities: a topographical mountain landscape, a functional workshop, and an office/living room setting equipped with USM Haller's iconic modular systems. Doors and passageways mirror our own daily transitions, while the models dissolve these boundaries through continuous motion, turning the architecture into a living process.

The Practice: In our practice, we transform the “8-8-8 rule” into a functional uniformity that renounces all ornaments. We fuse radical craftsmanship with industrial form through collaborations with generational masters, such as Hutfabrik Lemberg founded in 1860 in Augsburg or the Zollner family from Garmisch. This functional approach extends to our footwear, featuring the Bondi 7 by HOKA. The inclusion of this model highlights the coexistence of modern performance and our own design practice. Central to this is our choice of materiality: Austrian Walkloden and Japanese cotton twill, hand-painted textiles, and vegetable-tanned leathers. These are the physical foundations for products designed to significantly improve the quality of life.

The Product: The evolution of OBS accessories continues with the Giebel bag. Its silhouette extracts the architectural essence of a gable roof into a minimalist leather object. By deliberately omitting edge paint and decorative hardware, the construction itself becomes the defining design element.