



OLD STAGERS – SHY DEERS

“Design is like a shy deer, which needs to be captured when being shown”. This quote by furniture designer Nils Holger Moormann was the hook for a special meeting of product designers in the Bavarian town of Aschau.

Well established designers working for Moormann (old stagers) came for a visit with young design talents (shy deers). The young creatives had the opportunity to present new ideas and concepts while touring Moormann’s studio rooms in Aschau’s historical horse stables. In return, the old stagers prepared dinner for the uprising talents.

From robot-made wooden chairs to sustainable children’s furniture made of cardboard to materials made from recycled wood waste, the wide range of presented ideas provided a fruitful and inspiring exchange. To lighten things up in between, the old stagers gave insights into their very personal stories about creating. Berlin based Design Professor Axel Kufus reflected on the creation of his shelf classic “FNP” and Wolfgang Laubersheimer, member of the Pentagon Design Group, revealed how he came up with the idea of his “Gespanntes Regal”.

Moormann’s very own contribution to the intergenerational exchange has a long tradition: ever since the German design company was founded, the company has been looking for furniture inventions that are based on a special idea. Moormann is a platform for young designers. For Moormann, neither credentials, nor fame counts. Everything revolves around the idea: sometimes absurd, sometimes ingenious, sometimes a detail, sometimes a revolution. These criteria have been met by well-known names such as Konstantin Grcic or Cecilie Manz, whose ideas have made its way into Moormann’s furniture collection at a very early stage of their careers.

It is fair to say that shy deers are not unknown for Moormann.

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Nils Holger Moormann Möbel GmbH

Simply produce furniture? Not interesting. In Aschau on the Chiemsee it seems another wind blows. One from the North-West and that has a mind of its own, but which brings a breath of fresh air into the world of Design. Typical of Moormann furniture is a minimalist formal language with a high level of expedience – but always with a subtle twinkle in the eye. The guiding principles of simplicity, intelligence, and innovation resonate throughout the company's philosophy. From the purist design classic FNP to the unconventional "berge" mountain retreat – timelessness and zeitgeist are no contradiction. "New German Design" was the driving force when the founder and name giver inadvertently fathered the company in 1982. The founding idea to turn the furniture industry upside-down with a platform for mostly young, unknown designers, however, is just as relevant in 2022.

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Press Contact

Robert Christof

Tel +49 (0) 8052 - 9045-48

robert-christof@moormann.de

Nils Holger Moormann Möbel GmbH

An der Festhalle 2

D-83229 Aschau im Chiemgau

Tel +49 (0) 80 52 - 90 45-0

Fax +49 (0) 80 52 - 90 45-45

info@moormann.de | www.moormann.de



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