



FUEGO

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BIOGRAPHY

Robert Brunner Chief Industrial Designer, Fuego

Few people can tell you how to impart “lust” or “passion” into an inanimate object. But Robert Brunner can. He’s the designer of the original Fuego grill, and as co-creator of the Fuego lifestyle with CEO Alex Siow, he’s well-equipped to help define, and bring to life, an entirely new product category, and the brand that epitomizes it.

If you take stock in heredity, you’ll see that Brunner’s role as an industrial designer was coded into his genes: The son of a mechanical engineer and a fine artist, Brunner brings the best of both disciplines to his role at Fuego. A partner at the San Francisco office of the world-renowned Pentagram Design, it is Brunner’s job—in his viewpoint, his privilege—to fuse form and function into entirely new products. The Fuego grill, is a perfect example of a design by Brunner that truly can inspire (among other emotions) lust and passion. Rebellious in its design, ground-breaking in its function, it has formed the basis for the Fuego brand, and the smart, style-centered lifestyle it defines.

Although he may work with teak, stainless steel, and fire, it is the passion for everyday design that provided Brunner’s inspiration. Rather than relegating the act of grilling to an isolated chore, Brunner—via the Fuego grill—chose to elevate it to its rightful status as the centerpiece of outdoor

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entertaining, a theatre at which all guests could sit and interact. The company's debut product is not a grill; it's a Fuego, replete with all the lifestyle benefits the brand implies.

Bringing a wealth of experience to his role at Pentagram and Fuego, Brunner founded Lunar Design in 1984, prior to his tenure at Apple Computer, where he served as Director of Industrial Design from 1989 to 1996. At Apple, Brunner provided design and direction for notable product lines such as the Apple II, Macintosh, the original Macintosh Powerbook and Newton. He later joined the Pentagram Design team in San Francisco as a partner where he integrates strategic brand consulting with industrial design for Fortune 500 companies, including Dell, Nike and Hewlett Packard.

Brunner's work has been widely published in North America, Europe, Asia, and Australia. His product designs have won 23 IDSA Awards from the Industrial Designers Society of America and Business Week, including six best-of-category awards. His work is included in the permanent collections of the Museum of Modern Art (MoMA) in both New York and San Francisco.

Robert Brunner is an Industrial Design graduate of San Jose State University and currently resides in San Francisco.

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