f/p design | furniture
the office for gestaltung

strategies in furniture design

the demands placed on furniture are changing. living and working environments are becoming more dynamic, space is becoming more limited, and expectations in terms of functionality, quality, and sustainability continue to increase.

furniture today is no longer defined solely by its form or material. it must respond to shifting lifestyles, support different modes of use, and integrate seamlessly into diverse spatial and cultural contexts. at the same time, manufacturers are confronted with growing complexity in production, shorter product cycles, and increasing pressure to differentiate in a competitive market.

this creates the need for a more precise and forward-looking approach to product development, one that is based on a clear understanding of user behaviour, technical feasibility, and brand identity.

design plays the central role in this process.

prof. fritz frenkler
founder

f/p design – partner for furniture design

german design:
precise, minimalistic, timeless.

founded in 2000 by fritz frenkler, f/p design develops products, product systems and services in the fields of industrial design, interface design, brand design, and architecture. with offices in germany and japan we consult different businesses, from globally renowned companies to innovative startups.

participatory design for success

our main focus lies on the collaborative development process in the design of furniture and spatial solutions. this participatory approach integrates the needs of users, the expertise of partners, and the internal requirements and insights of the company. the result of this process is furniture and systems that excel in ergonomics, functionality, technology, and quality. they provide efficient, long-lasting solutions while strengthening a clear and consistent brand identity.

simplification brings clarity

as living and working environments become more complex,
f/p design focuses on reduction. this creates precision, coherence, and clarity. these qualities support intuitive use, define spatial order, and contribute to a calm and balanced environment. furniture becomes easy to understand, integrates seamlessly into different contexts, and enables spaces that feel structured, comfortable, and enduring.

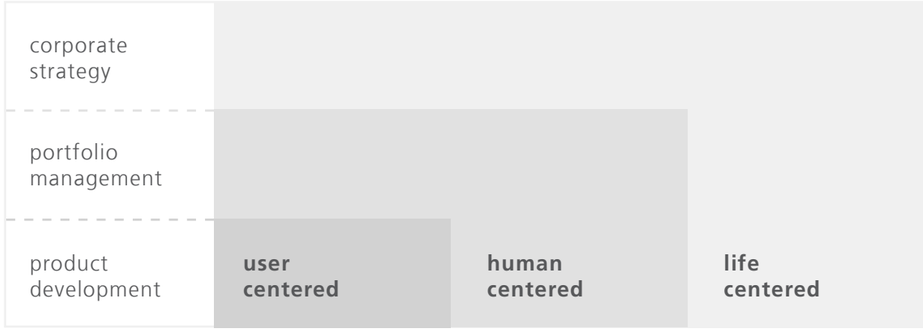
our vision

an important role in our understanding of design belongs to the formula invented by prof. frenkler as a chair of industrial design in technical university of munich (tum).
it is based on the idea that design is a complicated system, which, in addition to the usual "form and function", also includes technology, ergonomics, sociology, ecology, psychology, philosophy, finance, and the brand identity.

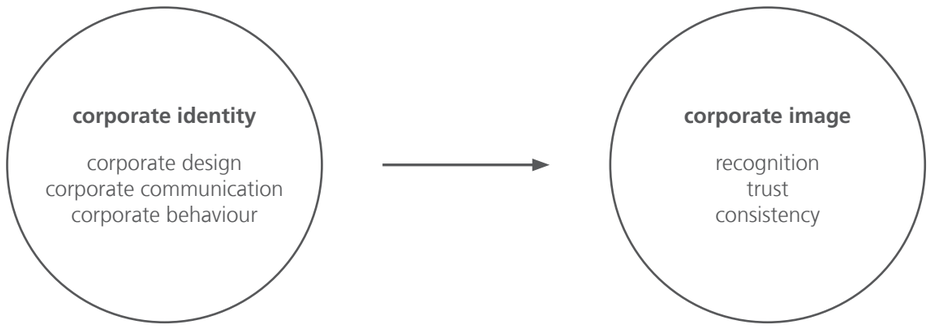
$$d_{esign} = \int_{function}\int_{form}\int_{experience} \frac{(T_{ech}E_{rg}S_{oc}E_{co}P_{sych}P_{hil}F_{in})^{brand}}{t} \times P_{resentation}^{5/4/3/2/1}$$

life-centered design

user- or human-centered design alone is no longer sufficient in today's furniture industry. to develop sustainable and consistent product portfolios, designers must adopt a life-centered approach that considers the broader environment as a whole and aligns with long-term corporate strategy.



corporate identity



internal perception

external perception

200+ clients

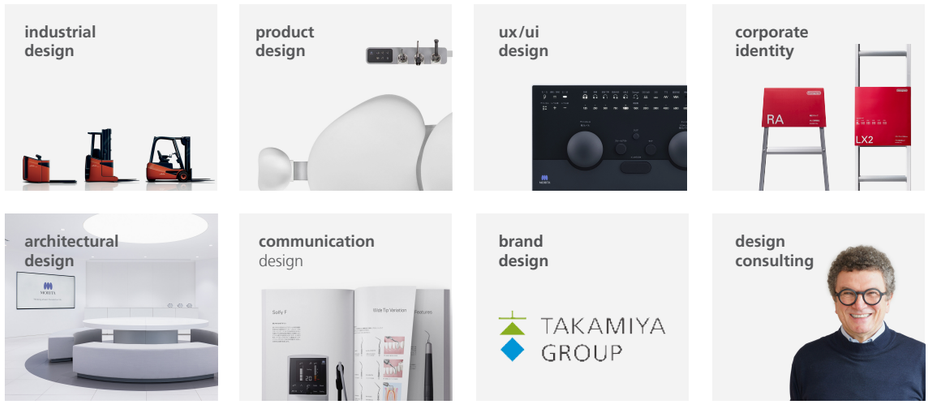
8 locations

trusted by more than 200 clients

f/p design has partnered with clients across a wide range of industries. many of these collaborations have developed into long-term partnerships built on trust, reliability, and measurable results.
our experience spans six key sectors: medical, laboratory, transportation, industry, office, and living. this cross-sector expertise allows us to transfer knowledge, identify new opportunities, and develop innovative yet practical solutions tailored to each client's needs.
our clients include global corporations, family-owned businesses, and technology startups. every collaboration begins with understanding the capabilities, ambitions, and challenges of the enterprise. by analysing these foundations, we identify opportunities where design can create measurable value and accelerate growth in revenue, margins, and lasting relationships with users.

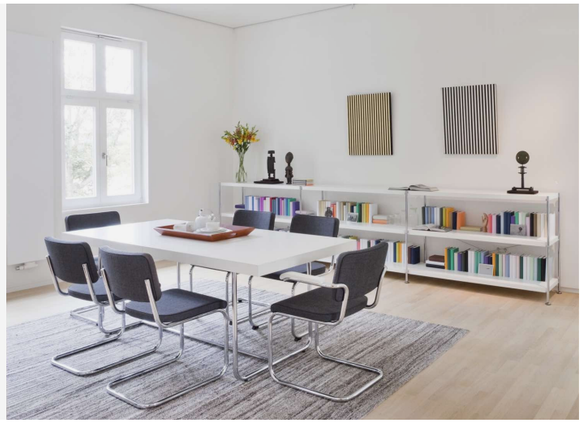
through strategic thinking, precise design, and a strong focus on user experience, we transform complexity into clear, intuitive solutions that strengthen brands and accelerate business growth.

design services



thonet | 7000 | shelf system

shelf system 7000 combines a clear design language with a highly modular construction. tool-free assembly and flexible expansion in width and height enable versatile configurations for a broad range of living and working environments.



flexibility

f/p design develops adaptable solutions for changing living and working environments. furniture can be reconfigured, extended, or repurposed to support different uses while ensuring long-term value and usability.

schönbuch | cabin | cabinet system

from the outside, the modular furniture system cabin looks remarkably simple, but on the inside the highly functional fittings offer an impressive amount of storage space. cabin can be custom-fit to suit virtually any room. the cupboard units come with lacquered or wooden door surfaces and in heights of up to 300 cm.

modularity

since the world population grows every day, there will be less living space in the future. as designers, we must develop home technologies and furniture that will be able to fulfil several functions and offer a broad spectrum of applications.

hewi | aq950 | washbasin system fitting series

the faucets for home and public use are characterized by their clear design, reliable technology, and use of high-quality materials. intuitive operation is ensured through touchless activation in the sensor version and a long ergonomic handle in the manual version.

versatility

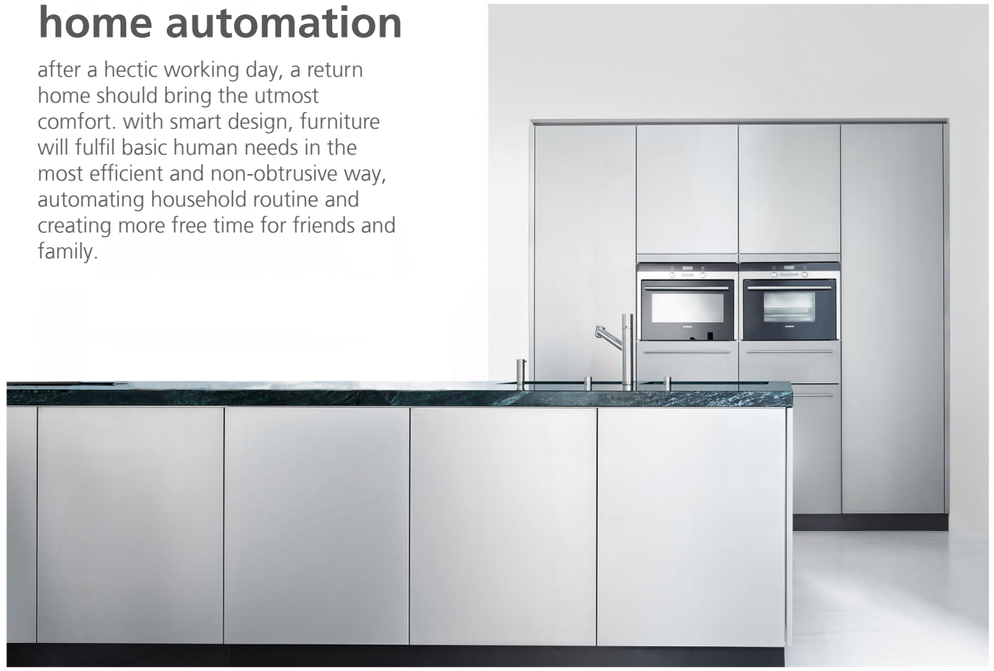
the washbasin system fitting series aq950 offers a sensor-controlled electronic washbasin fitting and a manually operable single lever washbasin mixer tap.

forster | pur 11 | kitchen system

for pur 11, f/p design developed a kitchen system defined by a precise product architecture and a clear material concept. steel becomes both a functional and identity-defining element, creating a distinctive and recognizable design language.

home automation

after a hectic working day, a return home should bring the utmost comfort. with smart design, furniture will fulfil basic human needs in the most efficient and non-obtrusive way, automating household routine and creating more free time for friends and family.



kokuyo | amos | meeting chair

amos is a simple yet elegant stacking chair that is ideal for large-scale meeting rooms and training applications. the ability to stack up to 25 chairs allows for space-saving storage. optional linking and upholstered seat pads, plus a slit in the seat for carrying, make the chair suitable for a wide variety of uses.

functionality

a busy office environment requires appropriate furniture systems that are functional, comfortable and flexible. clear and precise design ensures high efficiency, simple operation and suitability for a wide variety of uses.

kokuyo | agata/d | office chair

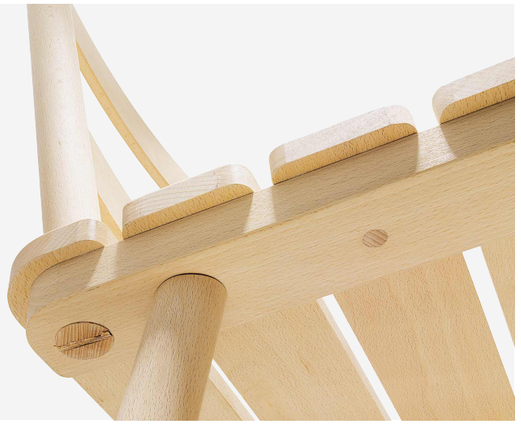
formally reduced to the essentials, agata/d unites advanced functionality and user-friendliness with most comfortable seating positions. agata/d is characterized by its clear lines, a slim seat mechanism, and an easily adjustable lumbar support. the swivel chair range comes in two back heights.

ergonomy

thoughtful ergonomic design and flexible adjustment functions support comfort, health, and productivity in diverse working environments.

auerberg | wirtshausstuhl | tavern chair

the auerberg tavern chair is designed and made only according to the functional criteria which have been continuously optimized over hundreds of years of pub culture: extremely solid and stable, the individual parts are only mortised, pined and glued. available in beech, oak or ash wood.



garpa | chelsea | garden furniture

chelsea is a product family consisting of a garden bench, a chair with armrests and a stacking chair. this simple, timeless garden furniture is traditionally crafted from certified solid plantation teak that stands up to all weather conditions. the bench comes in two different lengths.

sustainability

as resources become more limited and expectations increase, f/p design focuses on long-lasting solutions. durability, efficiency, and responsible use of materials help reduce the need for replacement and support a more conscious use of resources.

durability

weather-resistant materials and timeless design ensure long-lasting performance in outdoor environments.

koleksiyon | tola | office and conference chair

tola is a modular chair system designed for a wide range of office, conference, and meeting environments.
its flexible architecture supports different seating configurations, while the timeless design language enables seamless integration into both working and living spaces.

adaptability

flexible configurations support different users, environments, and ways of working.

bree | retail stores and furniture system

clarity of form is what characterizes the timeless shop design of the prestigious bag manufacturer bree. the modular shop outfitting concept places the focus firmly on bags and luggage. f/p design developed guidelines for corporate shop architecture, designed the retail furniture system and planned the interior design of over 160 retail outlets worldwide.

consistency

unified design principles ensure a coherent customer experience across international retail environments.

nurus | i/x | executive furniture system

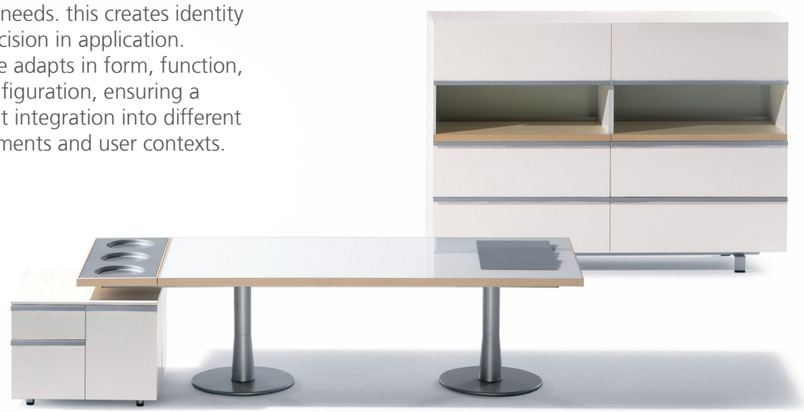
i/x was designed to meet the demands of an executive office, it provides not only a variety of intelligent components and surprising details, but also a very distinguished appearance in three main design themes, which accentuate individuality and personal style.

marutomi | real japan | japanese urushi lacquerware

urushi craftsmanship has been practiced in japan for over 6,500 years, making wooden objects durable and suitable for everyday use. this natural lacquer, derived from the sap of the urushi tree, is still produced using a complex traditional process. the "real japan" project brings this heritage into a contemporary context, presenting and evolving the craft through modern design.

customisation

as requirements become more individual, f/p design develops solutions that can be tailored to specific needs. this creates identity and precision in application. furniture adapts in form, function, and configuration, ensuring a coherent integration into different environments and user contexts.



materiality

as materials shape both function and perception, f/p design focuses on their conscious selection and use. this creates authenticity, durability, and a clear expression of value. materials are treated with respect, highlighting their inherent properties and ensuring a lasting and meaningful user experience.

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