

# H E E R

## Horsehair mattresses by hand since 1907

**It is a special story that we would like to share with you today: Craftsmanship, design and the art of hosting play just as much a role as the question of a good night's sleep and what we actually value, right through to invitations to Paris, Berlin and Antwerp.**

But first things first: the focus is on 46-year-old **Swiss Daniel Heer**, who is the fourth generation of his family to make horsehair mattresses by hand in Berlin. Heer learned the traditional craft of mattress making from his father. The family business was founded back in 1907 in Horw on Lake Lucerne by Heer's great-grandfather Benedikt Heer.

Only very few horsehair mattresses are still made today, although they are known for their particularly healthy and restful sleep.

Daniel Heer uses pure horse tail hair from "Toggenburger", the only spinning mill still in existence in Marthalen, Switzerland, since 1843. There, the hair is washed, disinfected, dried, spun and twisted into tight plaits. The resulting curls later ensure the elasticity of the mattress and adapt to the sleeper's spine. The spiral structure of the fiber is air-permeable, heat-insulating and absorbs moisture. Daniel Heer needs hair from more than forty horse tails for a single workpiece (and no horse is harmed in the process). The horsehair mattress lasts "forever", so to speak, and is a purchase for life, or in other words - sustainable.

*"A horsehair mattress like this is haute couture.*

*Every single one is handmade. Every stitch must be perfect."* Daniel Heer

For all their comfort, Daniel Heer's mattresses are both a feast for the hands and a feast for the eyes. Heer sources his exquisite fabrics from all over the world, finding them on his expeditions from Ireland to Iran. Personal contact with the weavers results in traditional fabrics rooted in their culture as well as new fabrics and patterns.

Another important element is the daybed developed in collaboration with the renowned designer Christian Haas.

In order to make the special nature and quality of these handmade mattresses tangible for those interested, the designer invites them to spend the night in the Schöneberger Zimmer in his **Berlin workshop**, including breakfast.

Following the idea of the Schöneberger Zimmer, Heer and Ana Berlin are now inviting guests to a **Parisian dependance**, the **Pariser Zimmer**, from **May 30th** onwards to **celebrate sleep here**, too.

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From June 8, the daybed and horsehair mattress can also be seen and experienced at one of Berlin's best fashion and design addresses, namely Andreas Murkudis.

At Graanmarkt 13, a special place for hospitality and beautiful things in **Antwerp**, Rosshaarmatratze and Daybed will also be guests from June 14 onwards.

We hope to arouse your interest with this mailing, read more about the individual aspects and locations featured and contact us for the opportunity to get to know Daniel Heer and his craft and join the making of a horsehair mattress in Berlin, Paris or Antwerp.

## PARISER ZIMMER – 75011 Paris

In a **Chambre de Bonne** in the 11th arrondissement of Paris, Daniel Heer and Ana Berlin have designed a branch of the Schöneberger Zimmer.

On the sixth floor, with a small balconette and a view of the Eiffel Tower, you can now experience the special quality of the horsehair mattress in the metropolis on the Seine. Alluding to the classic Parisian zinc roofs, the daybed in charcoral ash wood with Designs of the Time Sonora linen will be placed here.

Here too, the focus is on hospitality and the experience created by the mattresses, seat cushions and daybed. The focus is on the view of the sky and the park, the concentration on materials and structures.

We invite you to look over the shoulder of Daniel Heer and his team as they create a mattress and experience the Pariser Zimmer.

A **Press Preview Day with Atelier** will take place on **May 30, 2024**.

Contact us for further details.

18, Rue du Général Guilhem, 75011 Paris, France

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## GRAANMARKT 13 — 2000 Antwerp

A special house in Antwerp where every floor tells a different story, from a restaurant and a store to an apartment and a roof garden. Founded by **Ilse Cornelissens** and **Tim Van Geloven**, it is a place full of surprises and creates connections. Warm light, friendly thoughts and a calm atmosphere fill the rooms.

Architect **Vincent Van Duysen** designed the open spaces. The well-known art director **Bob Verhelst** has taken the concept of **Graanmarkt 13** to a new level with his unusual scenography.

The horsehair mattress in pure white chalked Designs of the Time *Babana* linen and daybed in natural ash wood blend seamlessly into the Graanmarkt 13 concept.

**Find out more.**

A **Press preview day** with atelier will take place on **June 14 + 15, 2024.**

**Contact us for more details.**

Graanmarkt 13, 2000 Antwerp, Belgium

## ANDREAS MURKUDIS – 10785 Berlin

**Andreas Murkudis** has been the address for fashion and design, furniture and architecture in Berlin for two decades. Since the beginning, Murkudis has remained true to himself in the selection of goods on offer - they are high-quality and stylish, unique and the opposite of fast-moving.

Daniel Heer and Christian Haas have been represented by Andreas Murkudis for years and will be showing their latest collaboration from June. The Belgian fabric editor **Designs of the Time** supplies the finest linen for the horsehair mattresses and will be prominently presenting their multifaceted, colorful collection of fabrics in Potsdamer Strasse.

**Find out more.**

**Open Day** takes place on **Saturday, June 8, 2024.**

Mercator Höfe, Potsdamer Straße 81, 10785 Berlin, Germany

# HEER

## THE DAYBED and THE LINEN

The design of the daybed by Christian Haas and Daniel Heer is characterized by its simple appearance: The platform rests on recessed, sword-shaped boards to support the horsehair mattress in an almost floating manner.

All surfaces are finished by hand. The edges are rounded, echoing the shape of the horsehair mattress.

Developed by the Belgian fabric editors Designs of the Time, Sonora, a strong and durable linen being used for the horsehair mattress is woven in Belgium Westlanders on two specially assembled looms. The feel of the linen is reminiscent of tightly woven sailcloth.

## HORSEHAIR MATTRESSES by HEER

HEER is a family business. In 1907, master saddler Bendikt Heer made his first horsehair mattress in Switzerland. Daniel Heer brought the craft to Berlin in 2007 in the fourth generation. With the Schöneberger Zimmer, Daniel Heer opens a guest room in his Berlin workshop in 2015. In 2022, the Sleep We Make initiative brings together various trades related to sleep. 2023 sees the start of a collaboration with interior designer Gert Voorjans in Antwerp, Belgium; Heer recently presented a collection of selected fabrics from Voorjans' textile archive at the Collectible design fair in Brussels.

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<https://danielheer.com/en>

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