

# Humans & Machines

Humans & Machines  
is an independent  
design & technology  
studio, established in  
2014 by two designers  
and two developers

We are drawn to simple  
but smart solutions  
for complicated  
matters, seeking to  
provoke meaningful  
experiences rooted in  
usability, aesthetics,  
and craft

We partner with  
mindful clients to  
create bespoke digital  
products that scale  
and last

We focus on our  
strengths, not our size,  
employing a small,  
dedicated team at the  
crossroads of design  
and technology

Raffael Stüken  
Designer  
Sebastian Schäfer  
Developer  
Stefan Rüschenberg  
Developer  
Thorsten Kozik  
Designer

Cengiz Mardin  
Developer  
Tim Jungmann  
Developer  
Daniela Nerlich  
Administration

Who we are



We help clients across architecture & design, luxury & lifestyle, and craft & technology to uncover and leverage their opportunities in the digital realm:

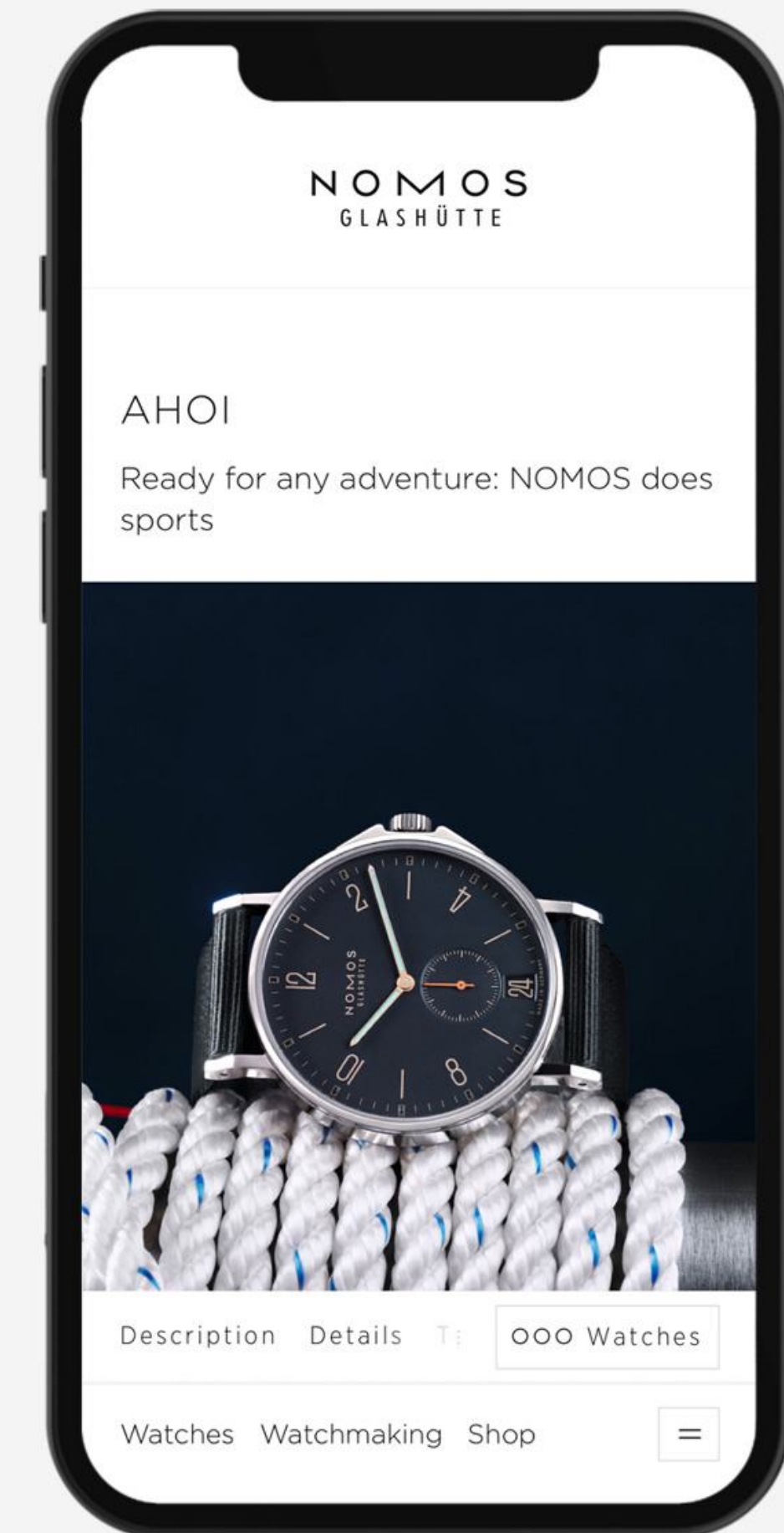
- 1 Identity & Experience
- 2 Interface & Ecommerce
- 3 Workflow & Transformation
- 4 Technical Infrastructure

While we provide research, consulting, and development as standalone services, our primary focus is designing and building web-based products and infrastructure from start to finish (and beyond)

Strategy & Design  
Digital Identity  
Creative Direction  
Information Architecture  
User Experience  
Accessibility  
UI & Interaction Design  
Product Design

Technology  
Technical Consulting  
Prototyping  
Replatform & Migration  
Full Stack Development  
Web Applications  
Ecommerce  
CMS/API Integration  
Process Automation  
Server Technology  
Maintenance

Platforms  
Craft CMS  
Craft Commerce  
Pimcore  
Shopware  
Shopify  
Sanity.io  
AWS  
Cloudflare



Since no two projects are alike, both the solutions we create and the process we follow are fully customized to meet our client's unique needs

Nevertheless, to increase transparency in our offerings and pricing, we have outlined some common project scopes

1	2	3	4
<b>Landingpages &amp; Microsites</b> Single page websites with limited content and scope  Introducing small business, products, services or individuals  Projects typically start at 6.000 EUR	<b>Corporate Websites &amp; Portfolios</b> Anything from simple brochure websites to multi-lingual, feature-rich online experiences  Introducing business, products and services or showcasing creative work  Projects typically start at 12.000 EUR	<b>Webshops &amp; Digital Flagship Stores</b> Anything from simple merch stores to omnichannel brand experiences  Selling premium products or services to a discerning audience  Simple projects start at 18.000 EUR Customized ecommerce experiences start at 80.000 EUR	<b>Web Application &amp; Platforms</b> Digital products and infrastructure offering convenient access to services, information, and interactive features  Projects typically start at 60.000 EUR
<a href="#">studio-rueda.com ↗</a> Portfolio one-pager for a film production company	<a href="#">davidchipperfield.com ↗</a> Site for the practice of the Pritzker Prize Laureate	<a href="#">nomos-glashuette.com ↗</a> Digital home for the fine mechanical watchmakers	Nomos Stammbuch Registry to document every Nomos ever built
<a href="#">schekorr.com ↗</a> Online brochure for a systemic consultant	<a href="#">pxr.law ↗</a> Corporate website for Berlin's visionary law firm	<a href="#">abcdinamo.com ↗</a> Ecommerce for the enfant terrible of type design	Bugatti Newsroom Press platform for the super sports car company
<a href="#">humans-machines.com ↗</a> Minimalist site for a design & technology studio	<a href="#">metadesign.com ↗</a> Website for redden's agency of the year 2022	<a href="#">mykita.com ↗</a> Digital flagship store for a pioneering eyewear brand	Colido SAAS web application for collection management

We work with those we trust and who place their trust in us

We spend the time needed to do things right, avoiding busy work and urgency whenever possible

Our dedication to quality and our hands-on approach often result in lasting partnerships

We advocate for a better web. The things we create seek to be:

- 1 fast & performant
- 2 intuitive & hassle-free
- 3 inclusive & accessible
- 4 sustainable & resilient
- 5 open & honest
- 6 aesthetically pleasing & memorable (at best)



- Select clients
- AWW Architekten
  - Bosch
  - Bugatti Automobiles
  - Carrois Typefoundry
  - Dinamo Typefaces
  - David Chipperfield Architects
  - Ex Ex Ex
  - Goldkant Interior
  - MetaDesign
  - Mykita
  - Nomos Glashütte
  - Onewheel
  - PXR
  - Specs Berlin
  - Studio Rueda
  - Studio Voile
  - The Munich Show
  - Zalando
  - Zak Group

# Selected Projects

Nomos Glashütte  
builds fine mechanical  
watches. We serve as  
their digital creative  
partner

2016 onwards

We

- elevated their digital identity
- created an online flagship store
- built a broad CMS for extensive content authoring
- centralized all product information
- integrated various systems and tools
- built and maintain a digital product registry for all Nomos ever made
- craft customer service experiences
- launch campaign landing pages
- work closely with the client's team to iterate on all components

Services

Digital Identity  
Information Architecture  
User Experience  
UI & Interaction Design  
Development  
Ecommerce  
CMS/API Integration  
Process Automation  
Server Technology  
Maintenance

Platforms

Shopware  
Custom CMS  
Pimcore

Recognition


Awwwards SOTD  
German Design Award 2019  
Siteinspire



NOMOS  
GLASHÜTTE

CLUB CAMPUS NONSTOP  
RED AND ENDLESS BLUE

Let's go!



Description Campus mode 000 Watches

Watches Watchmaking Topics Shop


Watches Watchmaking Topics

NOMOS  
GLASHÜTTE

Shop Find retailer

CLUB SPORT NEOMATIK 42 DATE BLACK

Remember Compare



Reference 781  
3,320 EUR  
or from 276.66 EUR/month on your credit card with no interest or fees

Strap:

Add engraving (complimentary)

Add to basket

Find retailer

Price incl. VAT, free shipping and returns  
Delivery time 6 months

Options:

Buy Description Details Impression Specifications Caliber Beautiful things

Watches Watchmaking Topics

NOMOS  
GLASHÜTTE

Shop Find retailer

A GAME OF MONOPOLY

In 2014 NOMOS Glashütte celebrated its independence day: with the NOMOS swing system—our in-house built escapement that sent shockwaves through the industry.



- Overview
- Ahoi ×
- Autobahn
- Club
- Lambda
- Ludwig
- Lux
- Metro
- Minimatik
- Orion
- Tangente
- Tangomat
- Tetra
- Zürich
- All watches



AHOI  
Discover watch family >

ALL AHOI MODELS

Makes a splash, even under water



Ahoi Atlantic  
Reference 547 / 557  
from 3,040 EUR



Ahoi date Atlantic  
Reference 548 / 558  
from 3,520 EUR

[Watches](#) [Watchmaking](#) [Service](#)

AHOI

Ready for any adventure:  
NOMOS does sports

Nomos Glashütte



NOMOS  
GLASHÜTTE

[Store](#) [Find retailer](#) [Search](#)

We partnered with Berlin-based law firm PXR to shape their corporate identity and create a visual design that reflects their company narrative

2021

- We
- facilitated brand workshops and helped refine and capture their company persona
  - created a comprehensive design system and a distinct visual identity
  - designed stationery, packaging, and various printed materials
  - directed photo & video productions
  - built a well-received website featuring flexible content modules

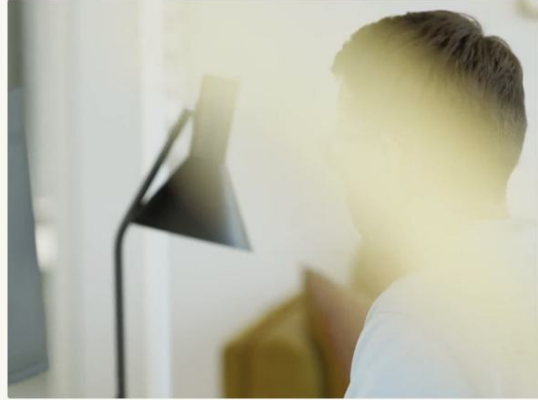
Services  
Branding  
Art Direction  
Information Architecture  
User Experience  
UI & Interaction Design  
Product Design  
Development

Platforms  
Craft CMS

Recognition  
Awwwards SOTD  
Siteinspire



Where **bold vision**  
meets legal  
strategy.



PXR

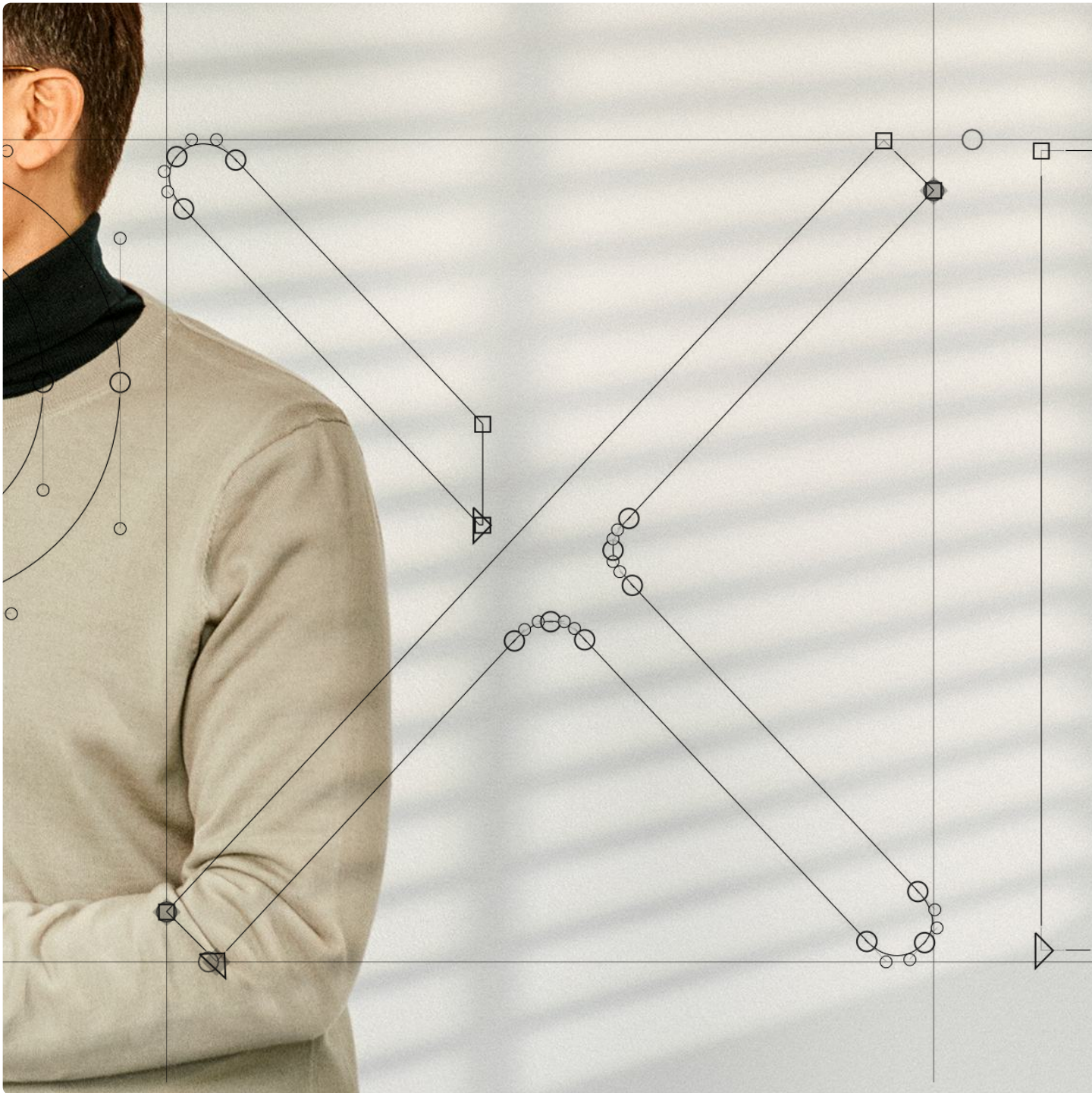
About us  
Our expertise and  
services<sup>®</sup>  
Meet the team<sup>®</sup>  
Join PXR<sup>®</sup>  
Our values<sup>®</sup>



Sustainability and Responsibility

PXR

PXR



# PXR advises McMakler on \$50 million Series C financing round with Warburg Pincus

Pressemitteilung  
Berlin, 29.06.2021

PXR provided comprehensive legal and tax advice to Berlin-based prop-tech company McMakler in its latest round of financing. The financing round was led by US private equity investor Warburg Pincus, which invested \$50 million in the company. McMakler has achieved a transaction volume of one billion euros this year, demonstrating its pioneering role in the market.

**About McMakler**  
McMakler GmbH is a full-service prop-tech company active in Germany, Austria and France. The company employs more than 300 of its own real estate agents in over 20 locations. They are supported by nearly 300 employees at the headquarters in Berlin, where, among other things, the analysis and marketing technology is developed. With over 40 percent supported brand awareness, McMakler is already the best-known real estate brokerage company and the fastest-growing hybrid broker in Germany. Felix Jahn started the hybrid broker as a founding investor and Executive Chairman and additionally took over the CEO function in 2018.

**About PXR**  
PXR is a full-service law firm specializing in advising companies, entrepreneurs and investors in the technology sector. PXR's clients include numerous tech companies, private equity and venture capital investors, and entrepreneurs. PXR's core areas of expertise include tax and corporate law, employment law, and IP/IT and data privacy law.

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pxr-legal.com

PXR



From Berlin  
with compliments

Equityholder Oracle	Actual	Common	Seed	Series A	VSOP	Shareholding	Equityholding
Founder Holding Entity 1	1.750	1.750				3,72%	3,46%
Founder Holding Entity 2	11.625	11.625				24,72%	22,98%
Founder Holding Entity 3	11.625	11.625				24,72%	22,98%
Investor A	7.874		4.898	2.976		16,74%	15,56%
[Angel]	2.245		2.245			4,77%	4,44%
Investor B	11.904			11.904		25,32%	23,53%
(V)ESOP					3.570		7,06%
<b>Total</b>	<b>47.023</b>	<b>25.000</b>	<b>7.143</b>	<b>14.880</b>	<b>3.570</b>	<b>100,00%</b>	<b>100,00%</b>

2021-01-31

pxr-legal.com

Cap Table  
Newlify C Corp

PXR Legal  
Typographic Scale

8pt

10pt

12,5pt

15,5pt

19pt

24,5pt

30,5pt

38/42pt

48/52,5pt

59/61pt

74/81pt

93/100pt#

PXR Repro 288

PXR Repro 288 Italic

PXR Repro 300

PXR Repro 300 Italic

PXR Repro 330

PXR Repro 330 Italic

PXR Repro 340

PXR Repro 340 Italic

PXR Repro 420

PXR Repro 420 Italic

The practice of the Pritzker Prize Laureate Sir David Chipperfield aims to set exemplary standards in sustainable design

We collaborated closely with David Chipperfield Architects on the relaunch of their website

2022–23

We

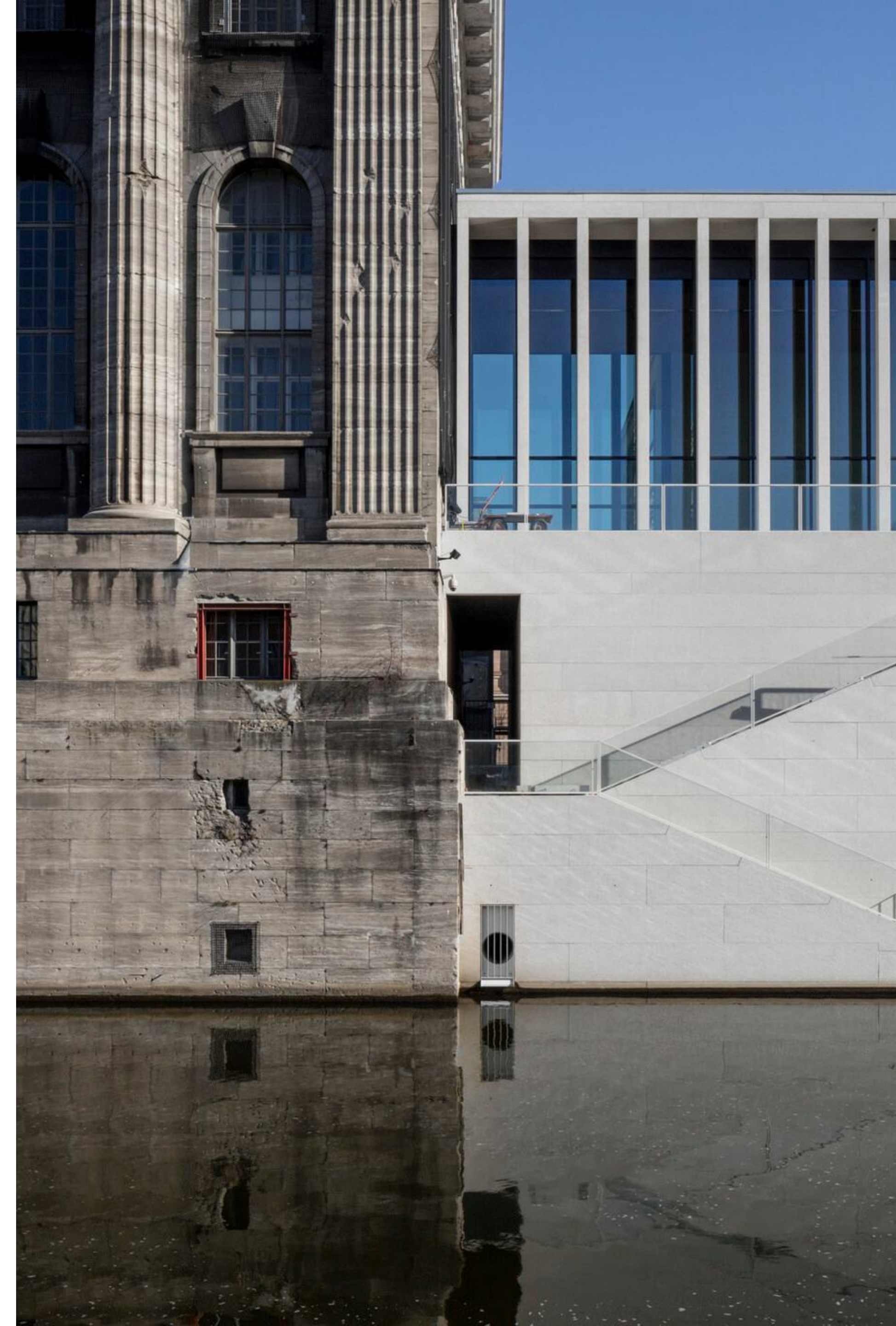
- extended their visual language and proposed a concise design system
- helped design over 160 unique case studies
- created a 1200+ entry site, featuring an intuitive content builder and a smart related content algorithm
- set up a CDN and intelligent static page caching
- migrated over 900 legacy entries
- advised on accessibility and sustainability best practices

Services


Digital Identity  
Information Architecture  
User Experience  
UI & Interaction Design  
Development

Platforms

Craft CMS  
Cloudflare




David Chipperfield Architects Q



News 1 June 2023

**Neue Nationalgalerie refurbishment receives European Architectural Heritage Intervention Award**



News 31 May 2023 Menu ≡

David Chipperfield Architects Q


London × Berlin ×

Abigail Mills	London
Alasdair Graham	London
Alba Azuara	London
Alex Duro	London
Alexander Lehmann	Berlin
Alexander Schwarz	Berlin
Amy Stein	London
Andreea Vasilica	London
Andrew Hapgood	London
Anja Pfisterer	Berlin
Anke Fritzsch	Berlin
Anke Lawrence	Berlin
Anna Kruglova	Berlin
Anna P	on


Grid List Filter + Menu ≡

David Chipperfield Architects Q


Cultural × Germany ×




Neue Nationalgalerie refurbishment




Carmen Würth Forum



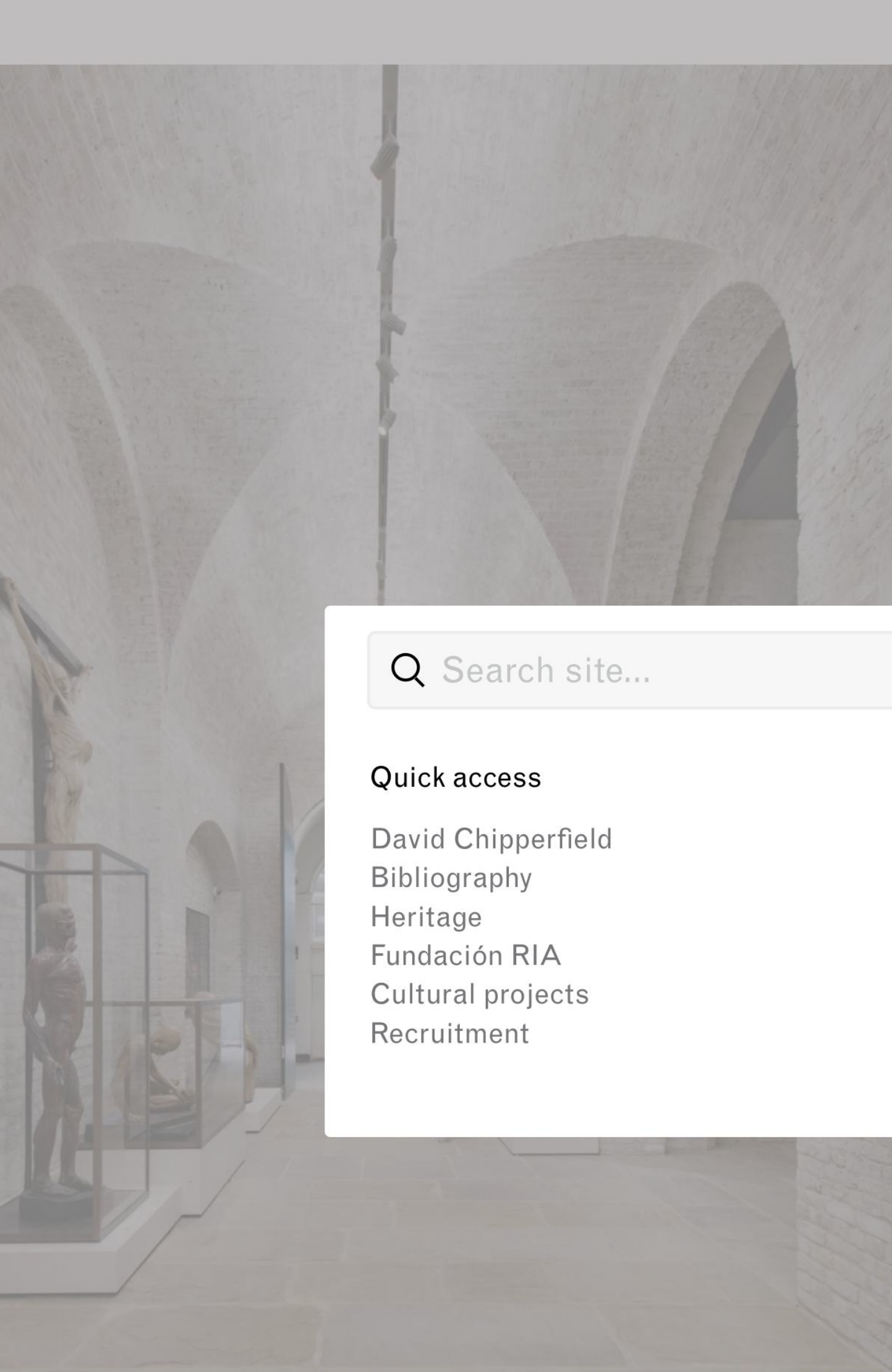
James-Simon-Galerie



Museum Folkwang



Grid List Filter + Menu ≡



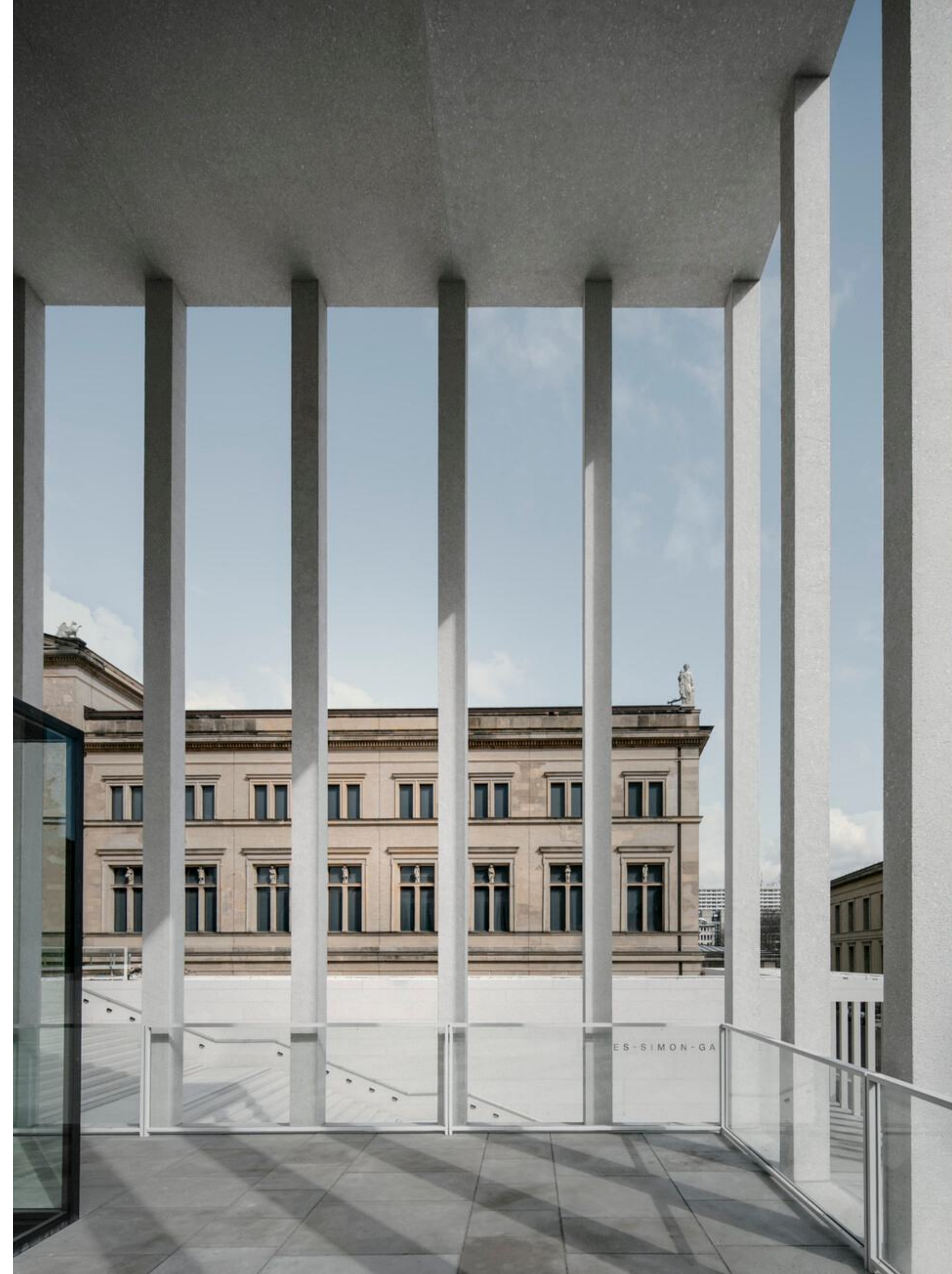
Academy of Arts, London

Q Search site...



Quick access

- David Chipperfield
- Bibliography
- Heritage
- Fundación RIA
- Cultural projects
- Recruitment



Dinamo is a Swiss type design agency specializing in retail & bespoke typefaces, design software, research, and consultancy

We are proud to partner with a leading figure in the independent type industry

2019 ongoing

We

- revamped their visual design and created a unique online experience
- built a powerful CMS for expressive content authoring
- developed a custom newsletter system for an audience of 80K+
- implemented a distinct checkout experience and introduced their visionary value-based pricing model
- automated font file production and integrated their full business logic into the OMS
- set up a CDN and intelligent static page caching

Services

Information Architecture  
User Experience  
UI & Interaction Design  
Digital Identity  
Development  
Ecommerce  
Process Automation  
Server Technology

Platforms

Craft CMS  
Craft Commerce  
AWS

Recognition

Awwwards  
Communication Arts  
Siteinspire  
Minimal Gallery





ABOUT

am Artists Select Clients


ures Frequent Collaborators

mo is a type design  
 ncy that offers retail and  
 om typefaces as well as  
 gn software and  
 ulting services. From  
 Berlin studio, we  
 borate with a network of  
 n members across the  
 e, oscillating between  
 mercial and cultural  
 ects of varying scales.

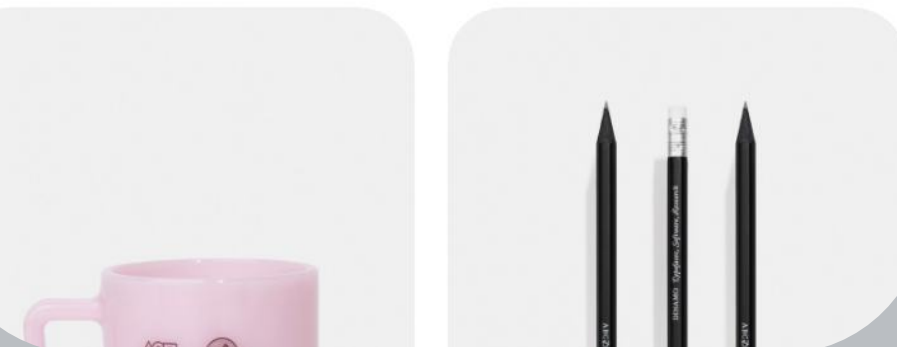
e a group of graphic designers  
 d type designers, and we draw  
 our own experiences when  
 ining fonts and pricing them. In  
 ve were proud to be the first

Keychain 20 EUR

ABCandle (Natural) 20 EUR



Apple Big Cap (Green) 35 EUR



Synt

PDF Specimen Trial fonts

Buy

*Perez and the Terrible*

Diatype Extra

Download Free Trial Fonts

EARLY ACCESS

A small selection of complete but unpublished typefaces, which you can request and unlock before their official release.

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Weights Mono Italics Scotch Slab

Honeymoon 76 days

Weights YES Vibe Vibe Vibe

Daily

THIS PAGE ISN'T PUBLIC YET

Get access

Learn more

Daily Slab

Light Regular Medium Bold

Daily Slab Mo

Light Regular Medi

Bold

Monument Grotesk Variable

*You people trust*

Weight 210 ——— Italic 10

≡ Styles

Try

Features

Info

Glyphs

In Use

PDF Specimen

Trial fonts

Buy

***FLIPNIDA***

Dinamo

Specs provides  
premium glasses from  
selected independent  
eyewear brands  
—both online and at  
their Berlin stores

2013 onwards

We

- created a distinct  
visual identity
- designed  
stationary,  
packaging and  
other printed  
materials
- directed photo  
shootings
- created a standout  
multi-brand  
webshop for  
luxury eyewear

Services

Visual Identity  
Art Direction  
Print Design  
Information Architecture  
User Experience  
UI & Interaction Design  
Development  
Ecommerce

Platforms

Shopware

Recognition

Visuelle  
Siteinspire  
Design Everywhere  
Morrre.dsgn



specs.berlin

www.specs.berlin  
Alte Schönhauser Straße 39  
Kastanienallee 42

selected  
opticals  
sunglasses

specs.berlin

(0)

Menu

Founded in Berlin in 2010, specs.berlin was created as an answer to the rare existence of high quality multilabel stores with independent eyewear brands. Shop high quality spectacles online and in our stores in Berlin.



Enjoy free returns within Germany

Dismiss

Founded in Berlin in 2010, specs.berlin was created as an answer to the non existence of high quality multibrand stores with independent eyewear brands. We simply aspire to provide high quality, well-designed spectacles with best in class services.

### New in Götti Dimension

Shop now



Founded in Berlin in 2010, specs.berlin was created as an answer to the rare existence of high quality multibrand stores with independent eyewear brands. Shop high quality spectacles online and in our stores in Berlin.



### New in Garrett Leight SS24

Shop now

Cookie consent We need your consent for the use of certain third-party services. You can find more information on data protection in our [privacy policy](#)

Reject all Configure Accept all

Search Close

- Sun
- Optical
- Accessories
- Brands
- Stores & Services

Book appointment FAQ Account De En

Colido is an all-in-one toolkit for collection management

We co-founded the SAAS company to meet the evolving demands of both professional and private mineral enthusiasts

2015–2019

We

- developed a compelling brand identity
- outlined the MVP and feature roadmaps
- created a cloud-driven responsive web app with a rich feature set and a comprehensive headless backend
- designed a freemium pricing model and implemented subscription flows
- built community features like in-app chat groups, shareable collections, and a marketplace
- developed RFID-based tracking for physical storage

Services

Business Development  
Visual Identity  
Print Design  
Product Design  
Information Architecture  
User Experience  
UI & Interaction Design  
Development  
API Integration  
Process Automation  
Server Technology



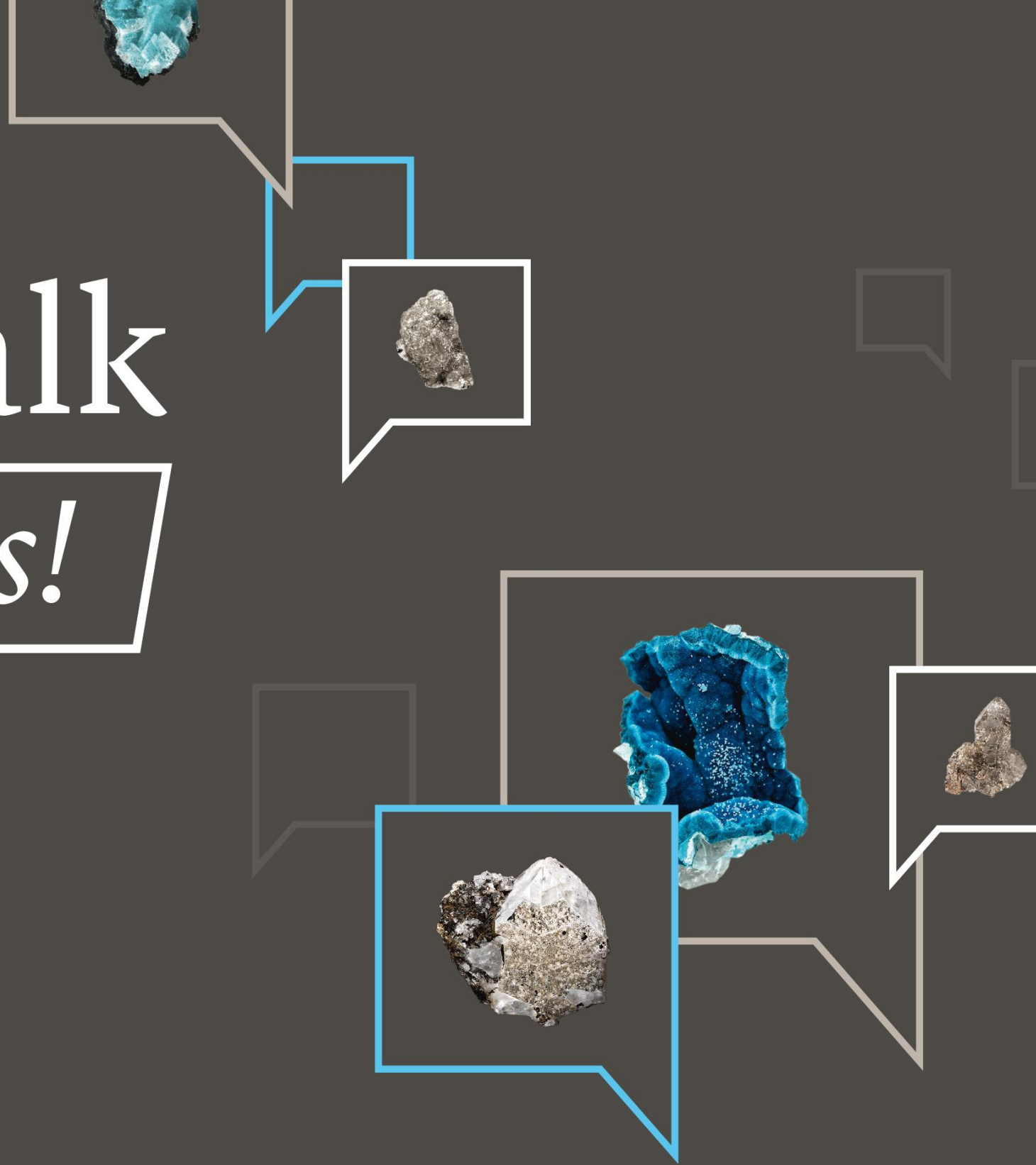
COLIDO

# Let's talk minerals!

FEBRUARY, 02. – 09. TUCSON, ARIZONA

FACEBOOK.COM/COLIDOAPP TWITTER.COM/COLIDOAPP

INFO@COLIDO.DE WWW.COLIDO.DE



P83394 In collection

### Smoky Quartz

Namibia, Africa

This is a sample description. It can provide more insight on the mineral's appearance, quality and condition, previous owners or more detailed information on the locality.

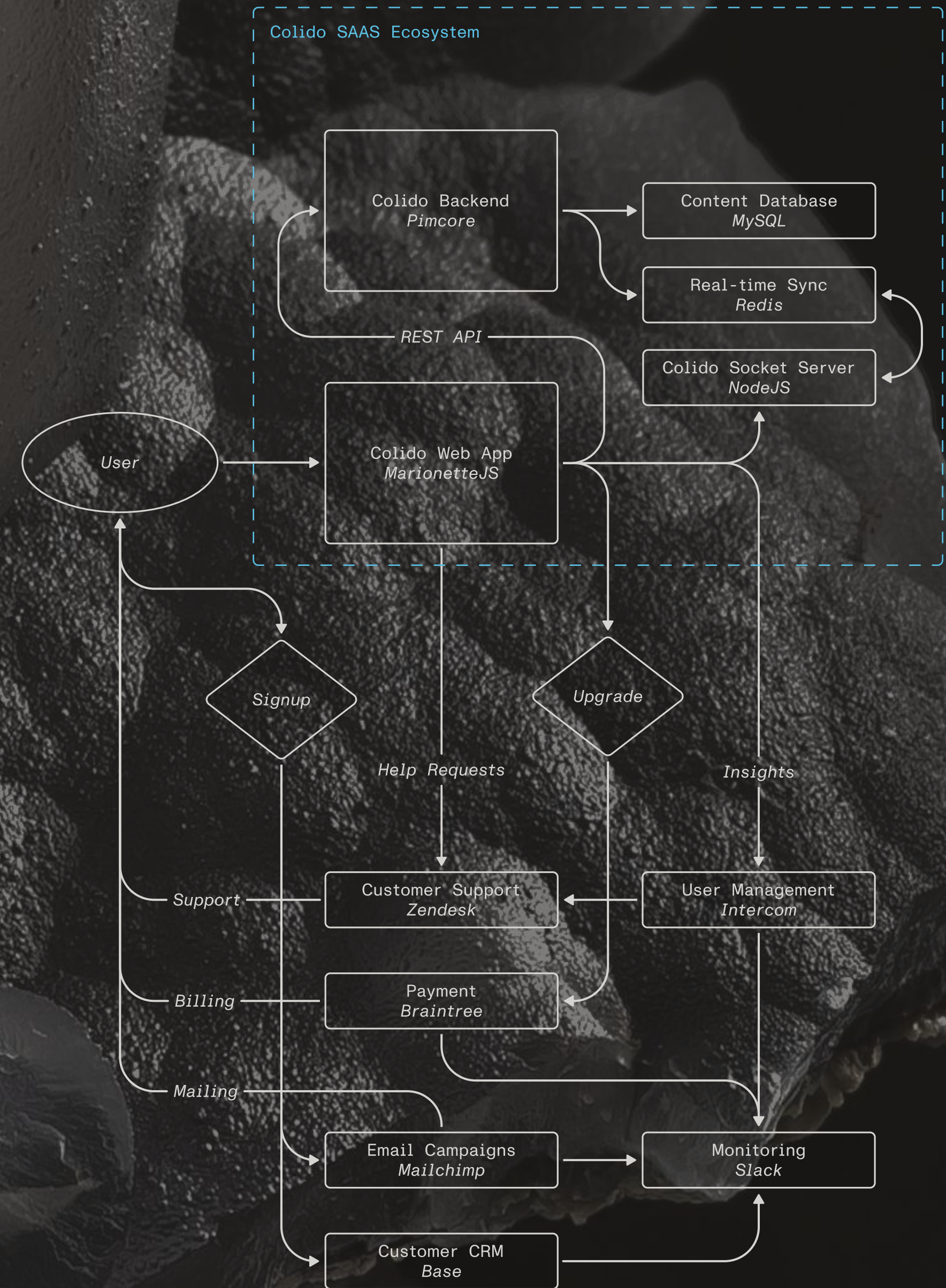
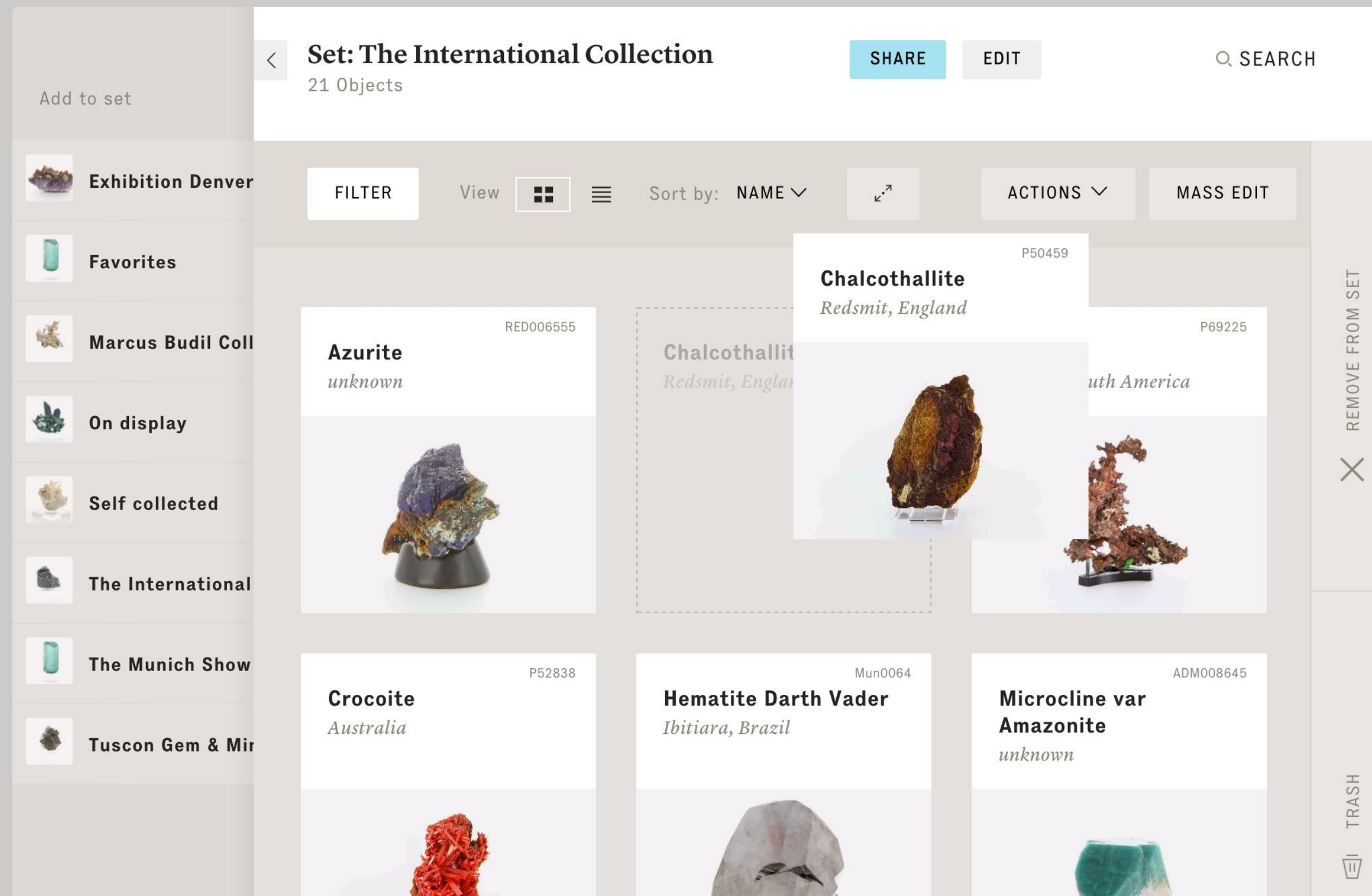
Paragenesis

**Quartz**  
SiO<sub>2</sub>

Set: The International Col 21 Objects

- Crocoite** (P52838) Australia
- Quartz** (ADM008463) Bern, Switzerland
- Paracoquimbite** (ADM008535) China, Asia
- Smoky Quartz** (P83394) Goboboseb Mts, Africa
- Hematite Darth Vader** (Mun0064) Ibitiara, Brazil
- Pyromorphite** (SCH4502) Les Forges, Europe
- Silver** (ADM008537)
- Pyrite, Diopside**

- Import old databases
- Curate useful sets
- Manage storages





Studio Rueda is a  
boutique film  
production company

2023

We

- created a basic visual identity based on a variable typeface
- built a vibrant single-page portfolio site
- set up a low-maintenance infrastructure with a bespoke CMS
- shaped the project to fit a pre-set budget

Services

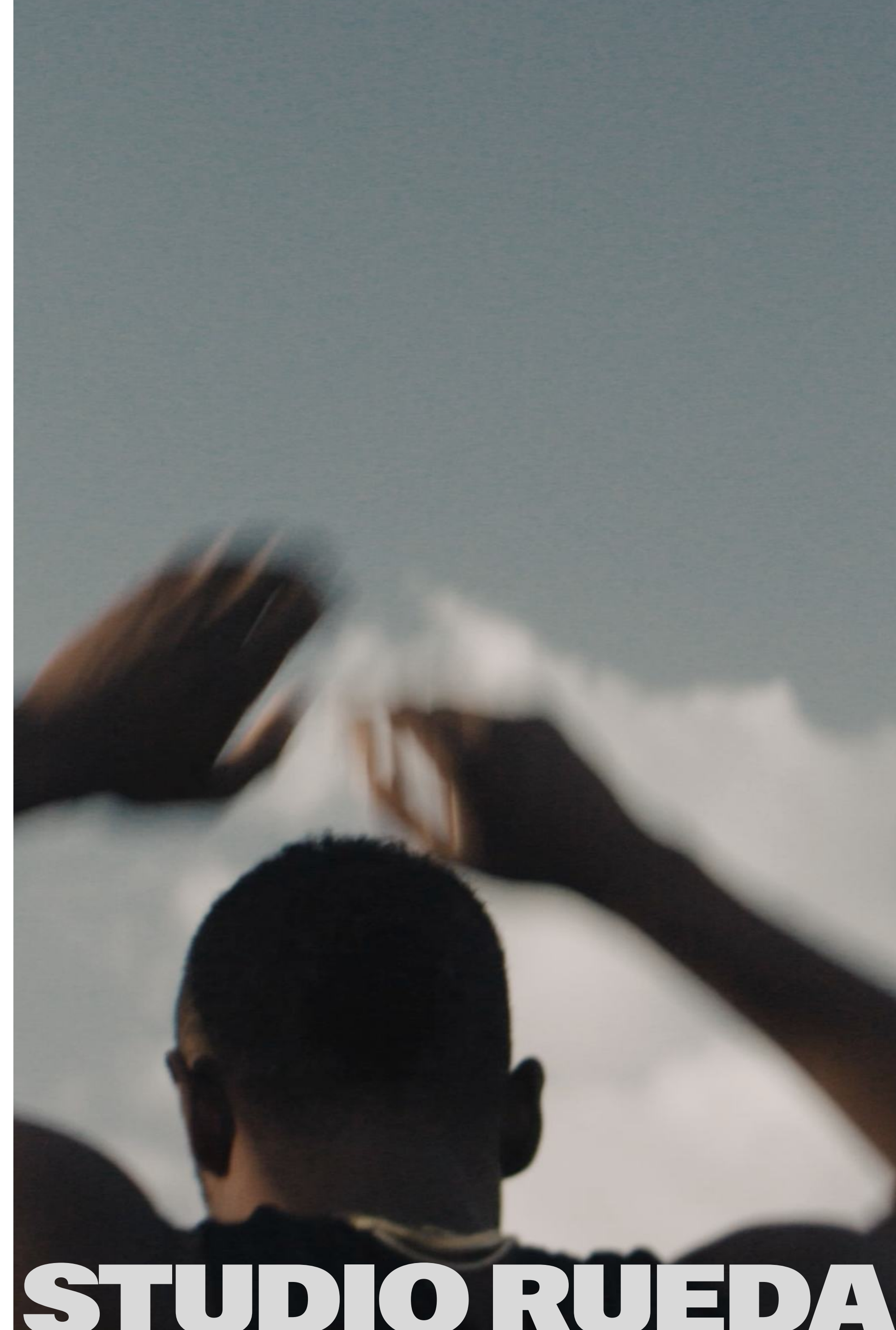
Digital Identity  
Information Architecture  
User Experience  
UI & Interaction Design  
Motion Design  
Development

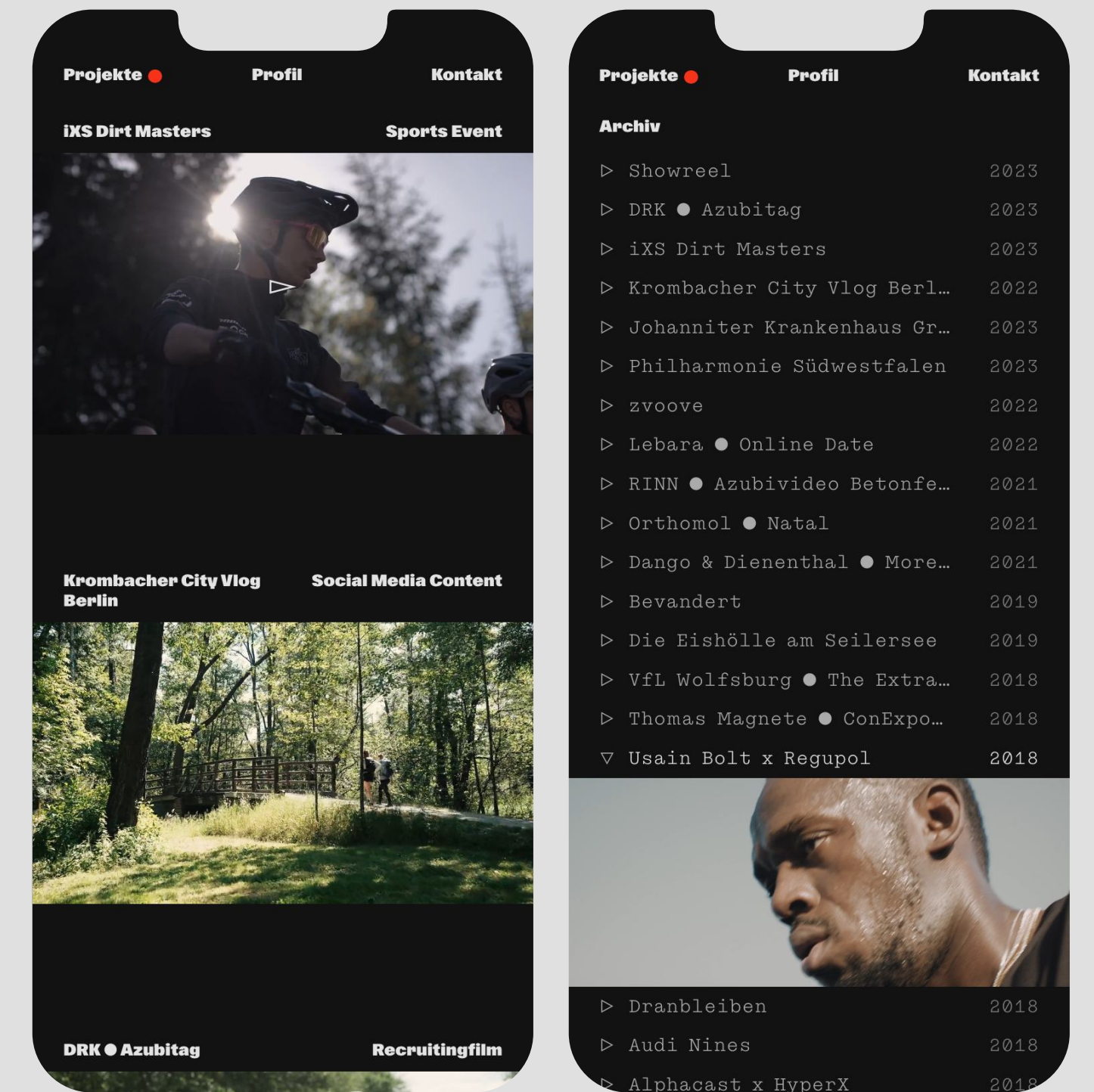
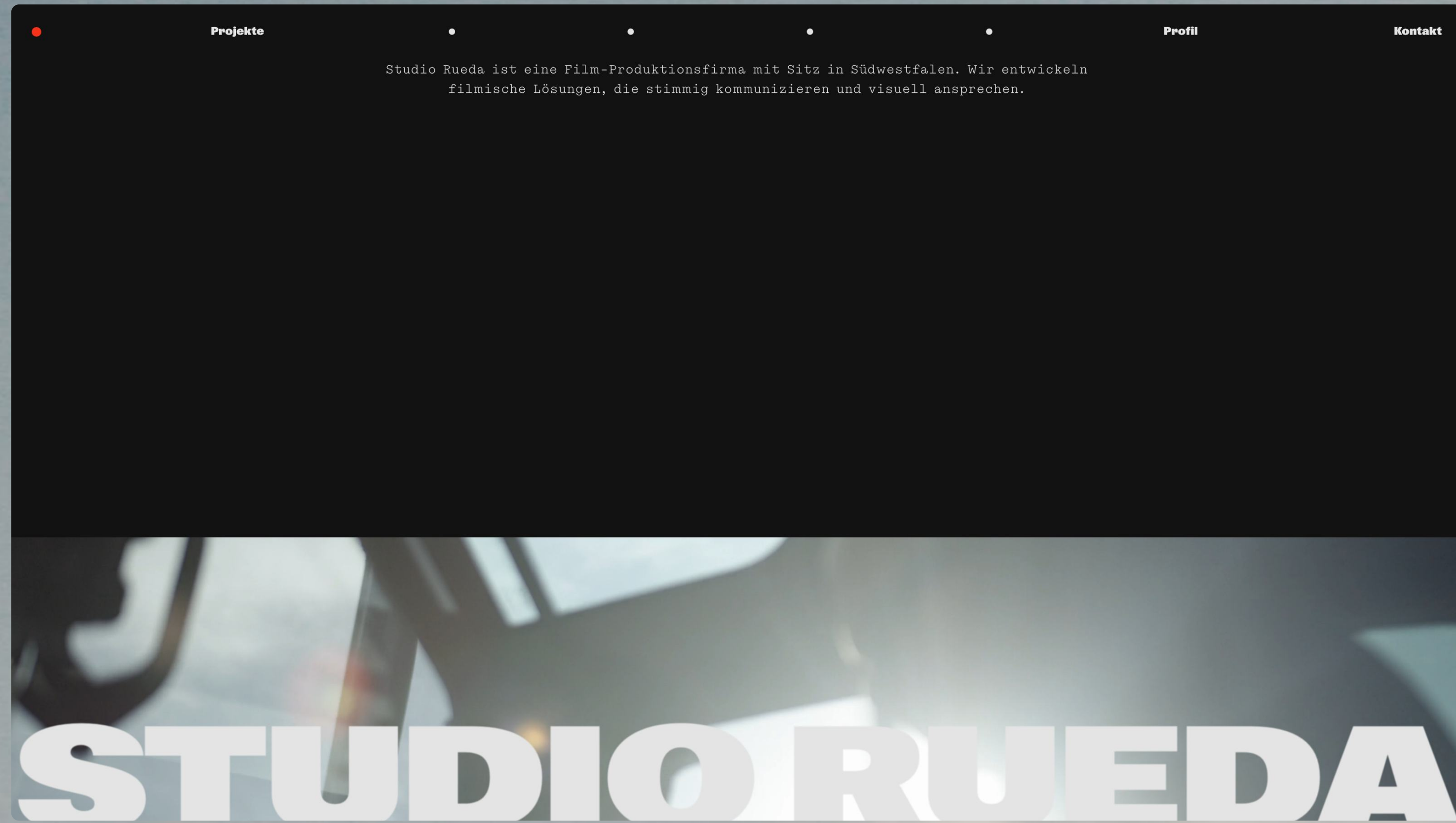
Platforms

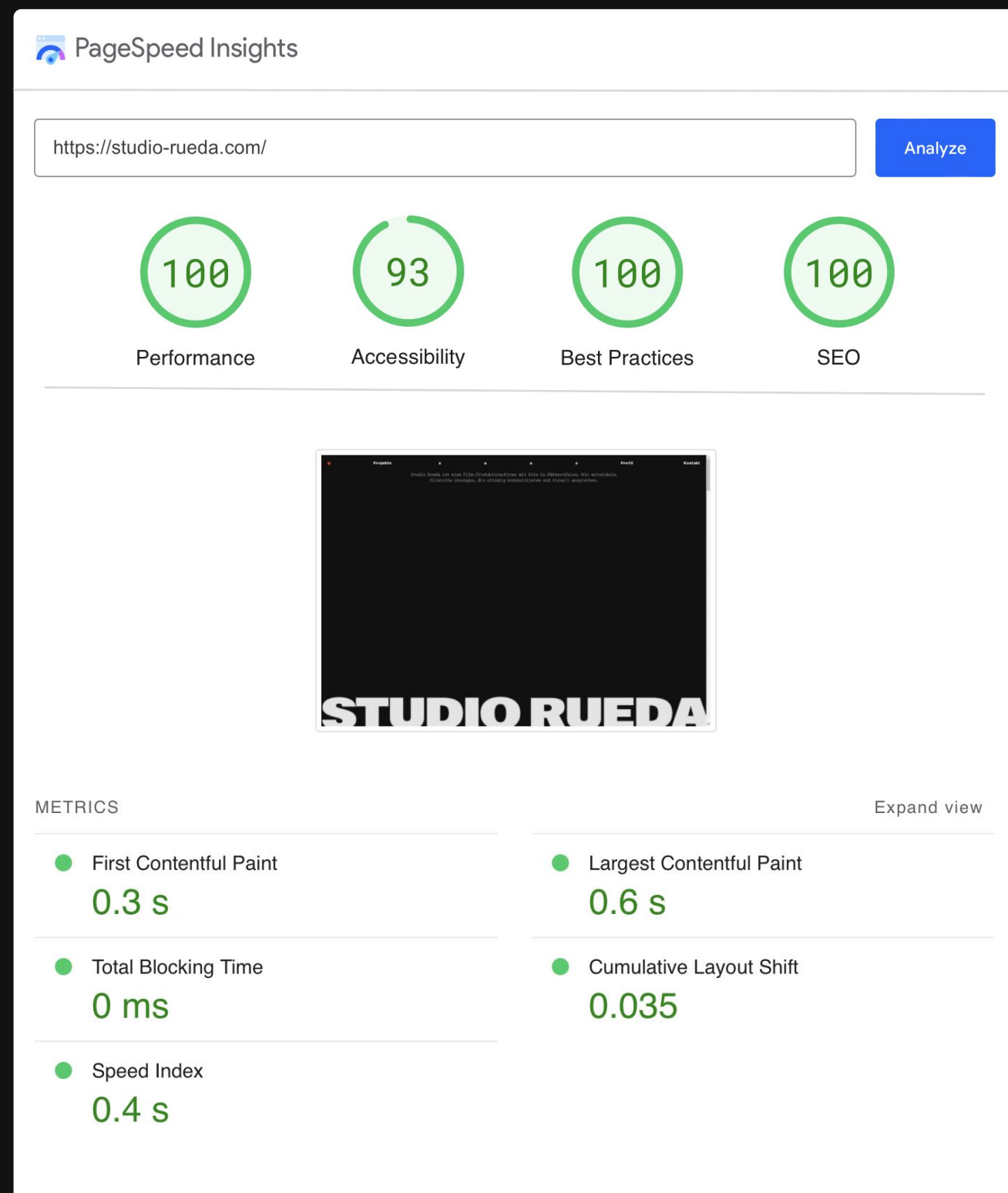
Sanity  
Cloudflare Pages

Recognition

Awwwards HM  
Codrops  
Browsing Mode  
Landing Love  
MaxiBestOf







Archiv

03	iXS Dirt Masters	Profil	Sports Event	2023
04	Krombacher City Vlog Berlin		Social Media Content	2023
05	Johanniter Krankenhaus Gronau		Recruitingfilm	2023
06	Philharmonie Südwestfalen		Dokumentation	2023
07	zvoove		Recruitingfilm	2022
08	Lebara ● Online Date		Werbefilm	2022
09	RINN ● Azubivideo Betonfertigteilbauer		Recruitingfilm	2021
10	Orthomol ● Natal		Werbefilm	2021
11	Dango & Dienenthal ● More Precision.		Werbefilm	2021
12	Bevandert		Imagefilm	2019
13	Die Eishölle am Seilersee		Dokumentation	2019
14	VfL Wolfsburg ● The Extra Mile		Imagefilm	2018
15	Thomas Magnete ● ConExpo Las Vegas		Messefilm	2018
16	Usain Bolt x Regupol		Imagefilm	2018



17	Dranbleiben		Dokumentation	2018
18	Audi Nines		Eventfilm	2018
19	Alphacast x HyperX		Portraitvideo	2018
20	Wolkenkuckucksheim		Imagefilm	2017
21	Skate Aid Night		Eventfilm	2017
22	Paypal ● The Game Doesn't Wait		Social Media Content	2017
23	Bulls Bikes ● Frozen Days		Werbefilm	2016
24	Schneiders Bäckerei		Imagefilm	2015
25	Universität Siegen		Imagefilm	2014
26	BALD AG ● Mercedes Benz Partner		Imagefilm	2012

Wir arbeiten mit Wissenschaftlern, Träumern, Pionieren, Kämpfern und manchmal sogar Astronauten.

Bugatti is a French hyper sports car manufacturer

In 2019, we were commissioned by their lead agency to redesign the Bugatti Newsroom

2019–2022

We

- designed and implemented a comprehensive content platform
- created tailored solutions for storytelling and content management
- managed multilingual press information, media pools, and product & emission data
- automated the production of printable press documents

Services

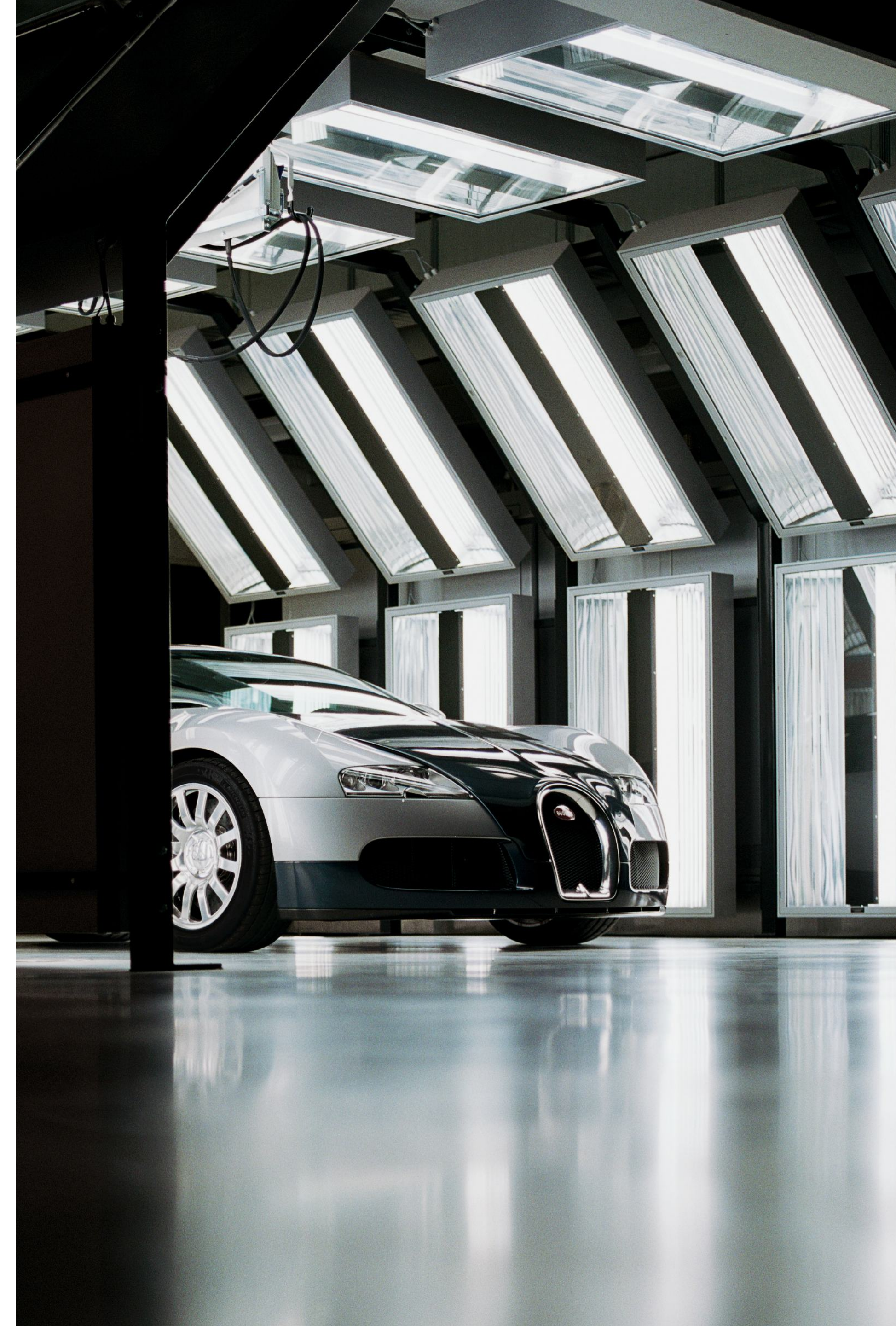
Digital Identity  
Information Architecture  
User Experience  
UI & Interaction Design  
Technical Consulting  
Replatform & Migration  
Development  
Server Technology  
Maintenance

Platform

Pimcore

Recognition

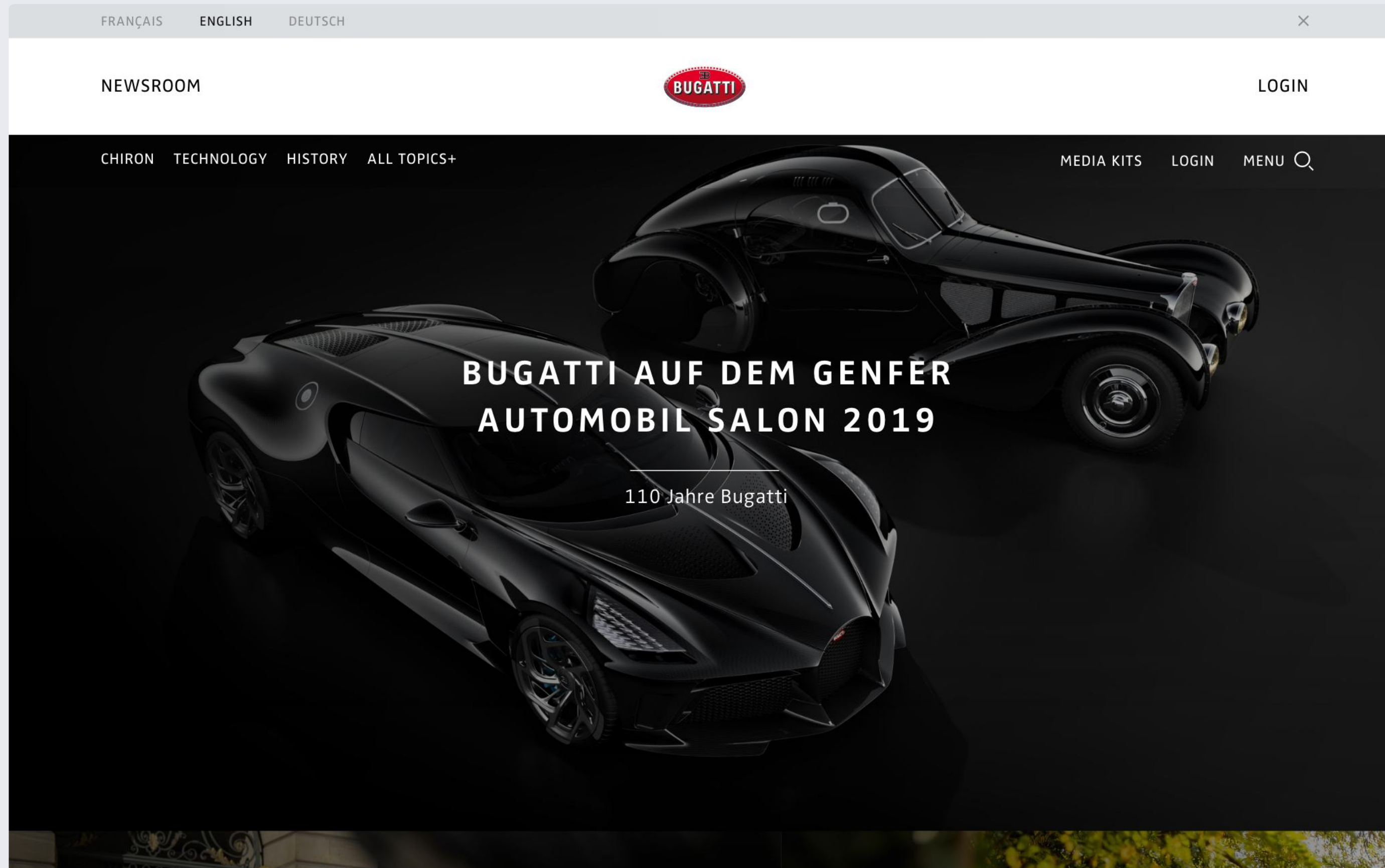
Red Dot Design Award 2021  
if Design Award 2022



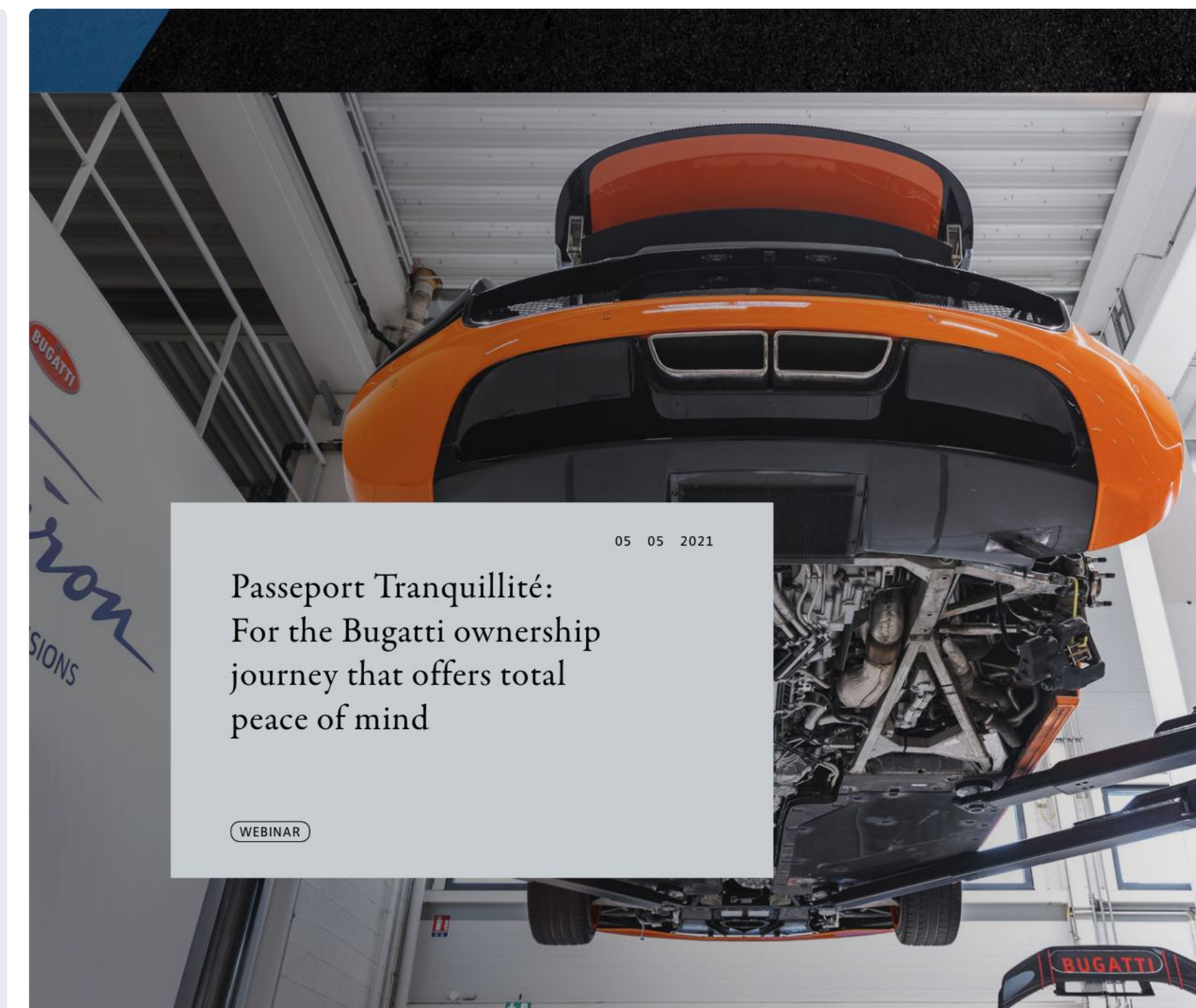
reddot winner 2021



Bugatti Automobiles

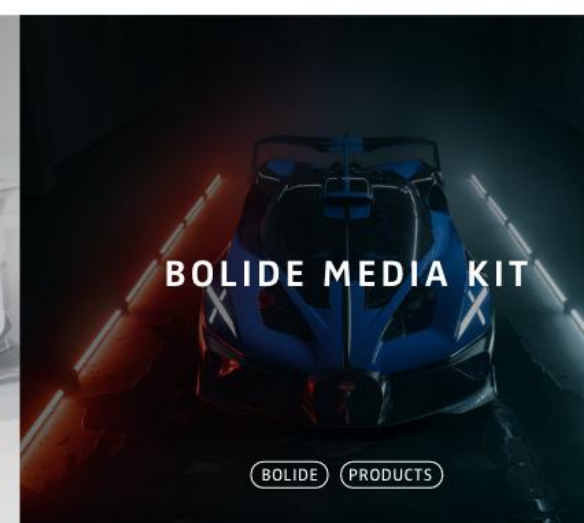


Bugatti Automobiles



CHIRON TECHNOLOGY 6 MIN READ DOWNLOAD PDF 18 IMAGES SHARE

### Popular Media Kits



ALL MEDIA KITS

### Recent Albums



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E-MAIL  
Enter email address

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Enter password

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No account yet? Register now for great access to premium content and pre-launch material.

[REGISTER FOR FREE](#)

Happiness is not around the corner.  
It is the corner.

Spec Sheets

- [Spec Sheet Chiron](#) (0.45 MB)
- [Spec Sheet Chiron Sport](#) (0.15 MB)
- [Chiron Facts & Figures](#) (1.55 MB)

Press Releases

- [Bugatti celebrates european premiere of the Divo in Paris](#) (0.45 MB)

World premiere for the all new Divo

Well known for its pioneering design, Mykita manufactures prescription frames and sunglasses in Berlin

We have been Mykita's digital partner for more than a decade

2013 onwards

We

- transitioned an analog brand to the digital world
- designed and launched an online flagship store
- centralized product information and established a robust technical infrastructure
- created a B2B partner platform
- automated catalog publishing and assisted with SAP integration
- collaborate with their in-house design team for ongoing site iterations

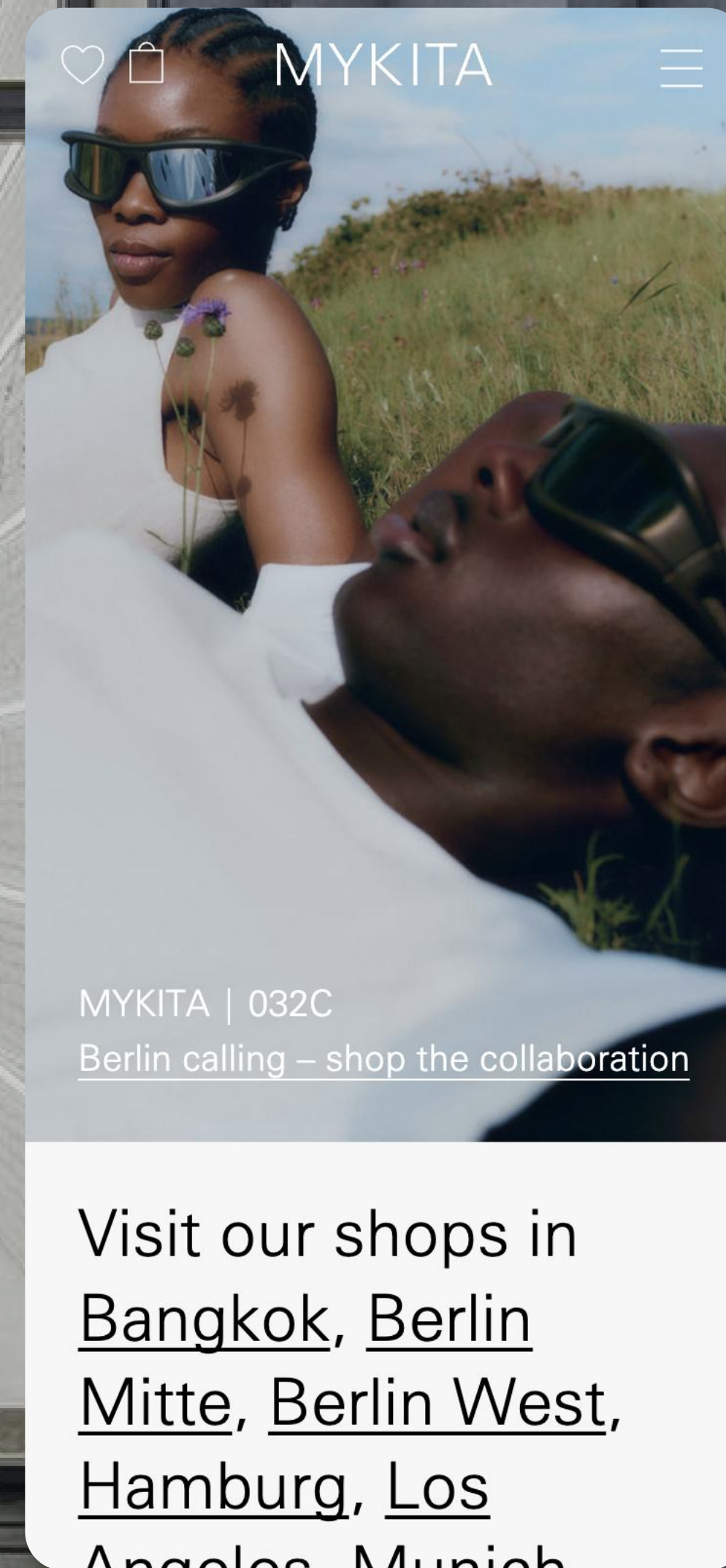
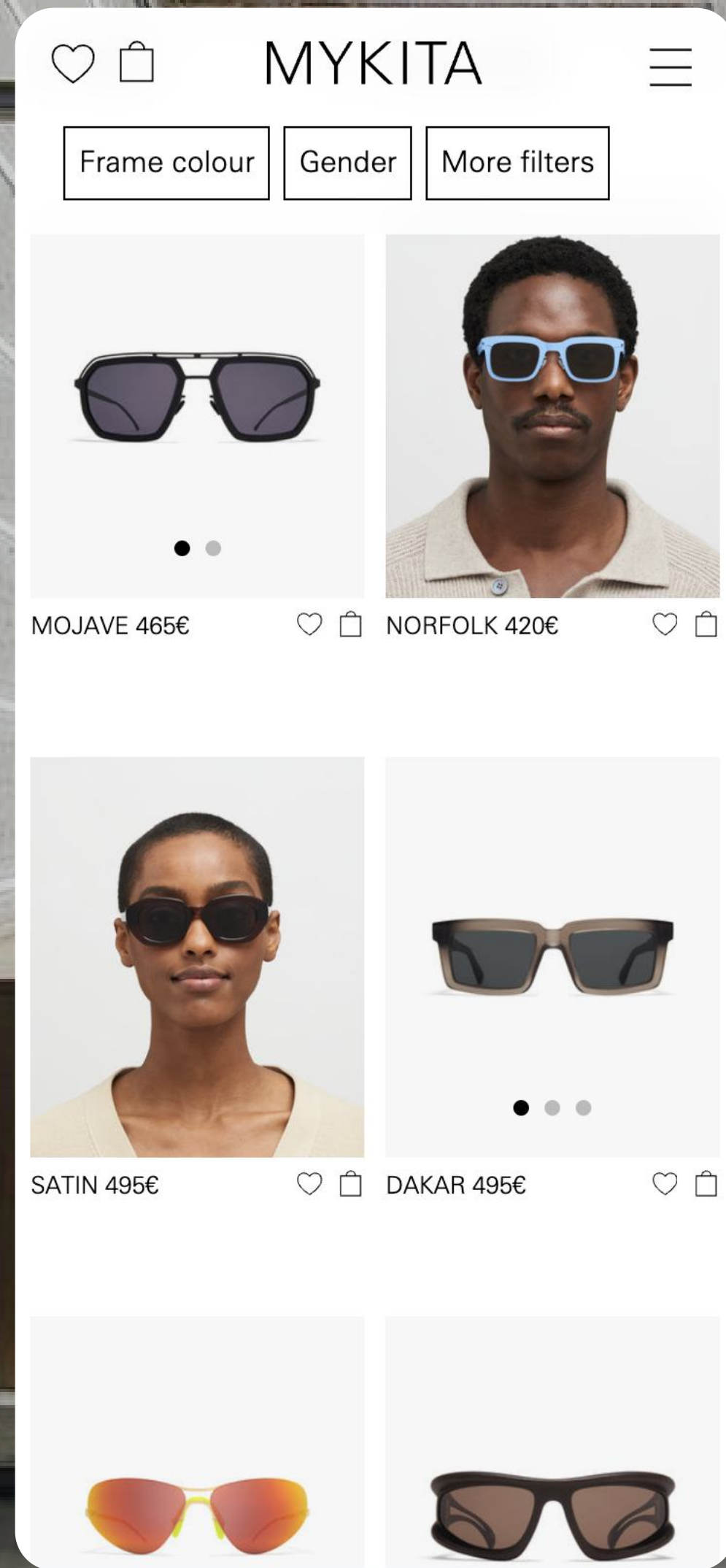
Services

Information Architecture  
User Experience  
UI & Interaction Design  
Digital Identity  
Development  
Ecommerce  
CMS/API Integration  
Process Automation  
Server Technology  
Maintenance

Platforms

Shopware  
Custom CMS  
Pimcore









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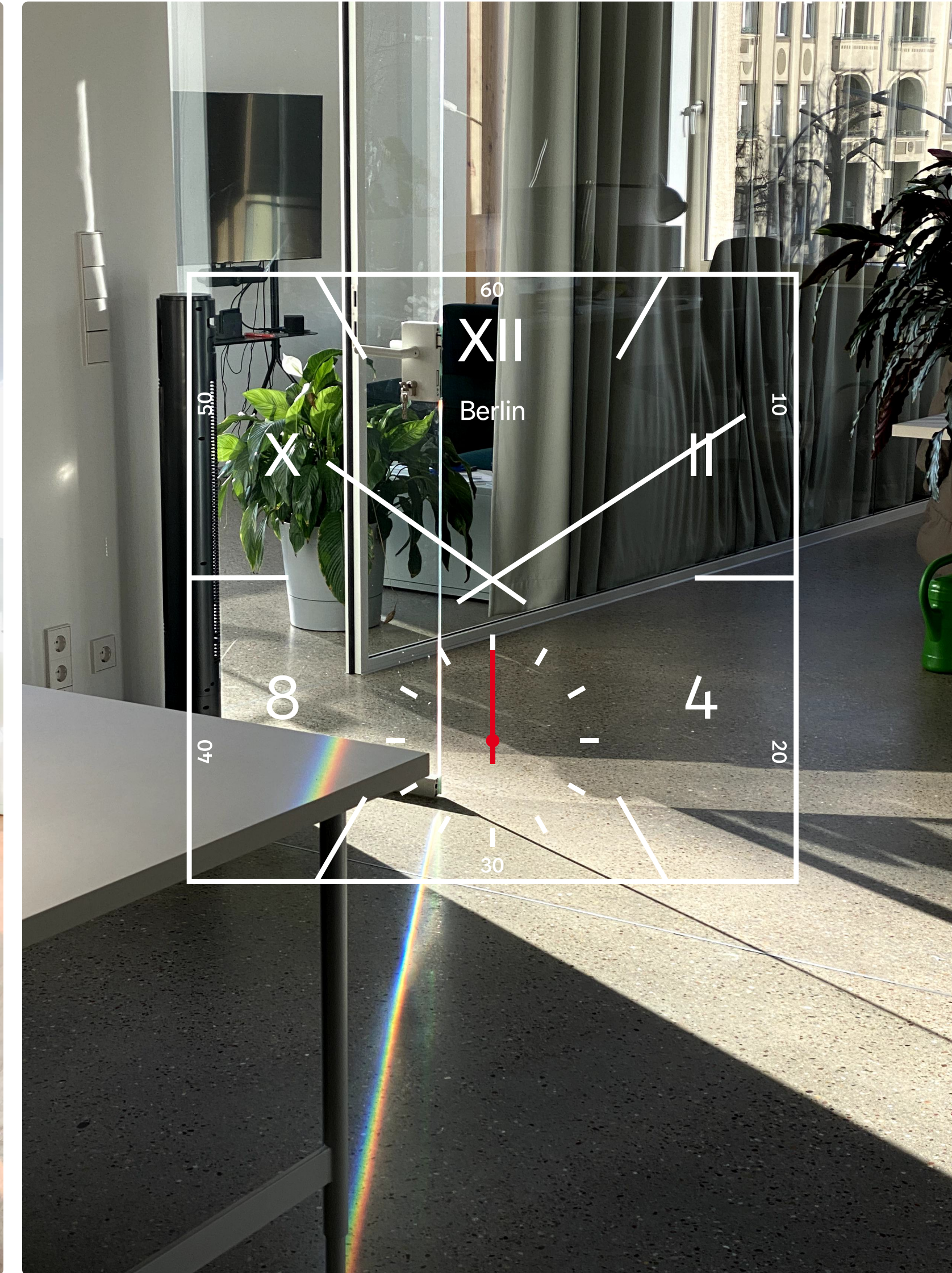
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# Say hello



We will be here when you are ready  
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