

Welcome at MAOMI

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MAOMI®

72 | LUXURY HOMES

TALKING OF COOPERATION HANDMADE DESIGN

A few years ago, Dr. Uta Heiser founded the sustainable design brand MAOMI in Berlin. Her design philosophy is a study for innovation and interior consulting that developed into a successful and award-winning line for families and home decorators.



How did you go from studying at a business school to working with design?

In school, already, I was mainly interested in art, photography and graphics. I tried out a lot and after graduating from high school, I did an internship with a well-known people photographer and went in graphic design.

At the same time, I was also passionate about mathematics.

In the end, I didn't study design, but business as a coordinator and manager for my work. I have ended back to the core field of design. The fact that I didn't study design allows me to be free of rules in my head when designing. I don't follow a set because I don't know them. This makes me flexible in my designs - independent. Working without rules and learning by doing - this is my work as a long series of experiments.

Can you recall a key moment when the foundation for MAOMI was laid?

The name MAOMI was born by chance in 2001. During my PhD, it was a fancy word that I liked so much that I reserved the associated domain. The company came about many years later. With the birth of my fifth child, I left management consulting and

explored new fields. Among other things, through a series of experiments, galleries and completely redesigned it. The result was a full-fledged alternative to a hotel. This was at a time when Airbnb didn't exist as today. Working with the space and optimizing the living functions as well as the visual and haptic quality finished me in a way that I don't want to go anything else. After a few more projects, I started my own business.

How do your ideas come about? What inspires you the most?

The feel of a material, the energy of a piece of art, or the grace of a time-honored craft technique. The velvety character of a mille glaze, 20th-century colorful vessels or their modern impression by a contemporary artist. The craft of barrel making, perfected over centuries of practice in winemaking.



It is this combination that appeals to me: the perfection of craftsmanship, the organic character of natural materials, and the spirituality that individuals bring to their work, their ideas, and also the vision of their subsequent use. I admire the precision of the craftsmen we work with and I love the sensation of the natural, processed material and the harmonious balance in a minimalist design language.

Once you find your inspiration, how do you decide which direction it will take you in?

Our products, created through collaboration with artists and craftsmen from around the world, are reminiscences of the cultural inventory and recourse to things elaborated and created by people. Together with the artists and craftsmen we further develop these valuable cultural assets and traditions and bring them into the modern age. We developed the KAVA porcelain based on our design idea together with our manufacturer's potter directly on site in Vietnam - from my idea for a filigree espresso cup, by and by we developed a whole tableware series. The design of the bathtub OFURO combines Japanese traditional patterns with the original



art of barrel tanning by our Palatinat partner. It is this respectful, fruitful and inspiring collaboration that makes the high quality of our products possible and leads to the unique design MAOMI stands for.

So creative work is always best done in a team?

Absolutely.

Talking of cooperation, what connects your designs? What is the common creative thread, so to speak?

In descriptions of our design objects, we always find the abstracted Japanese influences. All of our products are described as minimalist and stripped back or pristine. This minimalism combines functionality and aesthetics. We focus on the highest quality detail and aesthetic durability, and by choosing materials that not only look good but also feel good, we add warmth to the minimalism and a tactile quality to the design.

What's next on your agenda?

Currently, a new tableware series is about to launch. It is largely inspired by traditional vessels from centuries past and the peculiarities of celadon glazes. During my trip to Vietnam, while wandering through various antique stores, the design idea grew and developed in my head. Together with an artist who has been experimenting with and researching this particular technique for years, these ideas were brought to life.

THE ART OF LUXURY | Issue 92 2022

Talking of Cooperation Handmade Design

We are very pleased to be represented once again in the current issue of the exclusive british magazine "Art of Luxury"! In this issue Uta talks in a comprehensive interview about her design approach and why teams are so important in creation.

You can reach the article by clicking on the photo or also through the following link:

<https://joom.ag/axLd/p72>



MANDARIN ORIENTAL
MILAN

Fighting for the protection
of the environment | p. 8

SPECTACULAR
SUPERYACHTS

Planning an exceptional
getaway for 2022 | p. 48

PLANS FOR BENTLEY
RESIDENCES, MIAMI

A paragon of design brilliance
due to complete in 2026 | p. 56

PRODUCT INFORMATION



[Über MAOMI](#) | [KONTAKT](#) | [IMPRESSUM](#)

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