

brunner ::

foild

ATELIER OÏ



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01

Teamwork.

How an idea creates intimacy.

DISCUSSION WITH ATELIER OÏ

They consider themselves a hub of creativity, intellectual knowledge and artisan skills: atelier oï. Founded in 1991 in La Neuveville in the Swiss Canton of Bern by Aurel Aebi, Armand Louis and Patrick Reymond, they specialise in projects in architecture and interior design as well as product design and scenography. They are the minds behind foild. Dr Marc Brunner met with them to talk. Here's how it went.





Brunner and atelier oï – kindred spirits in mind, according to Aebi. foild is the result of this relationship. A relationship formed with no briefing or typology, but through lively exchange instead. And ultimately, the moment when inspiration strikes. An idea that resonates with everyone. “This was driven by positive energy right from the start,” says Dr Marc Brunner, before adding: “We have never before experienced a collaboration as open as this one. But we knew that if they were involved and understood what we could do as a manufacturer, the end result would be interesting.”

A wall that isn't a wall. That separates, but more importantly, that connects.

As nomadic as a tent, because foild wants to be everything, not just a wall. Not something sitting idle when not in use. "The great thing is that this element blends in with the room when not in use. In this instance, it is more like a person who welcomes someone," says Aurel Aebi. "It is akin to a gesture." Not much is required for a gesture. The right thing is all that's needed.





“We call it a
homoeopathic wall:
just the right
amount of wall.”

AUREL AEBI

“With how little can I achieve something today? That is the question. – We think it's crucial, including when it comes to sustainability,” says Dr Marc Brunner when asked about the company's approach. At some point in the process, atelier oï asked: “What exactly don't we want to be?” he remembers. How can we create a contrast to all the telephone and meeting cubes? The answer was the same all round: “Tear down the walls.”

Down to the bare minimum.

Keeping it as simple as possible. Not only in terms of time and energy but also materials. For Aurel Aebi, this all originated in Japan: "There, they say: four pillars already define a room."

Both Aebi and Brunner then enthuse about the undeniable universal character of foild and how it can be used in a wide range of contexts: in offices, event venues, public areas, seminar settings and even classrooms. Foild can be found everywhere. Not as a room divider but as a flexible room designer.



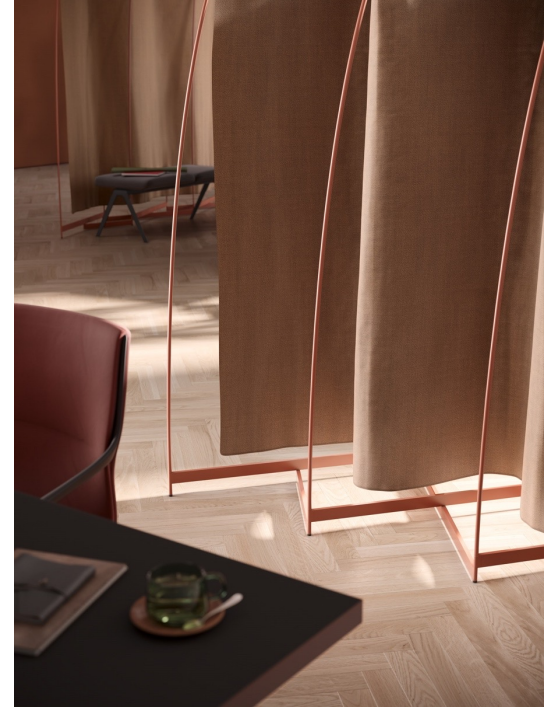
02

Product idea.

Unfolding new possibilities.

- Extendible room divider for flexible use of space
- Light and home-like look: high-quality textiles combined with slender aluminium bars
- Can be positioned free-standing in a room, in a straight or curved arrangement in two heights
- The scissor system allows flexible roll-out of the length and space-saving storage
- Streamlined design: plug connectors allow tool-free mounting and demounting
- All materials used can be sorted by component type and recycled
- For use in changing working environments, open-plan spaces, lounge and waiting areas and other public spaces





foild is the epitome of flexible room design. The easy-to-position screens can be infinitely extended – in a straight line or gently curved. High-quality textiles with an opaque appearance enable private participation or a quiet space for concentration in the middle of the room at any time.



Need to screen off a seating and work area or keep the agile workshop out of sight? At 160 or 190 cm, foild is always the optimal height. Thanks to sophisticated plug connectors, the delicate, powder-coated aluminium frame can be assembled and disassembled without the need for any tools. The materials can be replaced, separated and sorted to ensure a sustainable service life.



03

In detail.

The complete foild ensemble.



04

Impressions.







the office is dead,
long live the office!

strategy
communication
marketing
sales
customer service
operations
finance
legal
HR
IT
R&D
procurement
logistics
facilities
security
compliance
corporate governance
public relations
investor relations
brand management
reputation management
employee relations
community relations
environmental, social & governance (ESG)
diversity, equity & inclusion (DEI)
social responsibility
philanthropy
sustainability
risk management
cybersecurity
data privacy
regulatory affairs
tax
insurance
legal
intellectual property
litigation
dispute resolution
banking & finance
insurance & reinsurance
asset management
private equity
venture capital
hedge funds
real estate
commodities
energy
agriculture
healthcare
technology
media & entertainment
telecommunications
transportation
aviation
automotive
retail
e-commerce
food & beverage
hospitality
tourism
education
non-profit
government
defense & aerospace
space exploration
art & culture
sports & recreation
media & entertainment
publishing
broadcasting
television
radio
film & video
music
video games
streaming services
social media
digital marketing
influencer marketing
brand marketing
advertising
public relations
communications
corporate communications
crisis management
reputation management
employee relations
community relations
environmental, social & governance (ESG)
diversity, equity & inclusion (DEI)
social responsibility
philanthropy
sustainability
risk management
cybersecurity
data privacy
regulatory affairs
tax
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legal
intellectual property
litigation
dispute resolution
banking & finance
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asset management
private equity
venture capital
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