

THE WORLD ACCORDING TO NILS HOLGER MOORMANN

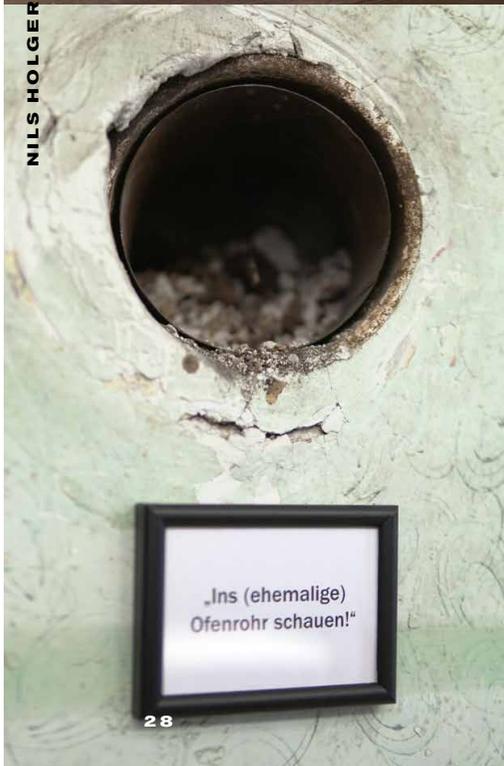


Nils Holger Moormann is a traveler. He was a traveler already before he became a designer and furniture publisher. Moormann the brand, today stands for reduced and functional furniture that is easily recognized due to its distinct design language. The traveler Moormann who finally planted roots in Aschau in the Chiemgau had to come a long way.



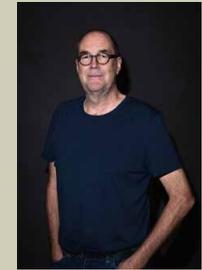


NILS HOLGER MOORMANN



It took Nils Holger Moormann almost 30 years to find out what he stands and burns for. Creativity. Period. All his life he made it a custom to take notes and later think about the notes that seemed once important. His law studies, strongly suggested by his parents, were soon pushed aside when he felt and later knew for certain that creativity is 'his thing'. Design, specifically furniture design, was the direction and soon a further life-changing decision had to be made: He would not want to be the crafter himself. He would, in the fashion of a publisher, buy and develop designs, finding ways to produce them and sell them.

So, in his new job, travel was part of his profession. He visited suppliers, crafters and customers, usually by car. And he slept in it, right on the premises the night before a meeting. It was first the Volvo 245, that is now a sleeping wreck in the back garden of his office (Nils is far too sentimental to get rid of it), and today is his "Holzklasse" (wood class) a VW T5 for which he designed the interior tailored to his needs and liking and is now produced in a small series by partner Custom Bus entirely by hand. Showing us another defining characteristic of Moormann: when you cannot find the ideal product on the market, do it yourself!



NILS HOLGER MOORMANN

THE LIMITATION OF RESOURCES IS AN OPPORTUNITY

Settling in Aschau was also the result of a journey. Today he realizes that it contributes to the products that Nils Holger Moormann curates and manufactures. He accepted very soon that the limitation of resources, for example of craftsmen in the countryside, is an opportunity.

"When you do not get further with one, you just cannot go to another producer, like you could in a big city," he explains "but when you manage to spark the guy, and you keep trying, you finally end up with something that is distinct and recognizable" he concludes. And he's proven this many times, with award winning designs, with design classics and with a certain growth in the company that now consists of some 40 team



members, including those that house-keep “berge” (see page 162), the somewhat different kind of ... “hotel” that he runs in Aschau, just across the street from his headquarters.

Professionally Nils found his place in the local society in Aschau at the foot of Kampenwand by working with local craftsmen to restore the newly purchased building in the middle of town that is now the HQ of Moormann. In trying to find the best craftsmen, he asked the carpenter for the best electrician. The electrician recommended the best roofer, the roofer the floor specialist and so on. Nils' objective was to not suffer from delays or malfunctioning of any of the installments and it worked out. It's no wonder, as a mountain village's society is dictated by what the neighbor says and does. Here in Aschau all of the craftsmen are members in some club: the local football club, the volunteer fire brigade, the Trachtenverein. Failing, sloppiness or delay is not an option when you are concerned about what people say about you at the regular's table in the local tavern at night. The building was restored in record time (compared to Nils' earlier expectations with 'typical' crafters) and without any complaints.

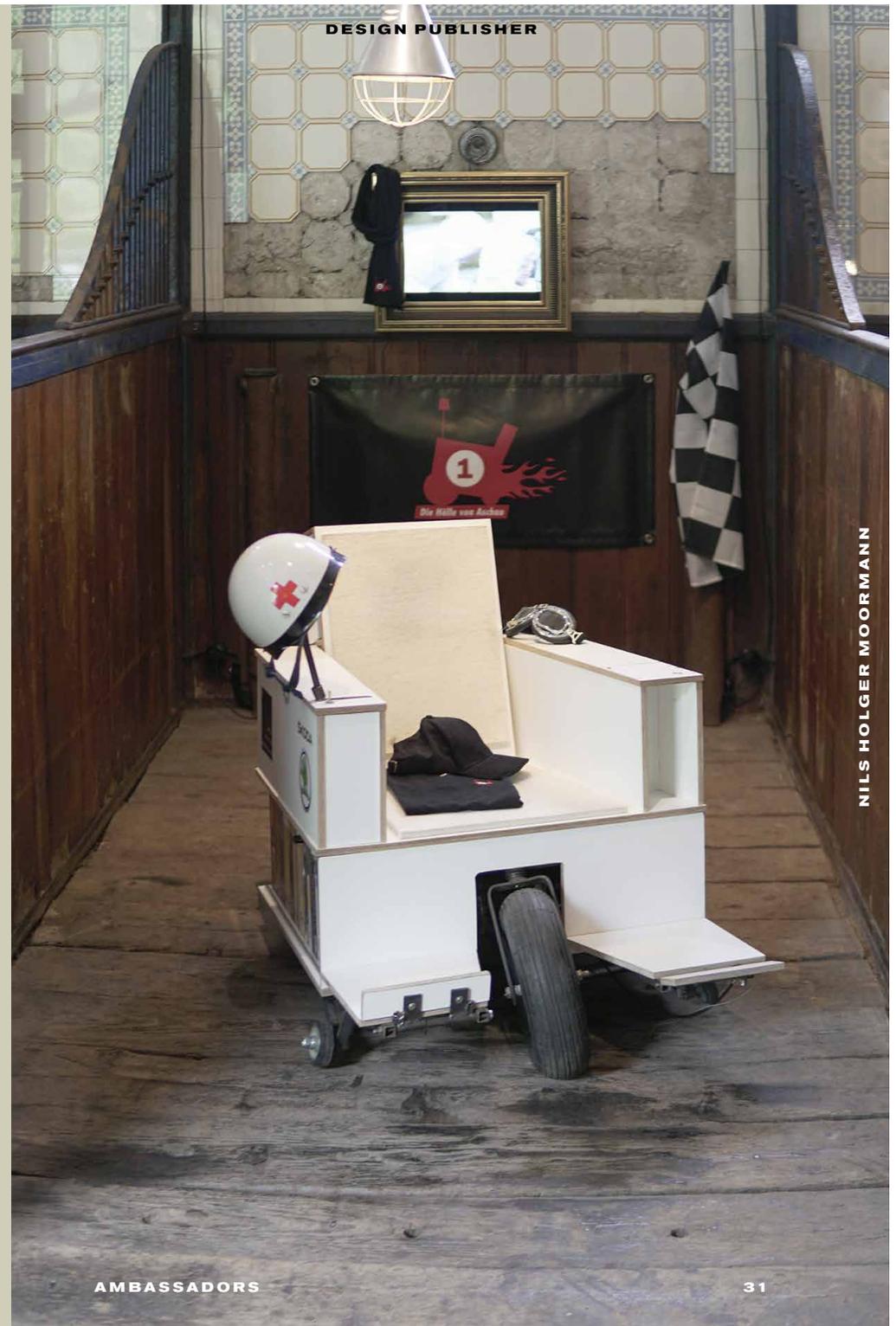


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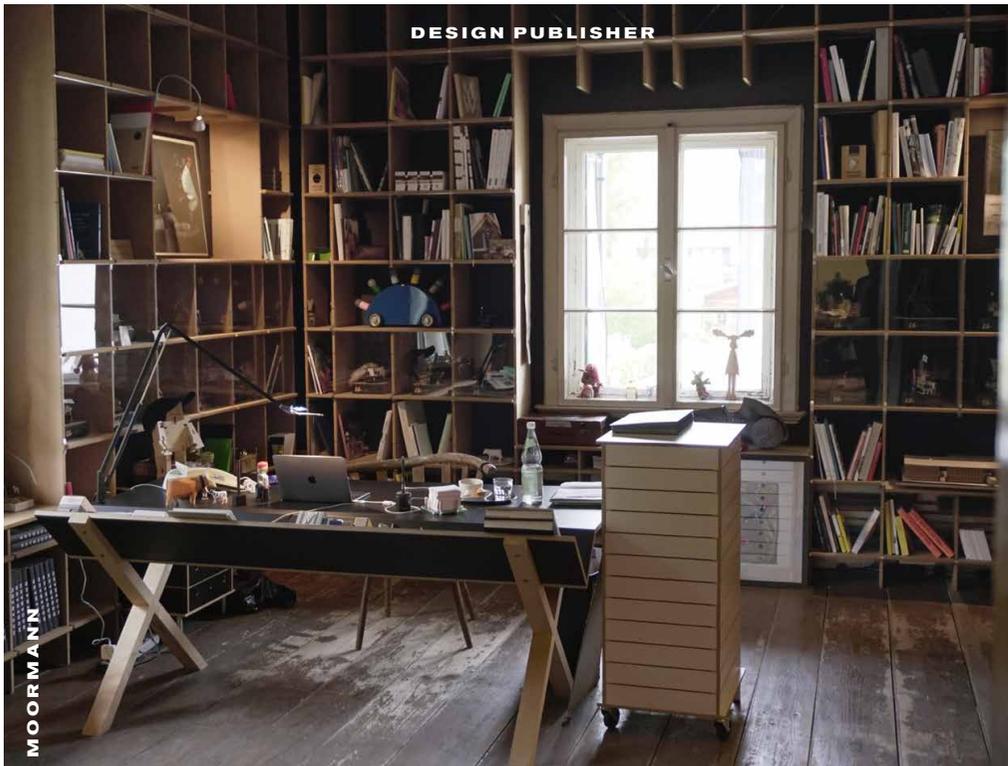
TRAVELLING WITHIN A LIMITED DIAMETER

The producing partners of Nils Holger Moormann, the brand, are carpenters, designer, metal formers and welder and they are all from the area, with the exception of one member who is 70 kilometers away, all others are within the perimeter of some 10-20 kilometers. This speeds things up; this keeps emissions low and identification with the local brand high. His consistency in the relationship with the suppliers results in reliabilities.

Looking back, he could not have made a better choice than to settle in this alpine area and society. Knowing him just a little, one can imagine that it was not easy in the beginning, by his own admission, he is a bullhead sometimes, but by his way of approaching foremost the local crafters he soon earned respect, and on many occasions made friends.



NILS HOLGER MOORMANN



Today, Nils cannot live without the mountain culture any more. Walks, hikes, bike rides, journeys. A recommendation of a cozy, authentic Alpine hut he once gave to Süddeutsche Zeitung is now over-run. He is equal parts happy and sad for the owner. For himself the place is spoiled.

He's traveled the world to find himself and figured out his calling. He is an unconventional type in many aspects for sure, but knowingly or not, he blended into the mountain society, not by promises or with elaborated speech but by earning his partners' professional respect and by challenging them and likewise giving them the trust to keep being faithful in their partnership. In return this method results in unmistakable design and quality of his products. In the mountains it is truer than elsewhere: Less talk, more action!

