

maude press release

Contents

Article

Credits

Images

Drawings

Properties

Prices and Sizes

Retail

For further information and high-res images visit www.maude.info

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maude article

maude will be launched in Cologne at the imm in January 2005

With a simple but ingenious Design, Zurich based Architect Michael Mettler reinvents the Bed

When a client approached Mettler asking him to design a king-size bed, his first consideration was about overall proportion. From an aesthetic point of view, the industry standard for double beds is discomfoting: It pends somewhere between a rectangle and a square, with neither a clear direction nor equilateral sides. By adding a shelf at both ends, Mettler extended the length of the bed as to give it a decisive orientation. At the same time, he reduced the hight of the frame to the bare minimum. The result is a wellshaped piece of furniture. Concealed feet raise it 5cm (2") above the ground giving it a light apparence.

The extended ends are furnished with removable panels. They can be placed either horizontally or vertically. A multitude of uses result from these options: When placed horizontally, the panels may hold a reading light, books and coffee cups. When inserted vertically, they form a recessed space into which backrests may be inserted. The backrests (or cushions) may be placed at any point: Placing them on opposing sides makes the perfect setup for brunch in bed.

All parts of the bedstead maude - frame, supports, shelves and slats - are made of one sheet of 2cm thik rasin coated plywood. The bed is manufactured in Switzerland. It ships throughout the world.

maude credits



Information about the designer

Michael Mettler was born in eastern Switzerland in 1970, studied Architecture at Cornell University in New York and at the ETH in Zurich, from where he graduated in 1997. He has worked for Herzog & de Meuron and Burkhalter Sumi Architects. He has had his own Design studio in Zurich since 2000

Credits

all photographs by Peter Tillessen
drawings by Michael Mettler.

maude images

For hi-res downloads visit www.maude.info



2_frame



3_shelf



4_through



6_mix

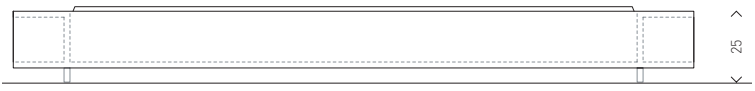


7_models

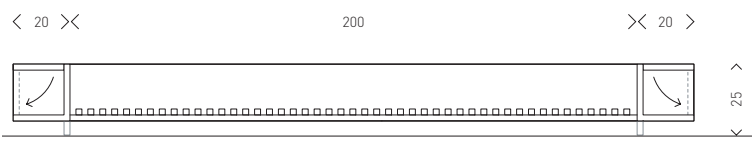


8_interior

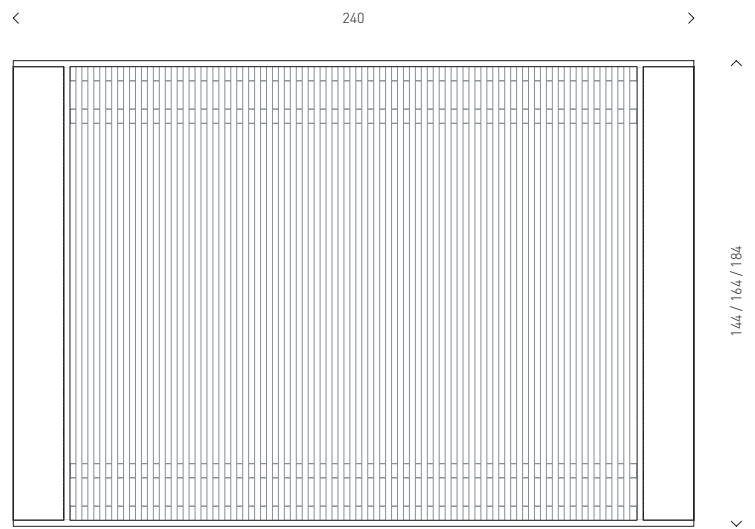
maude drawings



elevation

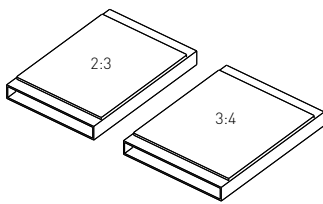


section



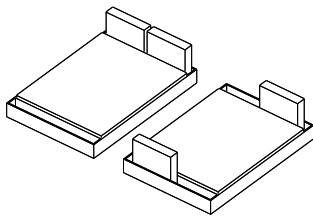
plan

maude design properties



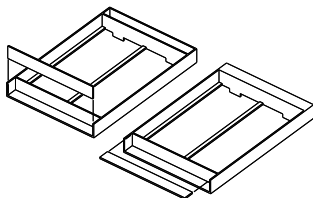
Purity of proportions

Due to the extended length, the bed attains harmonious proportions of 2:3 (size L) and 3:4 (size X).



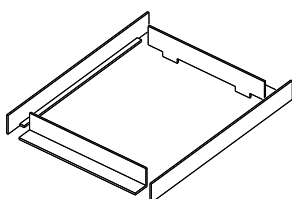
Flexibility of use

Backrests may be inserted at any point, even on opposite ends thus always allowing the perfect setup for breakfast in bed, resting, reading or chatting on the phone.



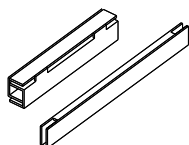
Additional features

The panels at the head and foot of the bed may be inserted vertically to form a recess for magazines or horizontally as a shelf for books and a reading light.



Economy of materials

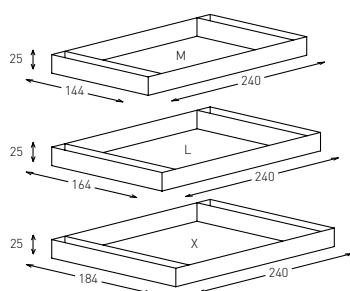
The bed draws on a single sheet of birch plywood as a resource. All parts including the frame, feet and panels are made of this material.



Easy handling

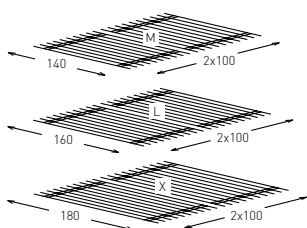
The frame is made of four parts that are packaged in two compact boxes, each weighing approx. 50lbs.

maude prices and sizes



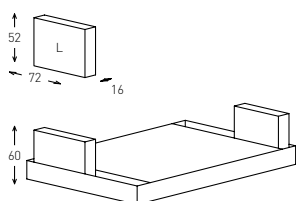
Frame

Size	Mattress	Frame	EUR	USD
M	140 x 200 cm	144 x 240 x 25 cm	998.00	1298.00
L	160 x 200 cm	164 x 240 x 25 cm	1098.00	1498.00
X	180 x 200 cm	184 x 240 x 25 cm	1298.00	1698.00



Optional Slats

Size	Mattress	Frame	EUR	USD
M	140 x 200 cm	140 x 200 x 2.5 cm	598.00	n.a.
L	160 x 200 cm	160 x 200 x 2.5 cm	648.00	n.a.
X	180 x 200 cm	180 x 200 x 2.5 cm	748.00	n.a.



Cushions

Size	Dimensions	EUR	USD
L cushion	72 x 52 x 16 cm (28" x 6" x 20")	258.00	268.00
L cover	72 x 52 x 16 cm (28" x 6" x 20")*	128.00	128.00

Prices in EUR include tax, prices in USD exclude tax, prices effective as of January 2005

*Fabric by Pause 3 by Kvadrat® no.: 100 (white), 583 (red), 214 (olive)

maude retail

Maude is available in selected furniture design stores throughout Europe.
For shipment abroad, order direct from:

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