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Background

ABOUT INNOCAD Architecture

Based in Graz, Austria and founded by 2015 Contract magazine's Designer of the Year Martin Lesjak and Peter Schwaiger, INNOCAD Architecture offers architecture and interiors services for residential, office, hospitality, healthcare, mixed-use and retail design. The team seeks to work out of context and has an analytical and pragmatic approach that results in designs that have meaning and purpose but often goes against the grain of conventionality. Their work is inspired by myriad influences that enable the team to sample, extend and reinterpret concepts into new forms. INNOCAD has been featured in major publications including: A+U (JAP), A10 (NEL), Baumeister (GER), Interior Design and Contract magazines (USA), FROG (France), The Financial Times and On Office (Great Britain), OF ARCH (Italy), and H.O.M.E. Magazine (EU), among others.

For more information visit <http://innocad.at>

INNOCAD

ABOUT 13&9

In January 2013 in Graz, Austria, Martin Lesjak co-founded with designer Anastasia Su, the product design firm 13&9, which is intricately linked with INNOCAD Architecture. The interdisciplinary team's cooperation with specialist partners has led to creating product collections from concept through production in the spheres of lighting, furniture, floor coverings, fashion and accessories. The issues such as modularity, compatibility, flexibility and transformation are key in 13&9's development of new products. The overall results are unique designs that combine functional necessities and innovations with conceptual aesthetics which also offer an emotional component, adding to the product value, "the soul" of 13&9 Design. From the beginning, their projects and products have been recognized with numerous awards and publications world-wide appearing in: ABC News (USA), Azure (CA), Architectural Digest (ITALY), Casa Vogue (BRAZIL), Core 77 (USA), Design Boom (GB), Designmilk (USA), Dwell (USA), Elle Décor (ITALY), 360° Design Magazine (USA), Interior Design (USA), Metropolis (USA), and Trendhunter (USA), among others.

For more information visit <http://13and9design.com>

13&9

Highlights 2015

Since being awarded Designer of the Year in January 2015 by Contract magazine in USA, Martin Lesjak's Graz-based INNOCAD Architecture and product design firm 13&9 have been developing new projects and products and have been receiving global media attention and numerous international awards for these accomplishments.

Keynote Speech by 13&9 and INNOCAD CEO's at NeoCon 2015

On the closing day of NeoCon in June 2015, the largest office trade show in the United States, Anastasia Su, CEO of 13&9, and Martin Lesjak, INNOCAD CEO, delivered the keynote speech presented by AIA Chicago and sponsored by Mohawk Group.



13&9 CEOs Anastasia Su & Martin Lesjak © Anthony Tahlier

Martin Lesjak chronicled the history of INNOCAD, and noted that early on the practice was interdisciplinary and learned from the contractors, manufacturers, and craftspeople with whom they worked. In 2013, after INNOCAD won a competition to design the retail space and welcoming center for Cannon Hall at the Graz Armory, 13&9 was formed. The talk continued describing how Anastasia Su collaborated with the firm on the project, resulting in a partnership between the two of them and establishing 13&9.

Su described 13&9's products designed for their own label as well as products they design for other global manufacturers. The lecture concluded with a summary of the essence of their consistent design philosophy and a brand video that articulates artfully THE SOUL OF DESIGN.

Mohawk Group's Moving Floors designed by 13&9 and INNOCAD launched at NeoCon 2015

Mohawk Group, a leading commercial flooring company known for cutting-edge and innovative flooring solutions, unleashed an entirely new flooring experience at NeoCon 2015 focused on a transformative approach. Exemplified by 13&9's Moving Floors, Mohawk's Floors That Move You concept revolutionizes the perspective on flooring - from product to customer experience.

Designed to be dynamically moving based on the user's point of view, this collection was inspired by the geometry and illusion of op-art and the multi-textured beauty of our cultural landscape. Moving Floors empowers you to turn your floor into a textured indoor landscape through limitless combinations of geometric patterning and coordinating textured solids. Designers can use Moving Floors interactive design tool to play with color, pattern installation methods offering an unlimited number of design options.



MOVING FLOORS by 13&9 for MOHAWK GROUP © Mohawk Group

2015 awards to date for Moving Floors:

- **Best of NeoCon 2015 Award presented by Contract magazine:**
The Gold Award; category Carpet Modular
Editor's Choice Award
- **The Metropolis Magazine Likes Award**

Austrian's Born Global Champions Award for 13&9

After a successful NeoCon, 13&9 received the Born Global Champion Award from Advantage Austria at the Austrian Federal Economic Chamber in Vienna, which honors companies founded after 2010 that offer innovative products or services and achieve international success quickly.



13&9 receiving BORN GLOBAL CHAMPION AWARD © WKO

Multiple international awards for INNOCAD projects in 2015

INNOCAD Architecture has been officially recognized for its recent achievements in interior and exterior architecture with a variety of awards. Honors range from accolades for Corporate Interiors (Best Architects 16 and International Architecture Awards) to Housing (International Architecture Awards) to Retail Design (ICONIC Awards). This international recognition represents INNOCAD's achievements in seeking universal solutions that go well beyond their region and resonate with design influencers globally.

HQ Volksbank South Tyrol, Bolzano, Italy

This project demonstrates how INNOCAD always rethinks how best to optimize the workplace by creating flexible areas for work, play and collaboration. Taking cues from their client, a bank based in South Tyrol, they designed a highly functional corporate headquarters and retail area that recognizes the need for corporate structure and an inviting and community based banking experience.



HQ VOLKSBANK SOUTH TYROL - welcome area © Paul Ott

In cooperation with bergundtal architects, INNOCAD performed architectural space planning, office design and interior design for a four-story, double-wing, zig-zag shaped office building. The space does not have the customary private enclosed offices often found at banks and is a vivid departure from the customary structure and insular banking culture - a perfect example of a "new work" environment.

The upper three floors of the bank's headquarters are defined by central cores, wall works by artist Esther Stocker and custom oak Berg&Tal furniture, offering seating, communication areas, storage space and partitions for open workspaces.

2015 awards to date for HQ Volksbank South Tyrol:

- **Best Architects 16; category: Office / Administrative Building**
- **ICONIC AWARD 2015; category: Office Building; category: Interior Design**
- **Nomination: German Design Award 2016; category: Excellent Communications Design**

HQ ÖBB, Vienna, Austria

INNOCAD, in cooperation with United Everything, won the competition for interior design of the ÖBB group headquarters in Vienna (The Austrian National Railway) with its concept of corporate architecture. The firm based the design on the corporate atmosphere of ÖBB and incorporated the notions of mobility and travel in the architecture.



HQ ÖBB Vienna © Paul Ott

As a result, the line element of the ÖBB's corporate identity was newly interpreted and this fresh algorithm was used as a key design tool. The heart of the project is a 3.6 km long, movable screen spanning all 23 floors, showing an exquisite voyage through Austria and featuring zoning, atmospheric and acoustic qualities. This unique design depicts the rythmization and mobility of passing landscapes as a sequence of visual sensations both accelerating and decelerating across the screens.

The functional strategy of the concept is intended to reflect the much increased demand for communication, especially spontaneous communication, with the aim to create a modern working environment. At the same time, the space recognizes the need for privacy and concentration through a visibly defined resultant space with clear-cut zoning of functional areas for very different needs.

2015 awards to date for HQ ÖBB:

- **International Architecture Awards 2015; category: Corporate Interior**
- **Best architects 16; category: Interior**
- **Nominations: LEAF Awards 2015; category: Interior Design Award of the Year**
- **Nominations: Austrian FM Award Best Working place 2015**

C34, Graz, Austria

The aim of this project was to provide high quality living spaces that emphasize communication among tenants and provide a variety of floor plans that would facilitate interaction. The design leverages the existing beauty of the Art Nouveau building and a courtyard pavilion.



C34 - courtyard view © Paul Ott

The new L-shaped building and the existing building create a courtyard, which offers free spaces and greenery and blends common spaces inside the protected yard with the surrounding landscape. What was once a decorative stucco-relief motif on the old building façade, a chestnut leaf is re-interpreted to a new extensive pattern, shown in the current façade as well as the window grid, connecting the old and new buildings.

2015 awards to date for C34:

- **International Architecture Awards 2015; category: Housing (up to 5 floors)**

Rolling Stones, Graz, Austria

After winning the Graz Armory “Cannon Room” competition, INNOCAD cleverly sought to solve design issues through an interdisciplinary approach. The task of creating a new information center for Graz Tourism that had an attractive entrance to the Provincial Armory called for an approach transcending architecture alone. The result is a consistent corporate identity combining architecture, media and merchandising.

The “Murnocker!” (cobblestone) is the basic building block of the concept, being a contextual link to the geological base of the city, a metaphor, corporate symbol and form-giving element in one. In the architecture, the organic form of the “stones” is broken down into layers, similar to their structure.

At the same time, this space-forming and form-giving grid surface can also be used as variable shop furniture and adapted for any kind of product display.



ROLLING STONES © Paul Ott

Implementing an interdisciplinary approach by combining architecture, product design, media and fashion design, "Rolling Stones" exemplifies the identity of Graz as an UNESCO City of Design.

2015 awards to date for Rolling Stones:

- **ICONIC Award 2015; category Interior / Retail**
- **Nominations: German Design Award 2016; category: Excellent Communications Design**

Current and future INNOCAD projects

The recently finished, PRO MEDICO head office, is an example of INNOCAD's interdisciplinary approach to architecture through its use of clever space planning interior design and a new office furniture collection called TRIGON, designed by the product design firm 13&9 for the Dutch company Artifort Lande Group.

INNOCAD continues its long term collaboration with ERSTE BANK that is centered on the innovative concept called "new banking". This concept includes the reorganization of bank branches on two categories: flagship and service branches. Many branches are complete in several locations within Austria and received outstanding feedback from both the client and customers. Several more will be implemented over the next few years to maintain consistency for the new banking concept and balance customer requirements for technology and the working conditions of reduced personal spaces.

Other current international projects included office space planning for the ACICO head quarters in Kuwait and the space planning and interior design of the new ALJ CDC office in Saudi Arabia, both global reflections of INNOCAD's new work spaces. Recently they won the architecture competition for the construction, planning and interior design of the new head office building for the international real-estate developer C&P in Graz, Austria. These projects exemplify INNOCAD's expertise in balancing exterior and interior architecture design with client brand identity and their working and urban environments.

For INNOCAD Architecture, Lesjak continues his international work with an affinity to new "interested curious clients and partners for ambitious projects in commercial, retail, residential and hospitality architecture and interiors."

Current and future 13&9 projects

TRIGON Break the right angle by 13&9 for Artifort Lande Group

Building on their portfolio of international product design collaborations for interiors, 13&9 most recently developed TRIGON, an office table system that integrates a round table's practicality and modularity by using 60° edges. In addition to classical rectangular table layouts, users can create numerous other layouts for open spaces with combinations ranging from straight to free flowing.

TRIGON helps develop flexible, activity based, and communicative working environments through greater space efficiency, especially in buildings without rectangular footprints. This office furniture collection is manufactured and distributed for the Dutch company Artifort Lande Group.

ROCK COLLECTION by 13&9 for Wever & Ducreé

Introduced in 2014, the Rock Collection demonstrates 13&9's mission to think independently and adapt materials for applications beyond their intended purposes - such as using natural stone to create round shale shades for lighting. Sleek, modular and attractive, the Rock Collection is well suited for hospitality settings and would be ideal for lounges, lobbies, restaurants, hotel or living rooms. The combination of the lamps - table, floor, wall, pendant, ceiling - and tables enables playful settings through the variety of sizes and proportions and allows versatile applications.

After showcasing the Rock Collection at EUROLUCE 2015 in Milan, this collection is manufactured and distributed by the Belgium lighting firm, Wever & Ducreé, which sells the Rock Collection worldwide.



ROCK COLLECTION by 13&9 for Wever & Ducreé © Paul Ott

Awards to date for Rock Collection:

- **Finalist: Interior Design Best of Year Awards 2014**

GEOMETRIC COLLECTION Jewelry

Geometric Collection Jewelry will be featured at Museum of Art and Design's 2015 LOOT Exhibition in New York City. The collection is crafted from high quality architectural material Corian®, which has rarely been used in jewelry. Made in Austria and influenced by fashion and architecture, these pieces reference precise geometry by drafting and crafting.



GEOMETRIC COLLECTION Jewelry © Markus Mansi (MOMA)

GEOMETRIC COLLECTION Diamond Shades by 13&9 for Robert La Roche

Additionally 13&9 partnered with Robert La Roche in 2015 to offer a limited edition of their Geometric Collection Diamond Shades to the international market. The Geometric Collection Diamond Shades are eyewear designed to create a unique look on the wearer's face through a contemporary design concept that employs complex manufacturing to process the sunglasses.



GEOMETRIC COLLECTION Diamond Shades by 13&9 for Robert La Roche © Markus Mansi (MOMA)

The eyewear was most recently seen on the runways at Mercedes Benz Fashion Week in NYC at renowned fashion designer Angel Sanchez's show in February 2015.

2015 awards to date for Geometric Collection Diamond Shades:

- **Red Dot Award 2015**
- **A' Design Award 2015**