

Willkommen bei MAOMI

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# MAOMI®



A place for everything puts everything in its place  
The Phone Home SLEEPING BEAR by MAOMI

Balancing your mind has a strong correlation with how your environment looks like. We have a place for our tableware, a place for our books, a place for our clothes. All these items are symbols for our needs: feeding our body, nurturing our mind, expressing our inside to the outside. How come we don't have a place for the one device that symbolizes the connection to the outside – the whole world in front of us: our phone.

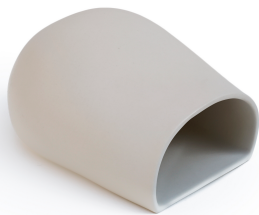


### The Phone Home - a home for your phone and your distractions

With the mission in mind to create an environment for everybody in which relaxation and calmness can find a place, we created the Phone Home – a home for your phone and your distractions.

But the Phone Home is not just a place to storage your phone at the end of a busy moment, day or week. It's an act of consciousness: distancing yourself from the outside world, sending the phone to its own place so you can finally come home too – to yourself.

Its shape shall remind you to put your phone away, like a bear crawls home into his cave for his winter sleep: It's a goodbye for a time, not forever - but you'll both come out of it relaxed, calm, and fully charged.



### Minimalistic design paired with functionality

The idea is to place your phone facing downwards in order to avoid being distracted from flashing notifications and light. Or you put it in "sleeping mode" before placing it in its home. A hidden opening in the back connects your charging cable with your phone - so you can both recharge at the same time.



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