

Humans & Machines

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

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

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

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:

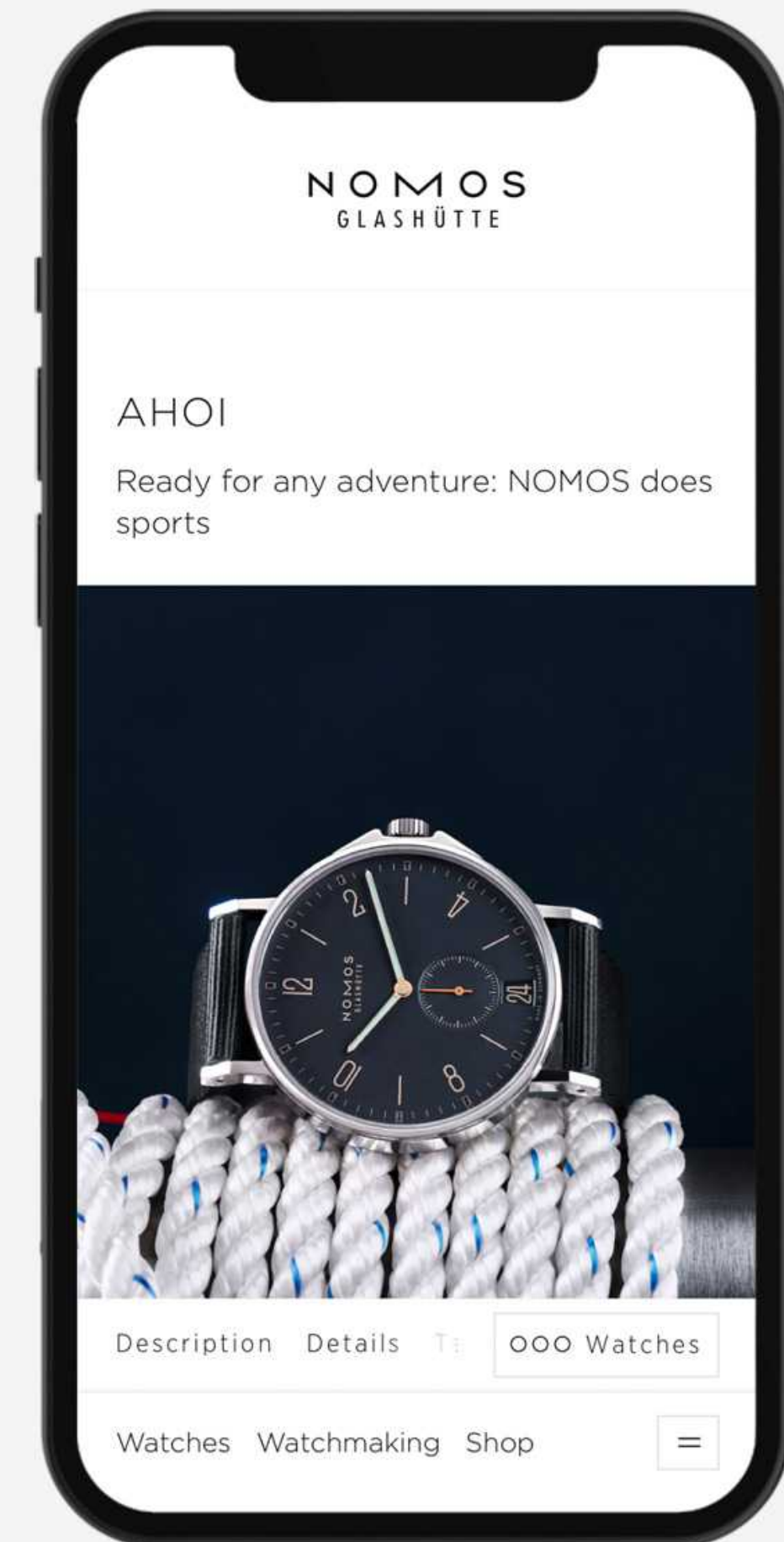
- 1 Identity & Experience
- 2 Interface & Ecommerce
- 3 Workflow & Transformation
- 4 Technical Infrastructure

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
Landingpages & Microsites Single page websites with limited content and scope Introducing small business, products, services or individuals Projects typically range from 6.000 to 24.000 EUR	Corporate Websites & Portfolios Anything from simple brochure websites to multi-lingual, feature-rich online experiences Introducing business, products and services or showcasing creative work Projects typically range from 12.000 to 80.000 EUR	Webshops & Digital Flagship Stores 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	Web Application & Platforms Digital products and infrastructure offering convenient access to services, information, and interactive features Projects typically start at 60.000 EUR
studio-rueda.com ↗ Portfolio one-pager for a film production company	davidchipperfield.com ↗ Site for the practice of the Pritzker Prize Laureate	nomos-glashuette.com ↗ Digital home for the fine mechanical watchmakers	Nomos Stammbuch Registry to document every Nomos ever built
schekorr.com ↗ Online brochure for a systemic consultant	pxr.law ↗ Corporate website for Berlin's visionary law firm	abcdinamo.com ↗ Ecommerce for the enfant terrible of type design	Bugatti Newsroom Press platform for the super sports car company
humans-machines.com ↗ Minimalist site for a design & technology studio	metadesign.com ↗ Website for redden's agency of the year 2022	mykita.com ↗ 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



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

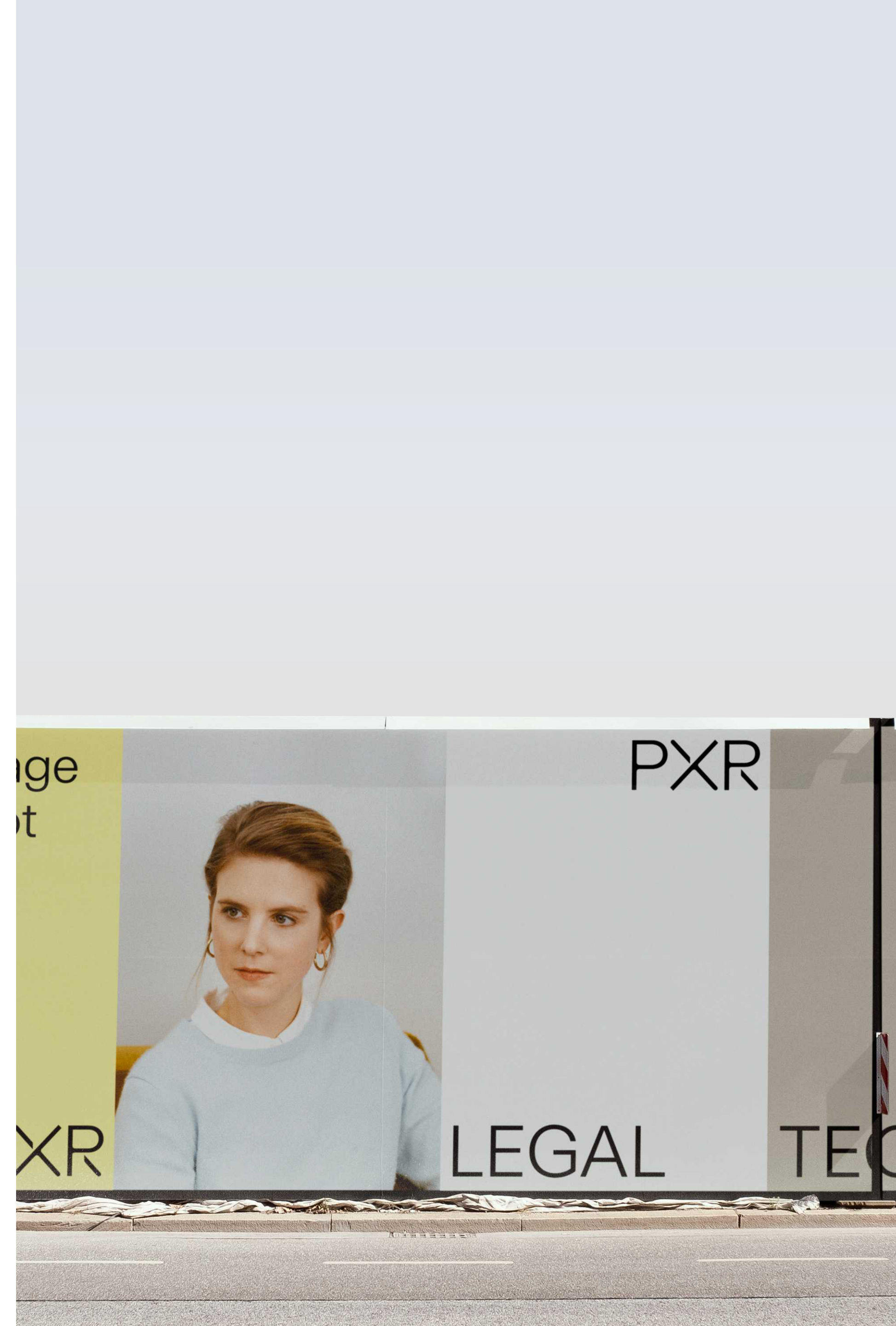
2021

- 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

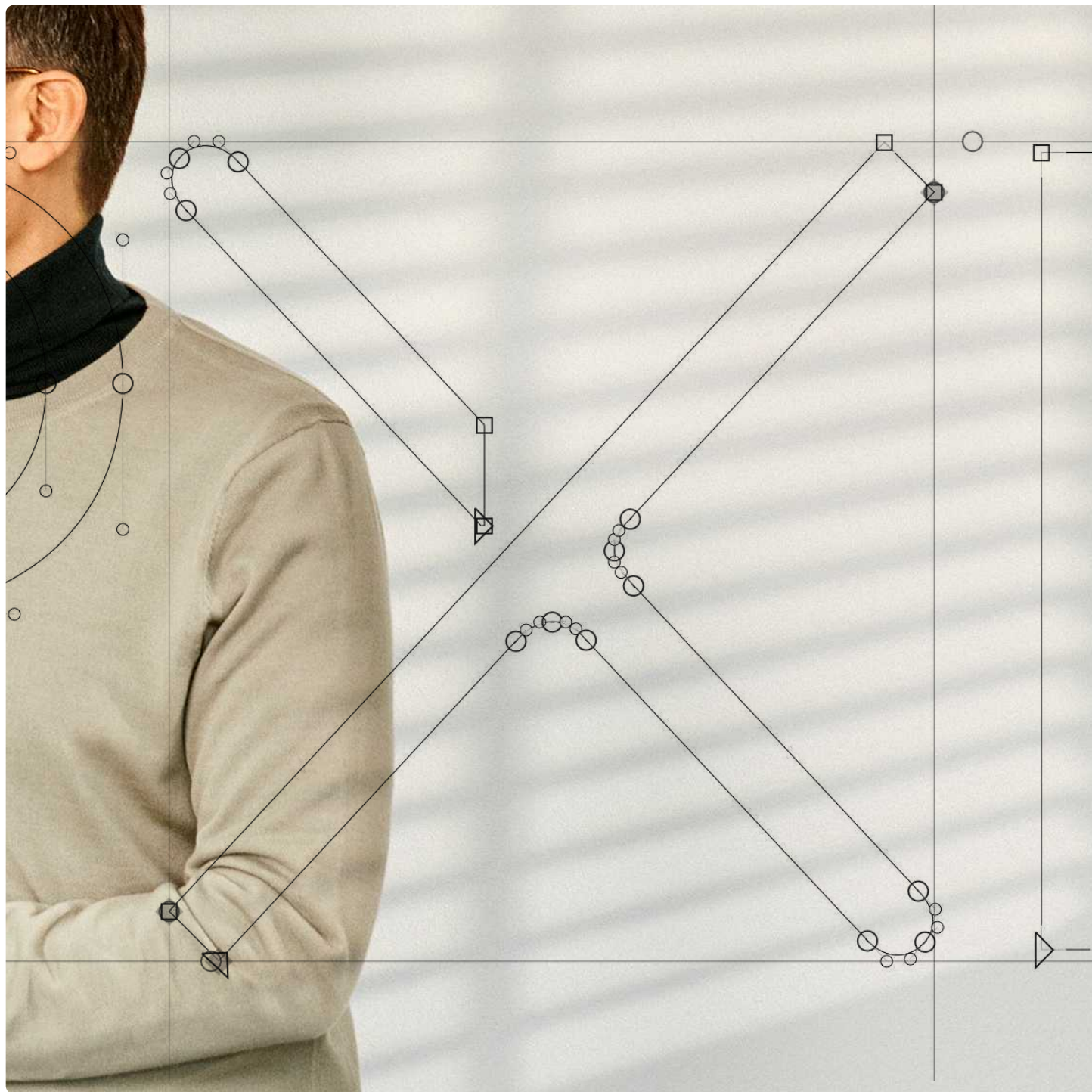
Our expertise and
services[®]
Meet the team[®]
Join PXR[®]
Our values[®]



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

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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%
Total	47.023	25.000	7.143	14.880	3.570	100,00%	100,00%

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

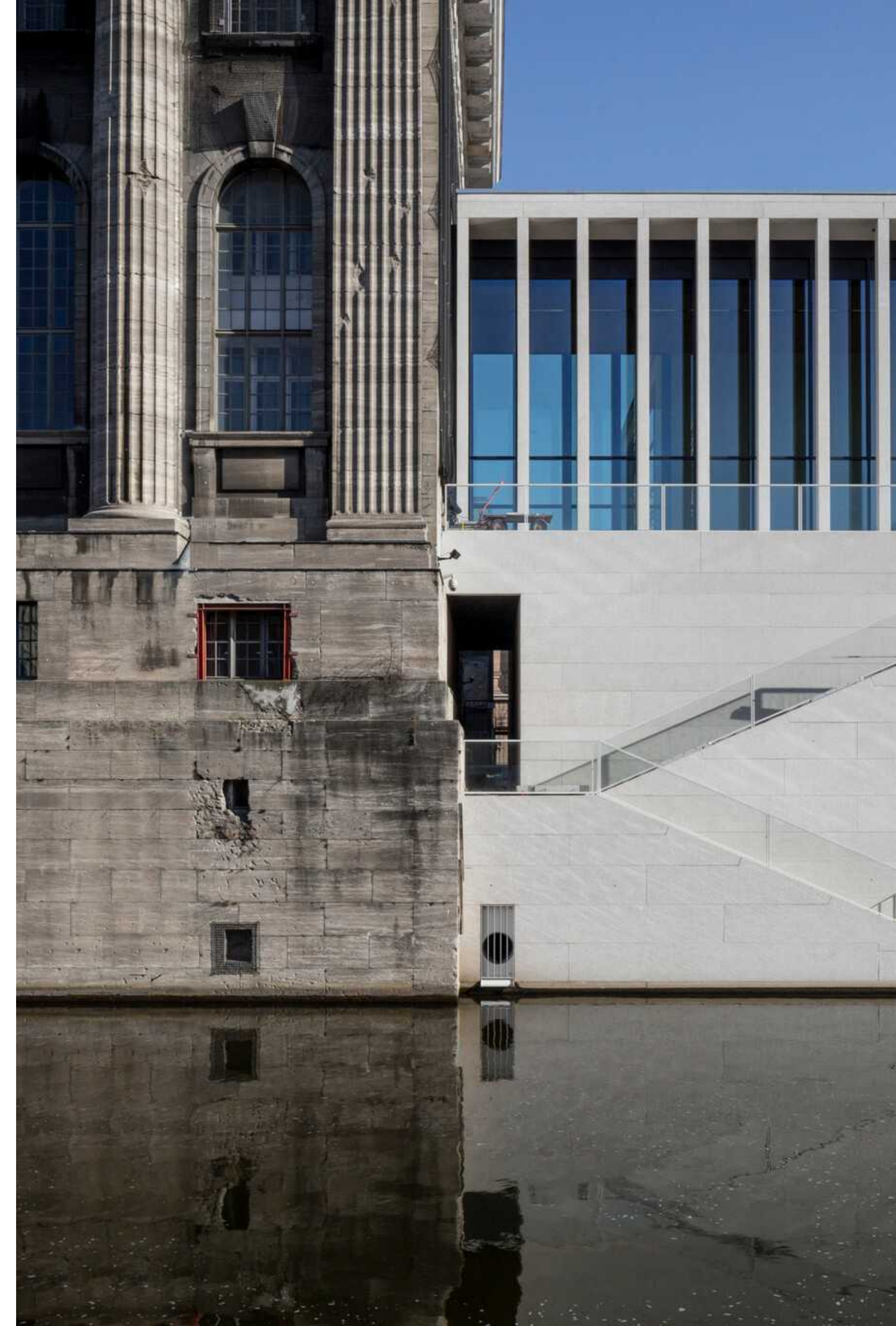
- extended their visual language and proposed a concise design system
- helped design over 160 unique case studies
- created a 1200+ entry site, featuring an intuitive content builder and a smart related content algorithm
- set up a CDN and intelligent static page caching
- migrated over 900 legacy entries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



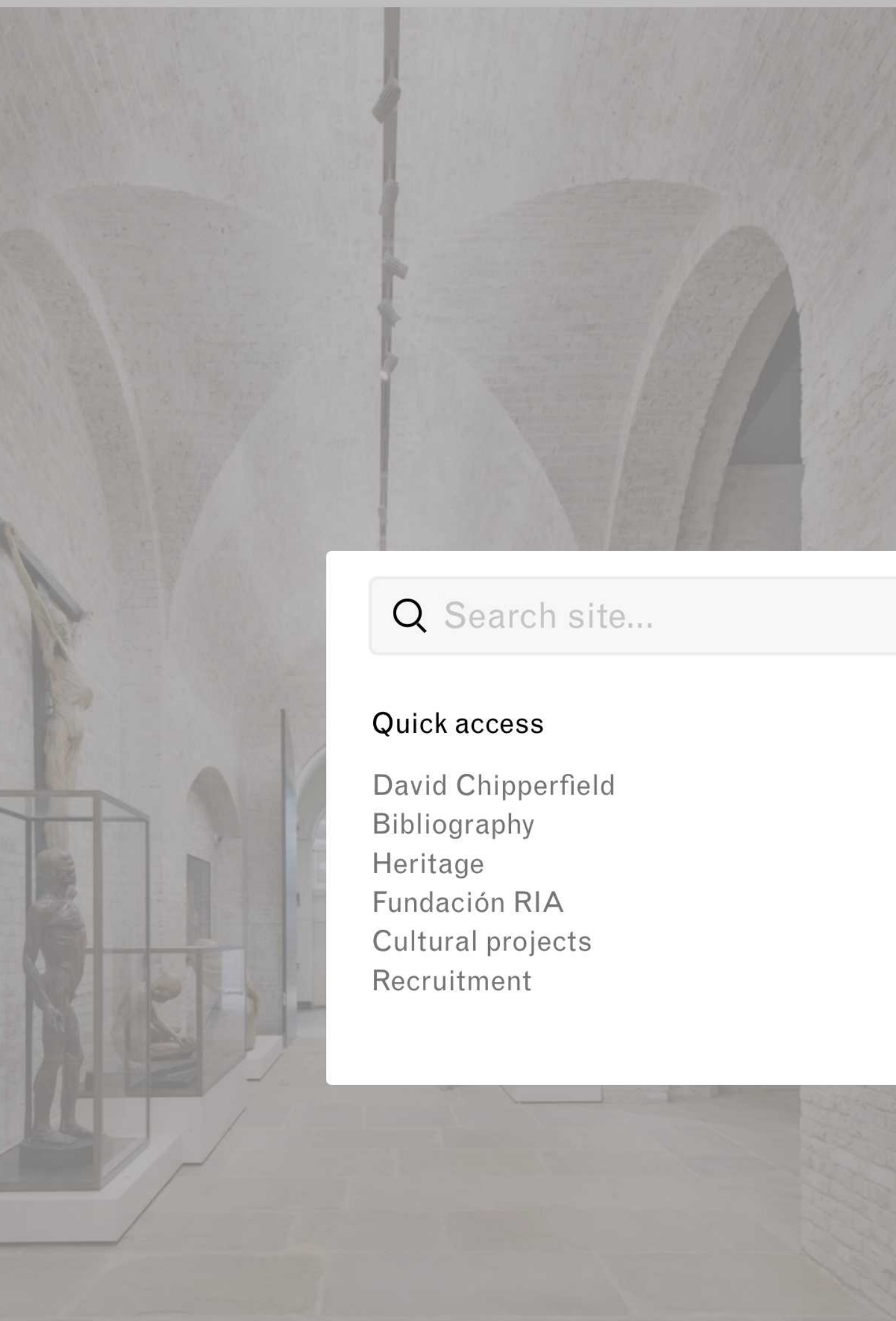
James-Simon-Galerie



Museum Folkwang



Grid List Filter + Menu ≡



Academy of Arts, London

Q Search site...

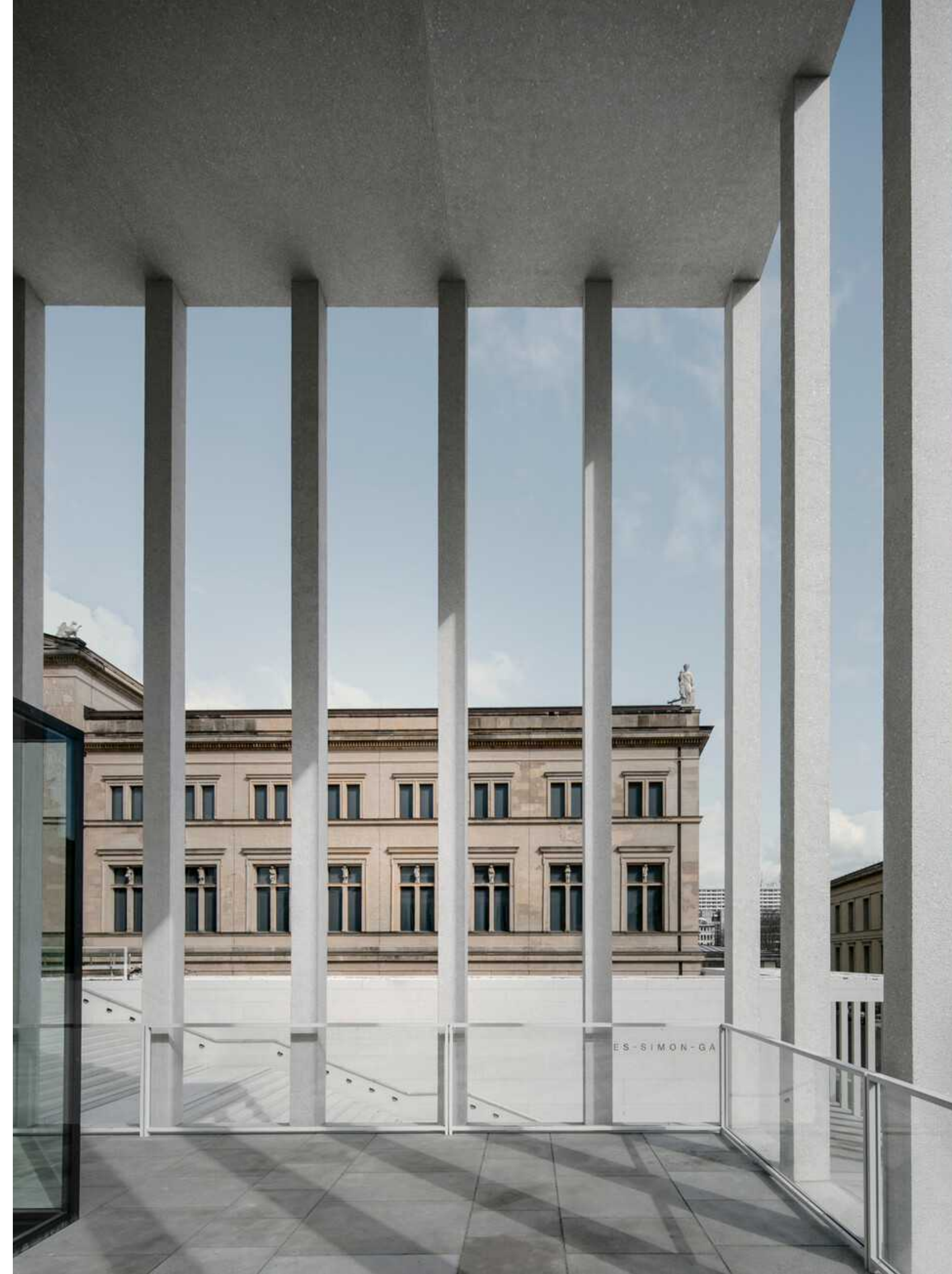


Quick access

- [David Chipperfield](#)
- [Bibliography](#)
- [Heritage](#)
- [Fundación RIA](#)
- [Cultural projects](#)
- [Recruitment](#)



David Chipperfield Architects



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

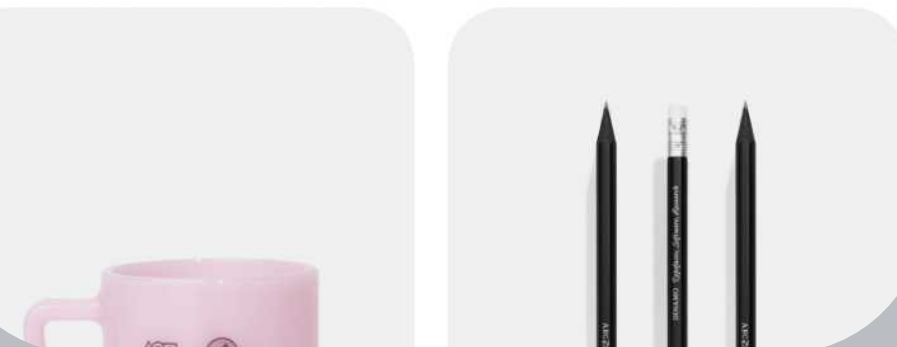
mo is a type design
ncy that offers retail and
om typefaces as well as
gn software and
ulting services. From
Berlin studio, we
borate with a network of
n members across the
e, oscillating between
mercial and cultural
ects of varying scales.

e a group of graphic designers
d type designers, and we draw
our own experiences when
ning fonts and pricing them. In
we 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.

Request Early Access to Fonts

Learn more

Daily 15 days

Weights Mono Italics Scotch Slab

Honeymoon 76 days

Weights Mono 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.berlin 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

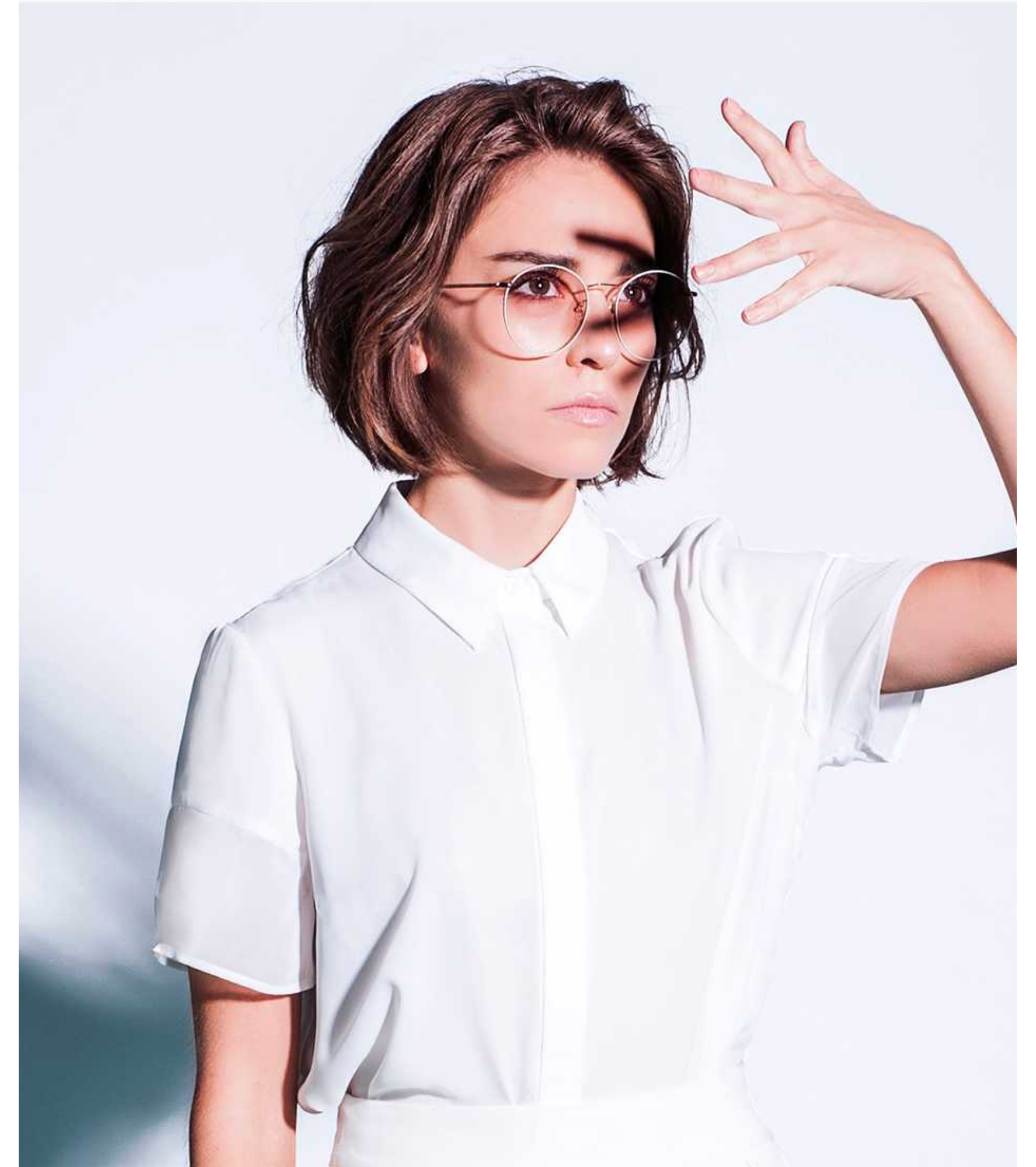
selected
opticals
sunglasses

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
SiO₂

Set: The International Col 21 Objects

- Crocoite** Australia
- Quartz** Bern, Switzerland
- Paracoquimbite** China, Asia
- Smoky Quartz** Goboboseb Mts, Africa
- Hematite Darth Vader** Ibitiara, Brazil
- Pyromorphite** Les Forges, Europe
- Silver**
- Pyrite, Diopside**

- Import old databases
- Curate useful sets
- Manage storages

Set: The International Collection 21 Objects

SHARE EDIT SEARCH

Add to set

- Exhibition Denver
- Favorites
- Marcus Budil Coll
- On display
- Self collected
- The International
- The Munich Show
- Tuscon Gem & Mir

FILTER View Sort by: NAME ACTIONS MASS EDIT

Azurite RED006555
unknown

Chalcothallite P50459
Redsmit, England

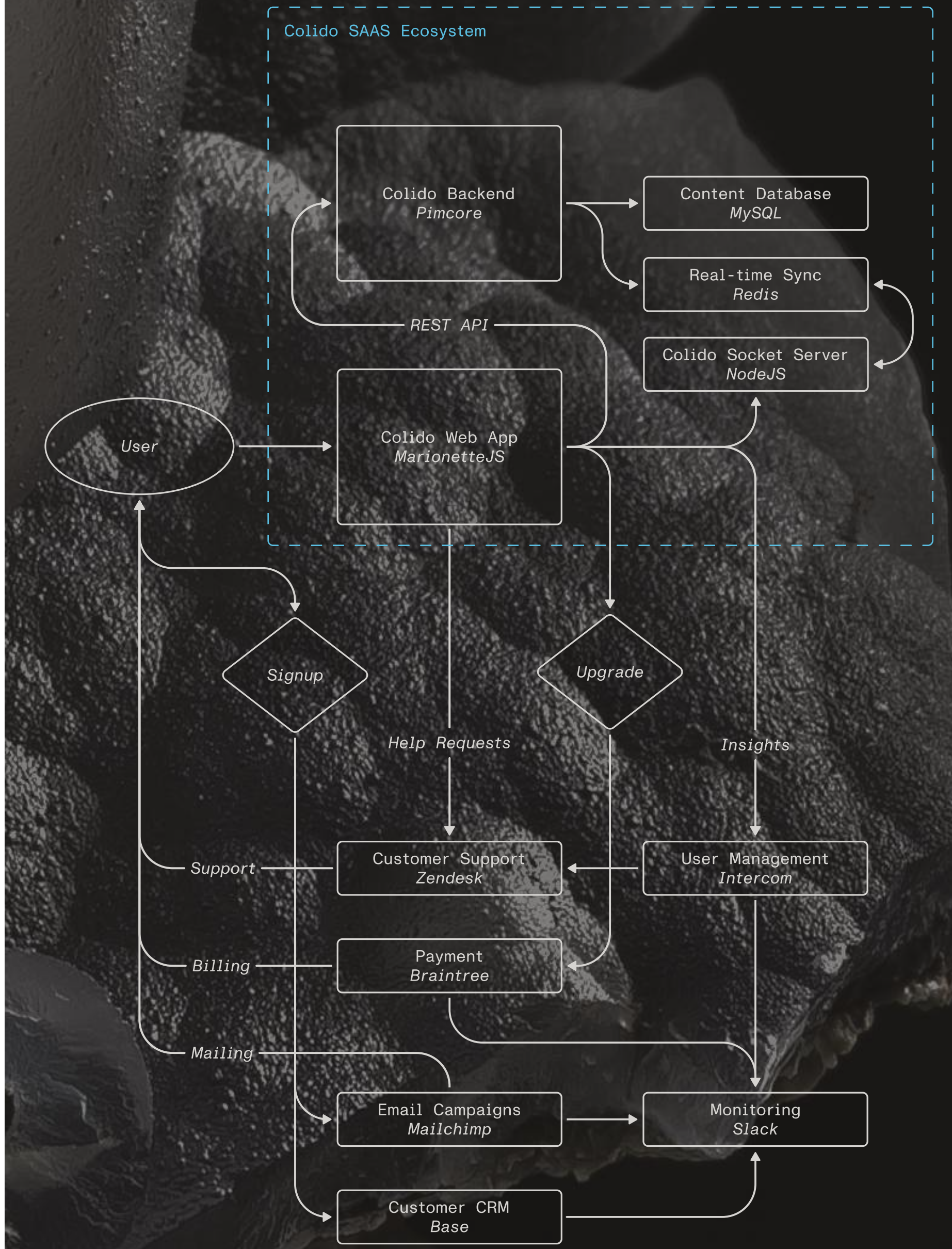
Chalcothallite P69225
Redsmit, England South America

Crocoite P52838
Australia

Hematite Darth Vader Mun0064
Ibitiara, Brazil

Microcline var Amazonite ADM008645
unknown

REMOVE FROM SET TRASH



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

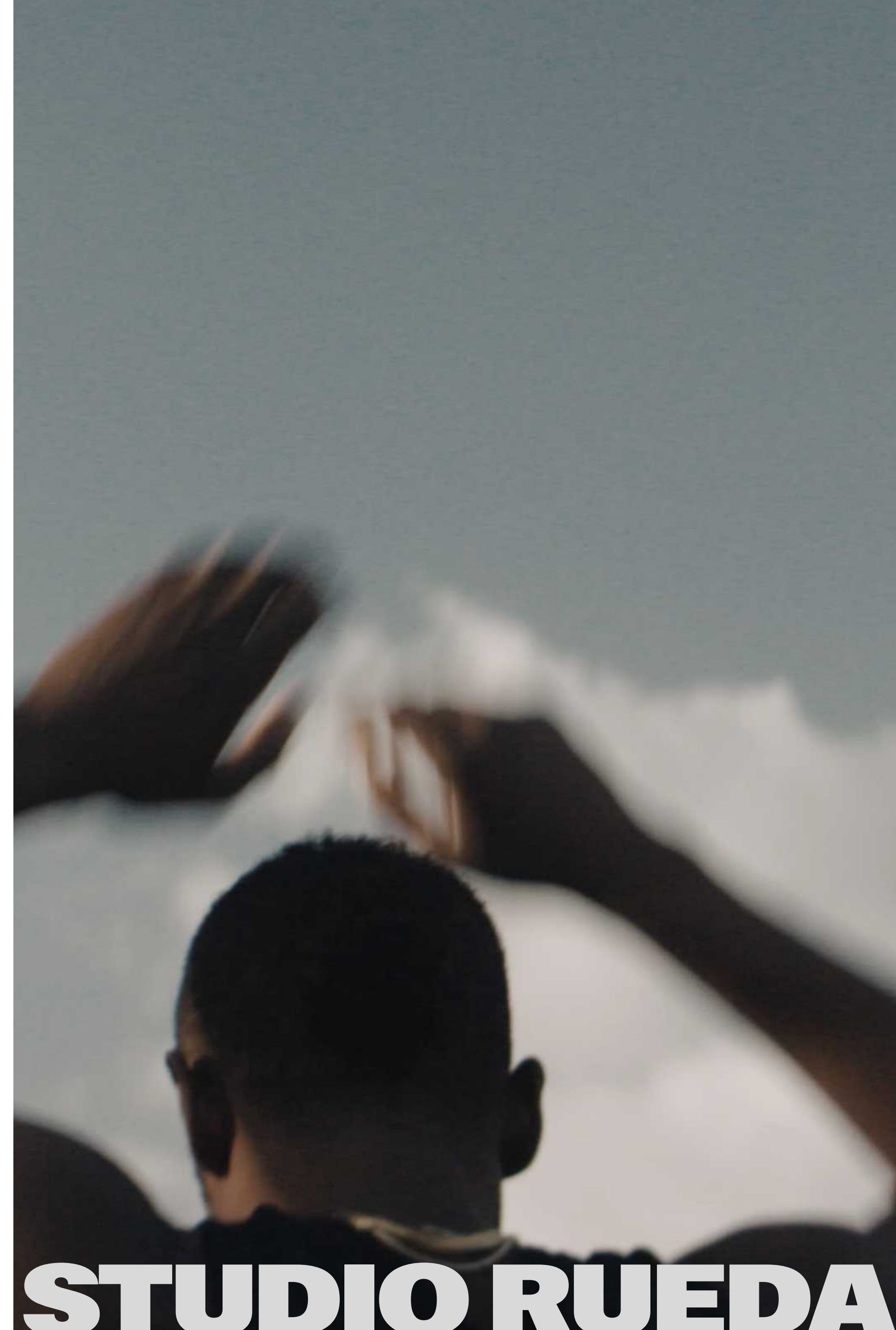
Digital Identity
Information Architecture
User Experience
UI & Interaction Design
Motion Design
Development

Platforms

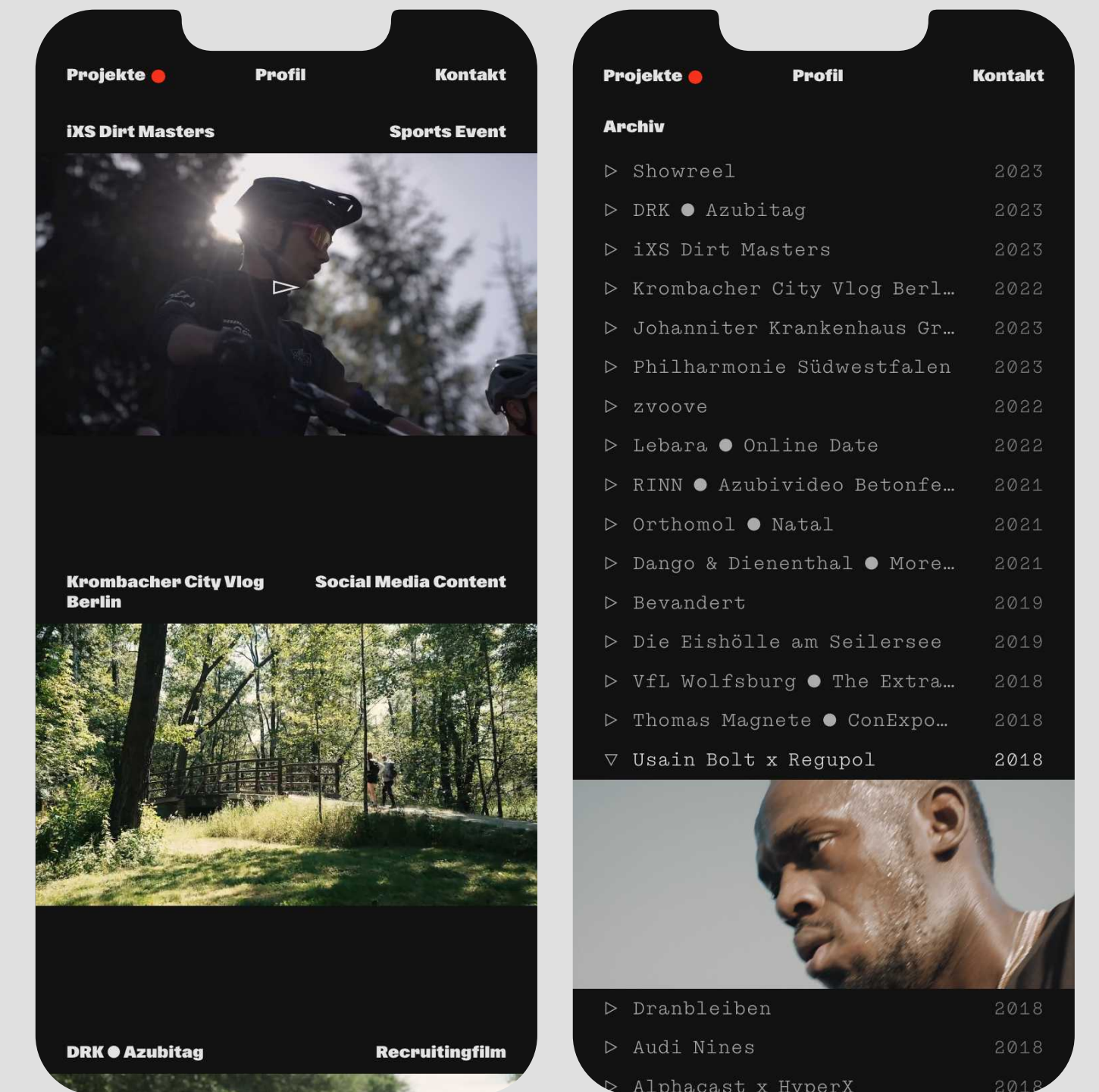
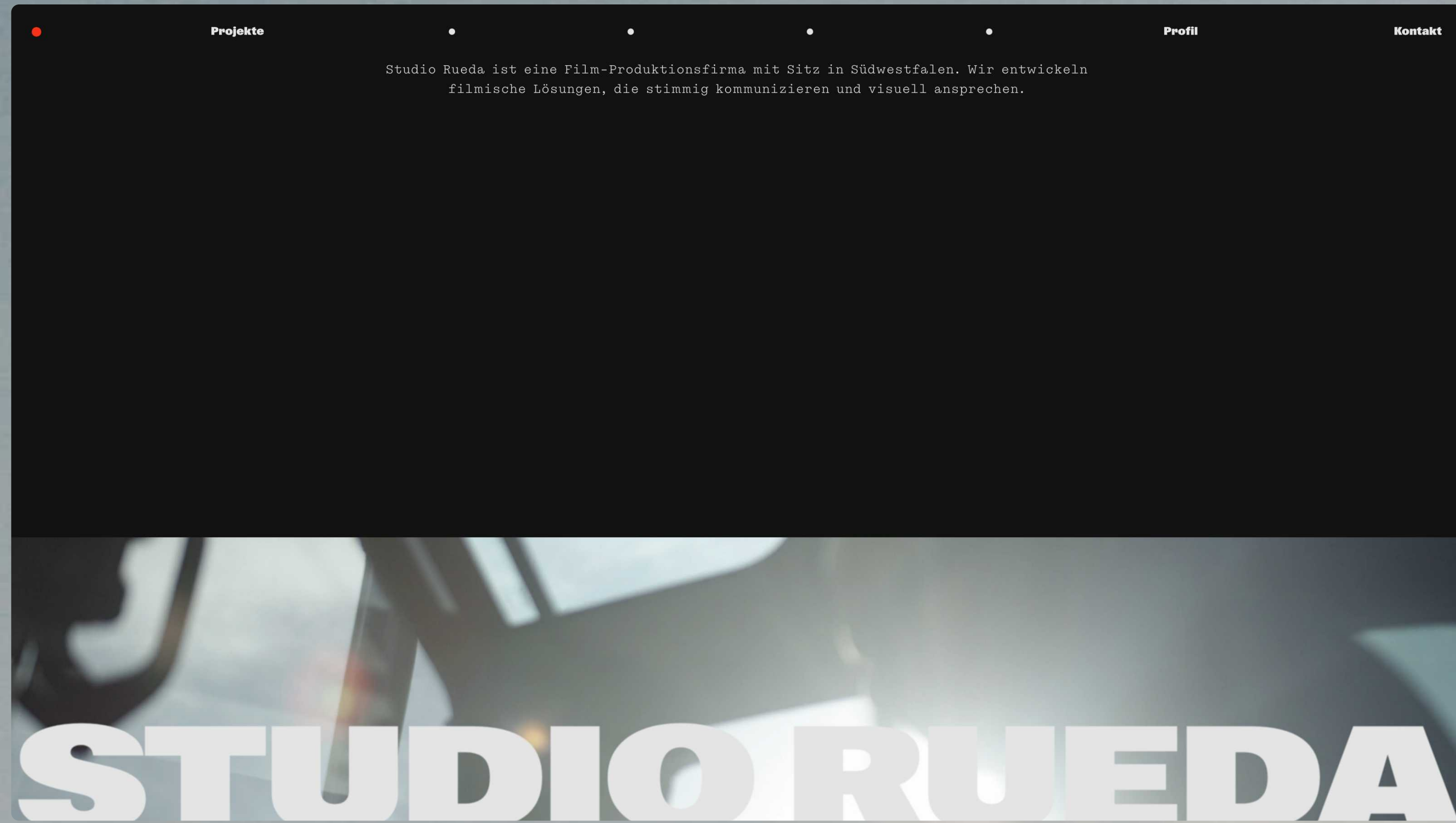
Sanity
Cloudflare Pages

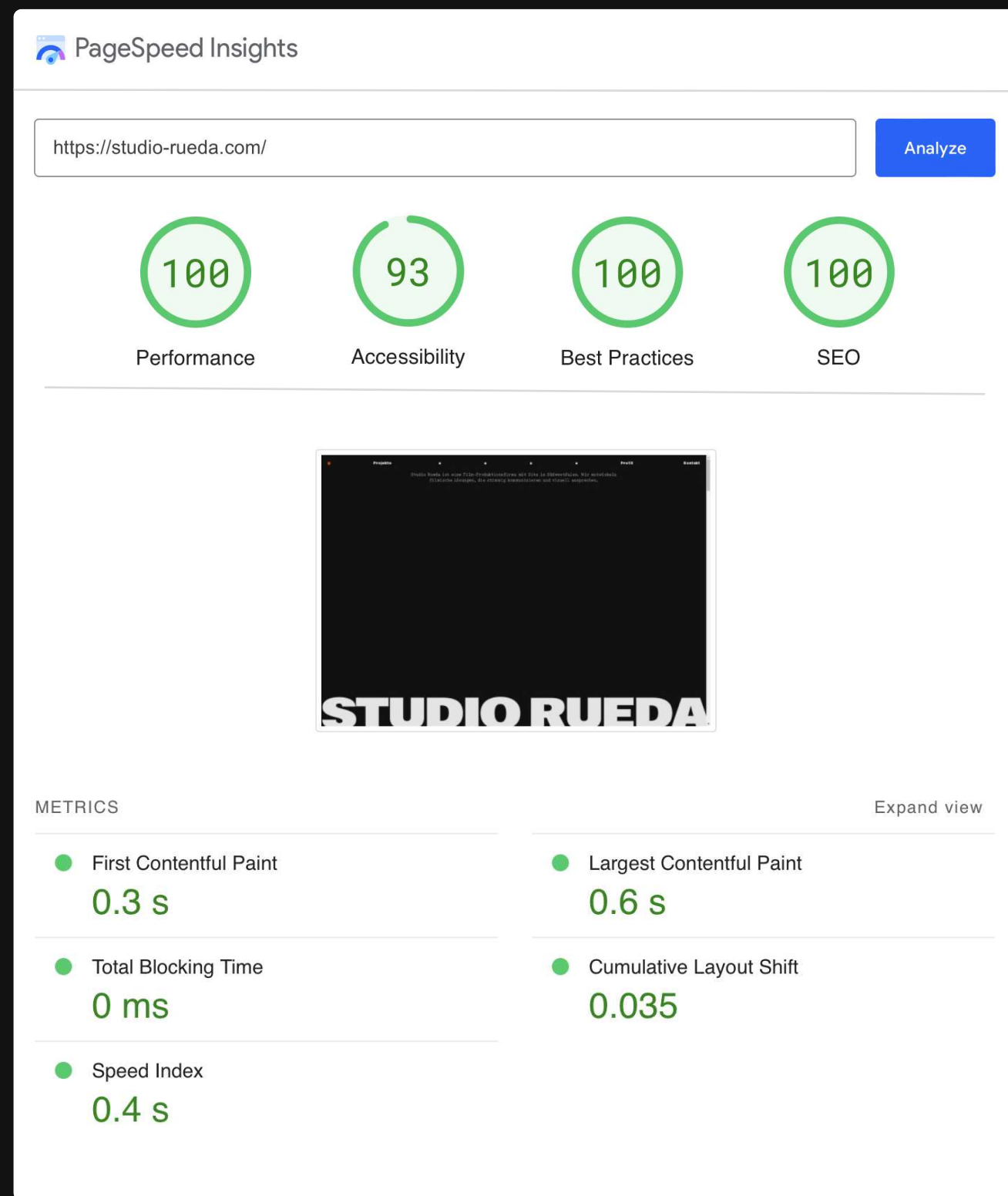
Recognition

Awwwards HM
Codrops
Browsing Mode
Landing Love
MaxiBestOf



STUDIO RUEDA





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



Archiv

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

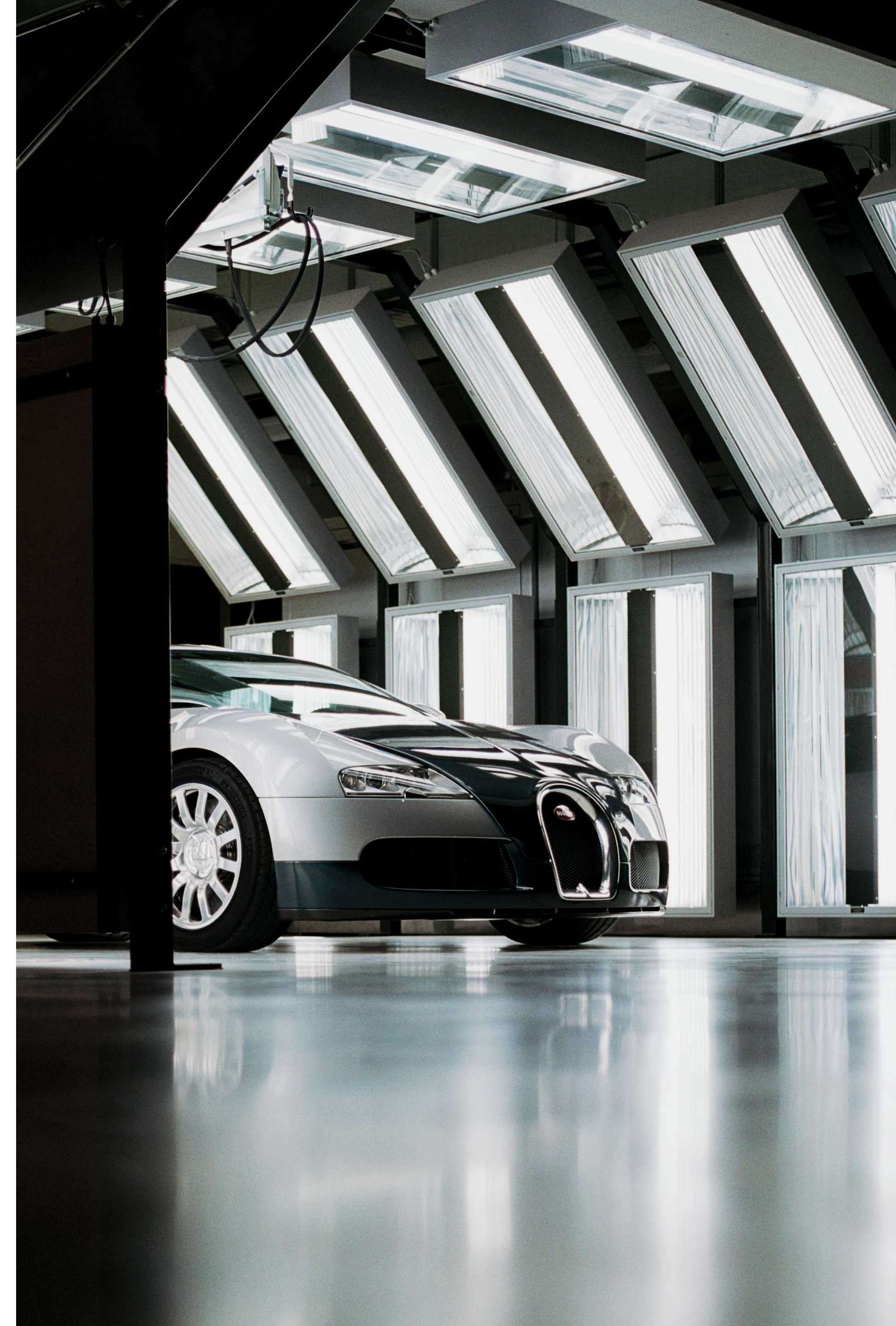
Digital Identity
Information Architecture
User Experience
UI & Interaction Design
Technical Consulting
Replatform & Migration
Development
Server Technology
Maintenance

Platform

Pimcore

Recognition

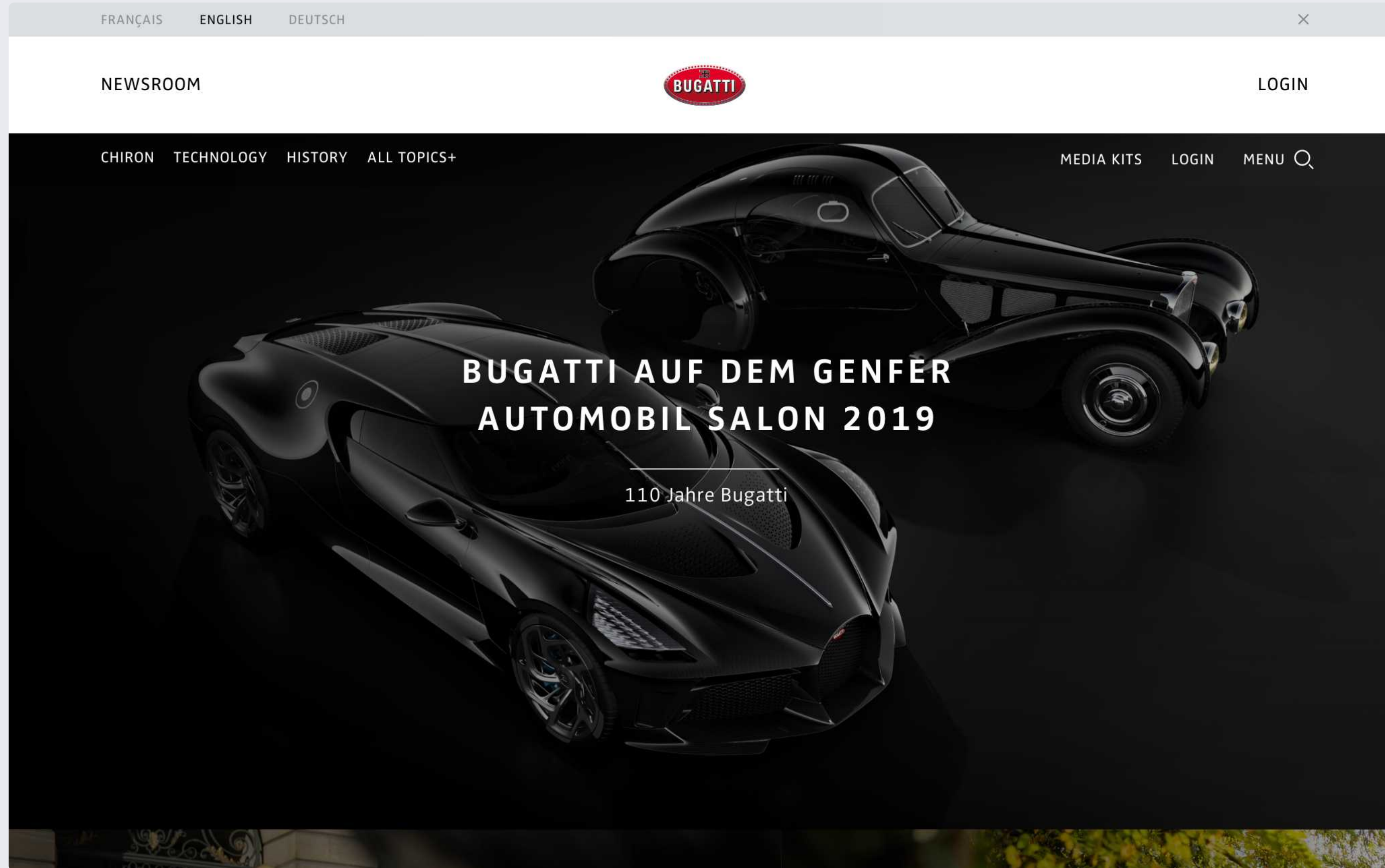
Red Dot Design Award 2021
if Design Award 2022



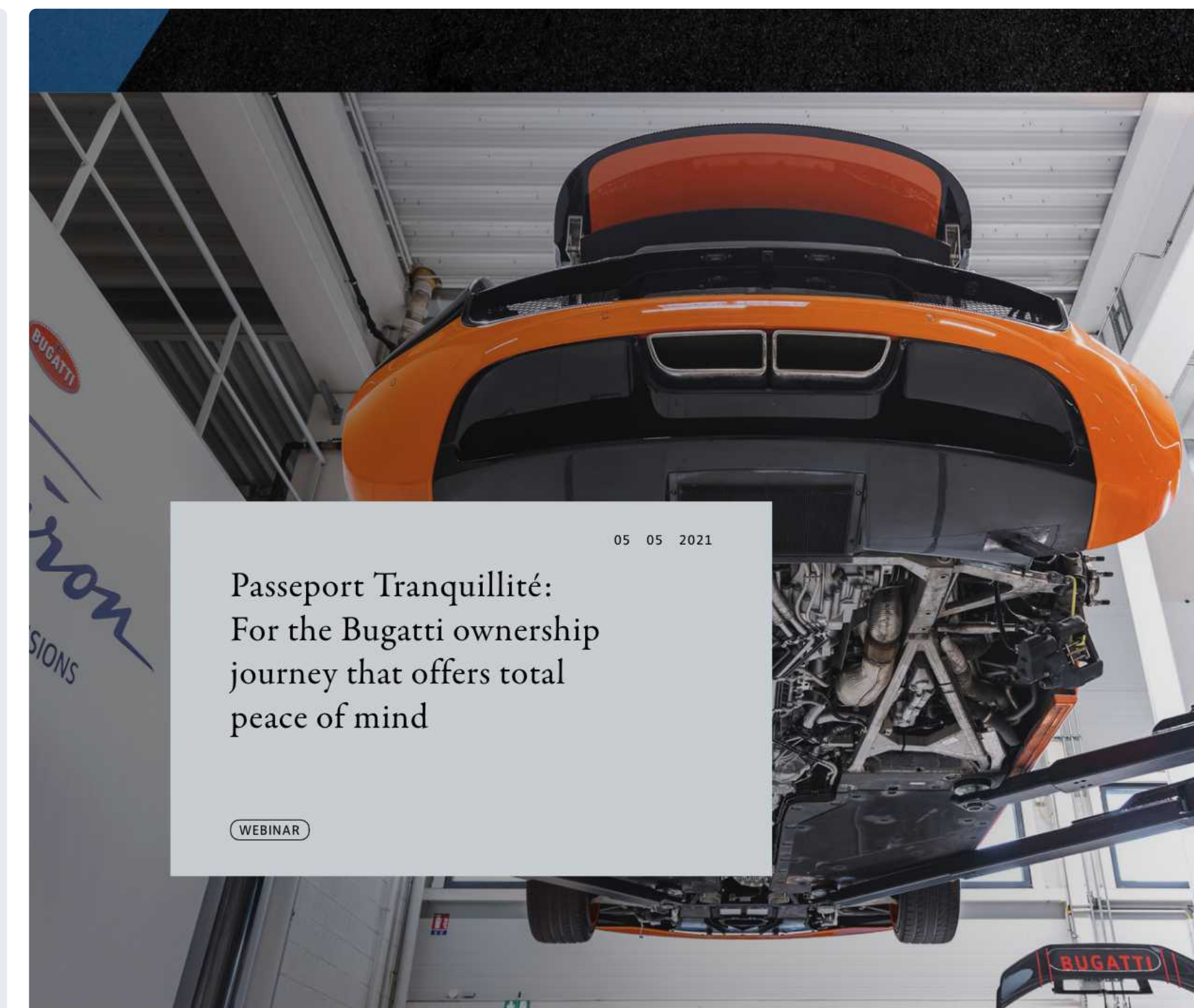
reddot winner 2021



Bugatti Automobiles

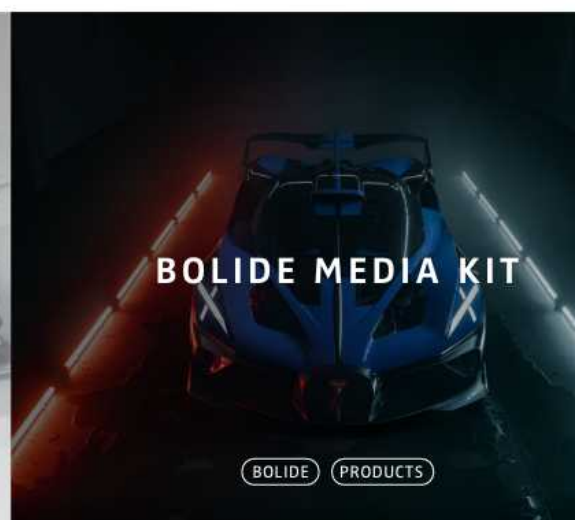


Bugatti Automobiles



CHIRON TECHNOLOGY 6 MIN READ DOWNLOAD PDF 18 IMAGES SHARE

Popular Media Kits



ALL MEDIA KITS

Recent Albums



ACCOUNT LOGIN

E-MAIL
Enter email address

PASSWORD
Enter password

[LOGIN](#) [LOST PASSWORD?](#)

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

[REGISTER FOR FREE](#)

The image shows two overlapping mobile app screens. The background screen is a newsroom page with a top navigation bar containing 'EN', 'FR', and 'DE'. Below the bar is a 'NEWSROOM' section with the Bugatti logo and a 'MENU' icon. The main content area features a large image of a black Bugatti Chiron with the text 'LA VOITURE NOIRE A ONE-OFF CAR FOR THE ANNIVERSARY' and '18 APR 2019'. Below this are 'DESIGN' and 'PRODUCTS' tags. At the bottom, it says 'NEW DIVO THE ULTIMATE SUPER SPORTS CAR'. The foreground screen is a search menu with a search bar 'Enter search term' and a list of 'TOPICS' including Technology, History, and Event. Below the topics is a 'MORE TOPICS +' button. Underneath is a 'MODELS' list with Bolide, Centodieci, Chiron, Chiron Sport, Divo, La Voiture Noire, and Veyron. At the bottom of the menu are 'DOWNLOADS' and 'LOGIN' options.



chiron

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

Spec Sheets

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

Press Releases

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

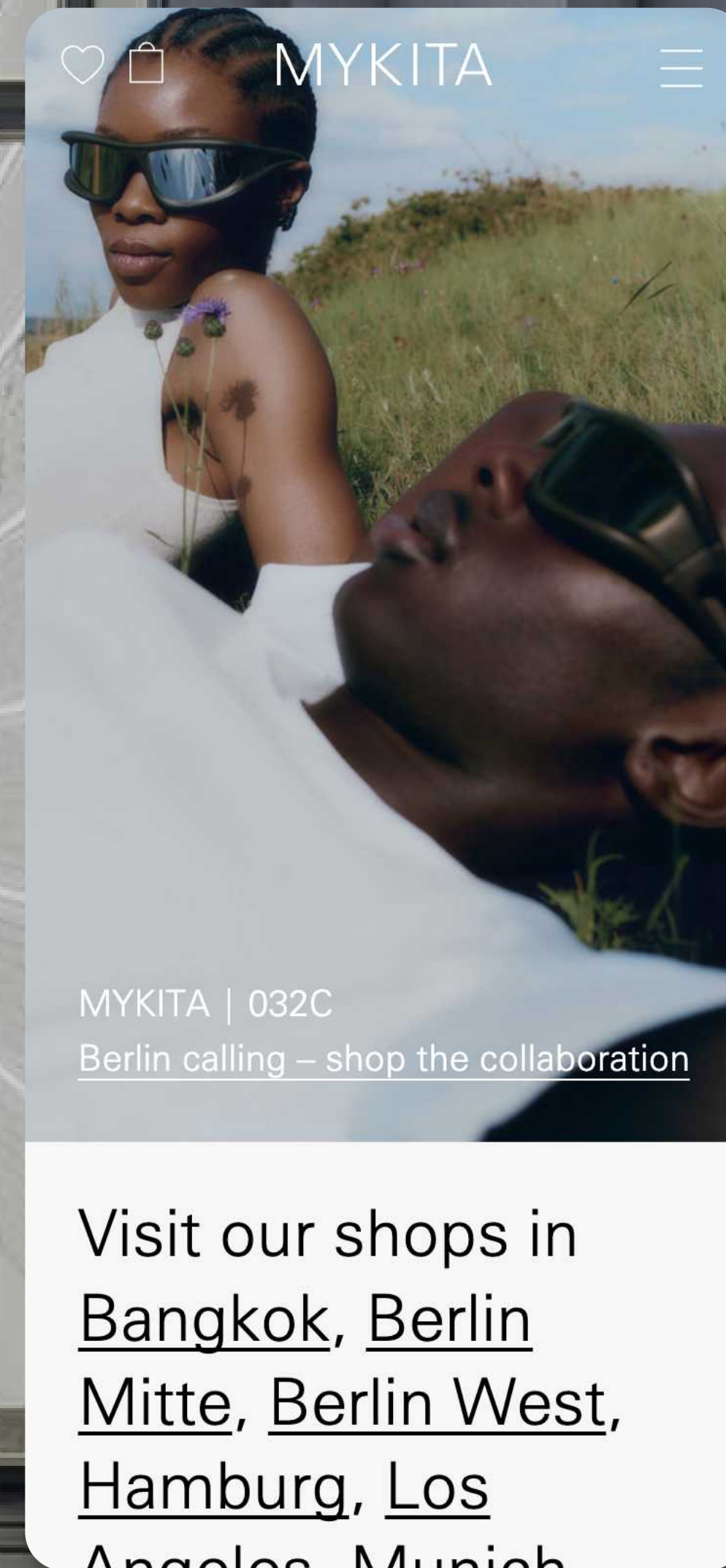
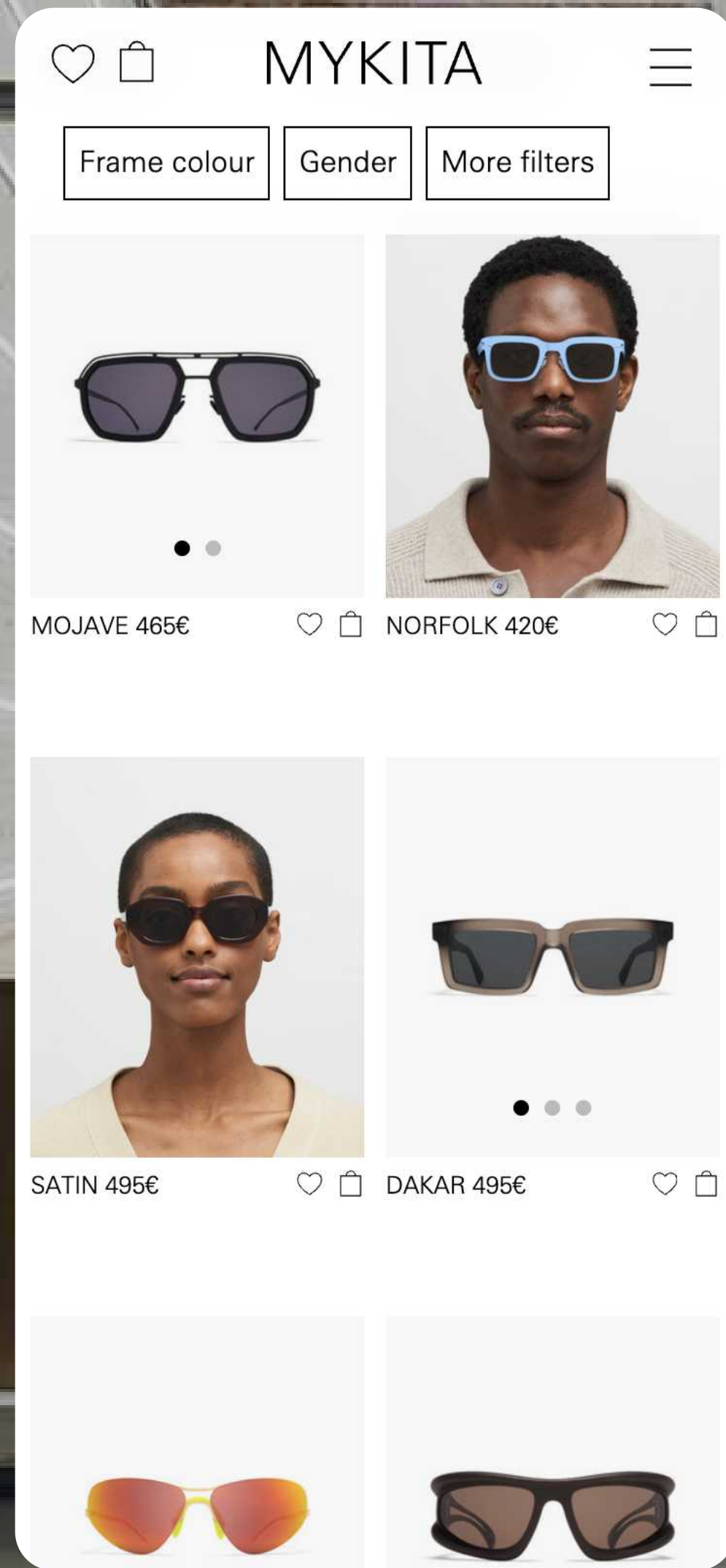
Services

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

Platforms

Shopware
Custom CMS
Pimcore







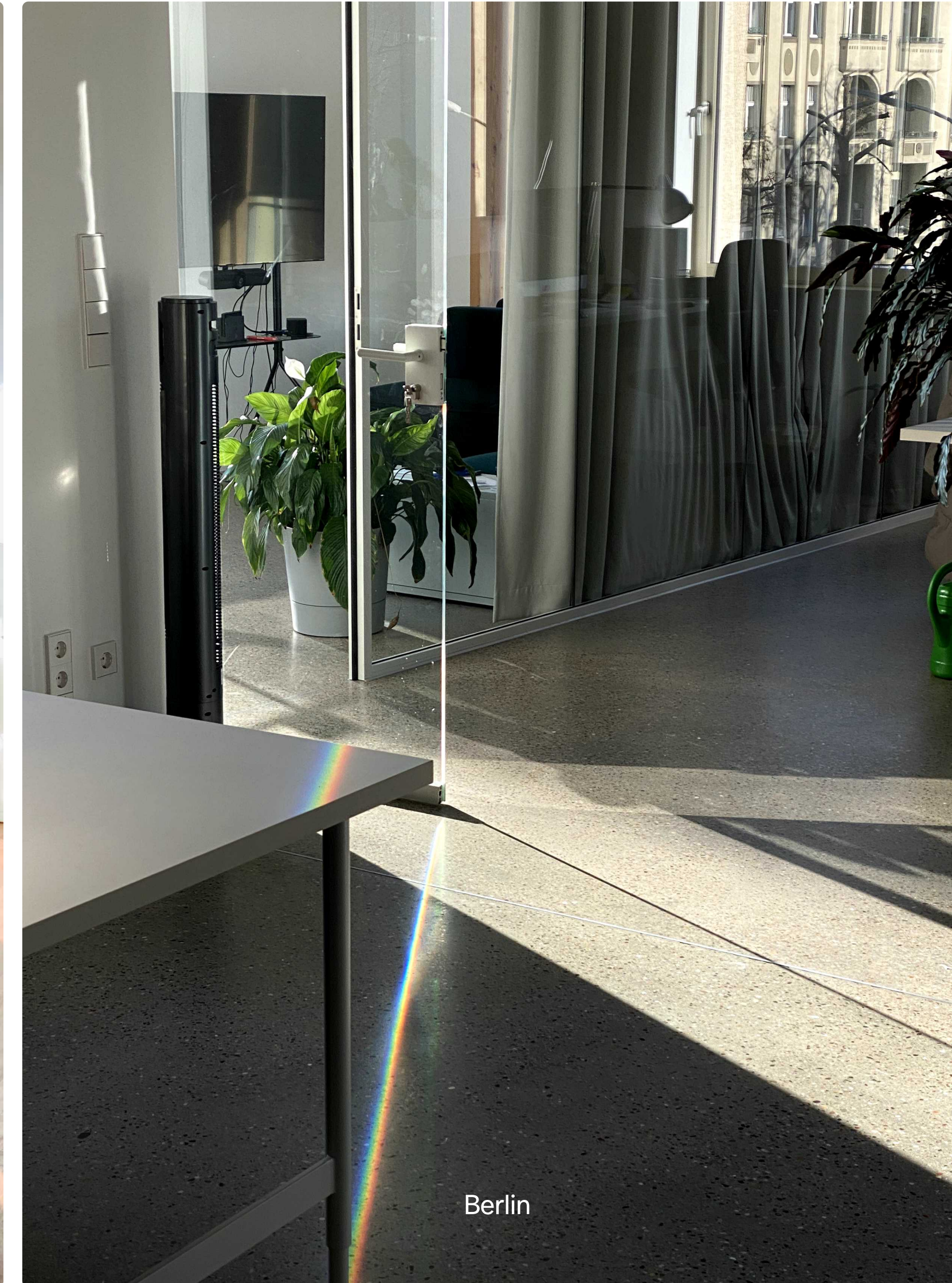
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