

The night owl



Whilst we sleep, our body switches to regeneration: The brain processes experiences from the past, rests during deep sleep, the mind relaxes. Furthermore, hormones are produced, which help to renew our cells. However, good sleep cannot be taken for granted:

Back problems, allergies or night sweats make many people sleep badly. hülsta sleeping expert Winfried Weber (Dipl. Ind. Designer) reveals how everyone can find restful sleep.

Which mattress firmness is correct?

In principle, the following applies: When lying down, it should be possible to move without effort. If the mattress is too soft, the body sinks in too deeply. If it is too hard, it quickly becomes uncomfortable. Ideal positions for people without orthopedic problems are a flattened S-shape in the supine position and a spine, which is almost in a straight line, in the lateral position. The mattress firmness determined in accordance with the individual Body-Mass-Index is generally correct.

Two thirds of Germans are suffering from back problems. What helps?

The correct mattress and a matching base frame are the deciding factors. They help with the regeneration of spine and muscles and relieve symptoms. People with orthopedic problems therefore require adjustable lying surfaces. This can generally only be ensured by a combination of a Latex or cold foam mattress plus base frame, which provides very precise support for the shoulder, cervical vertebra, lumbar and pelvic areas.

Do allergy sufferers also have a chance of restful sleep?

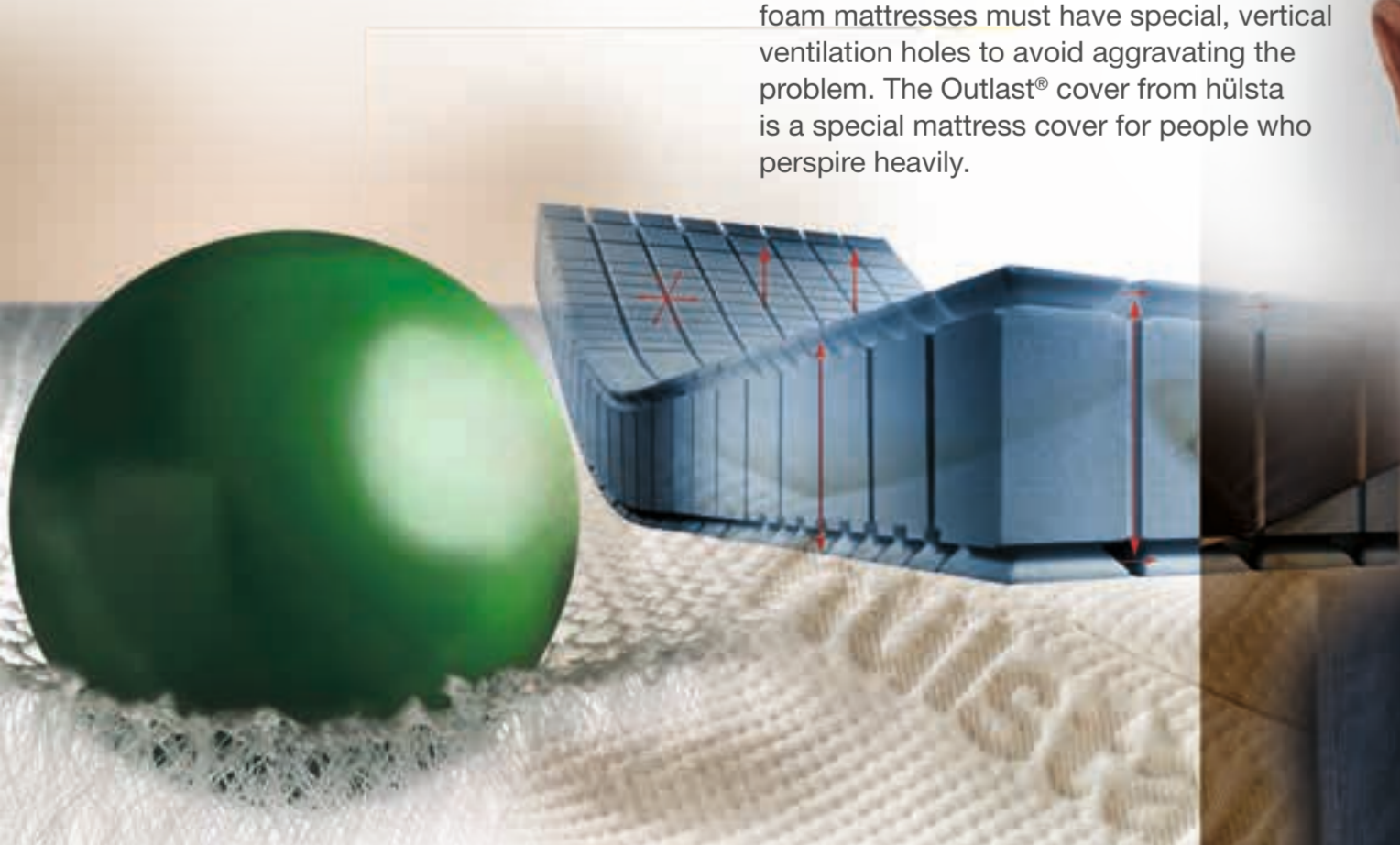
Nights are particularly bad for people who are suffering from house-dust allergies, because dust mites feel very comfortable in beds. My tip: Our mattress covers are washable up to 60 degrees. Furthermore, all components comply with the "ECO-TEX" standard, class I, baby. This means that the products comply with the most stringent emission values, making the mattresses particularly suitable for allergy sufferers. We always recommend to sufficiently air the bedroom and to keep the humidity below 50 percent – this ensures that allergenic mildews have no chance. Thermometer and hygrometer should therefore be part of a bedroom.

What can I do, if I perspire heavily at night?

Spring core mattresses are particularly suitable for people, who perspire heavily. They draw excessive heat away from the body; this ensures a more comfortable, cooler sleeping feeling. During the day, it is important to sufficiently air the mattress so that it can dry again. Latex and cold foam mattresses must have special, vertical ventilation holes to avoid aggravating the problem. The Outlast® cover from hülsta is a special mattress cover for people who perspire heavily.

Which room climate is best for sleeping?

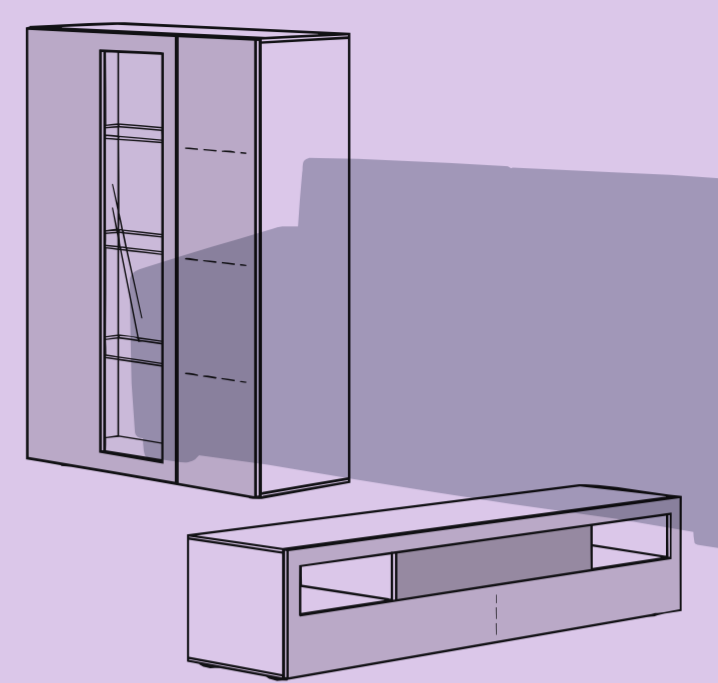
An average temperature between 16 and 20 degrees and a humidity between 40 and 60 percent are ideal. If it is colder, the humidity quickly settles. Warmer temperatures however disturb our sleep. Absolute must: regular airing. At least twice a day, the windows should be opened wide for at least 5 minutes. However, I would not recommend constant airing with a tilted window – the rooms get cold, mould can be the result. During the night, the windows should remain closed: Noise and cold can have a negative impact on sleep.



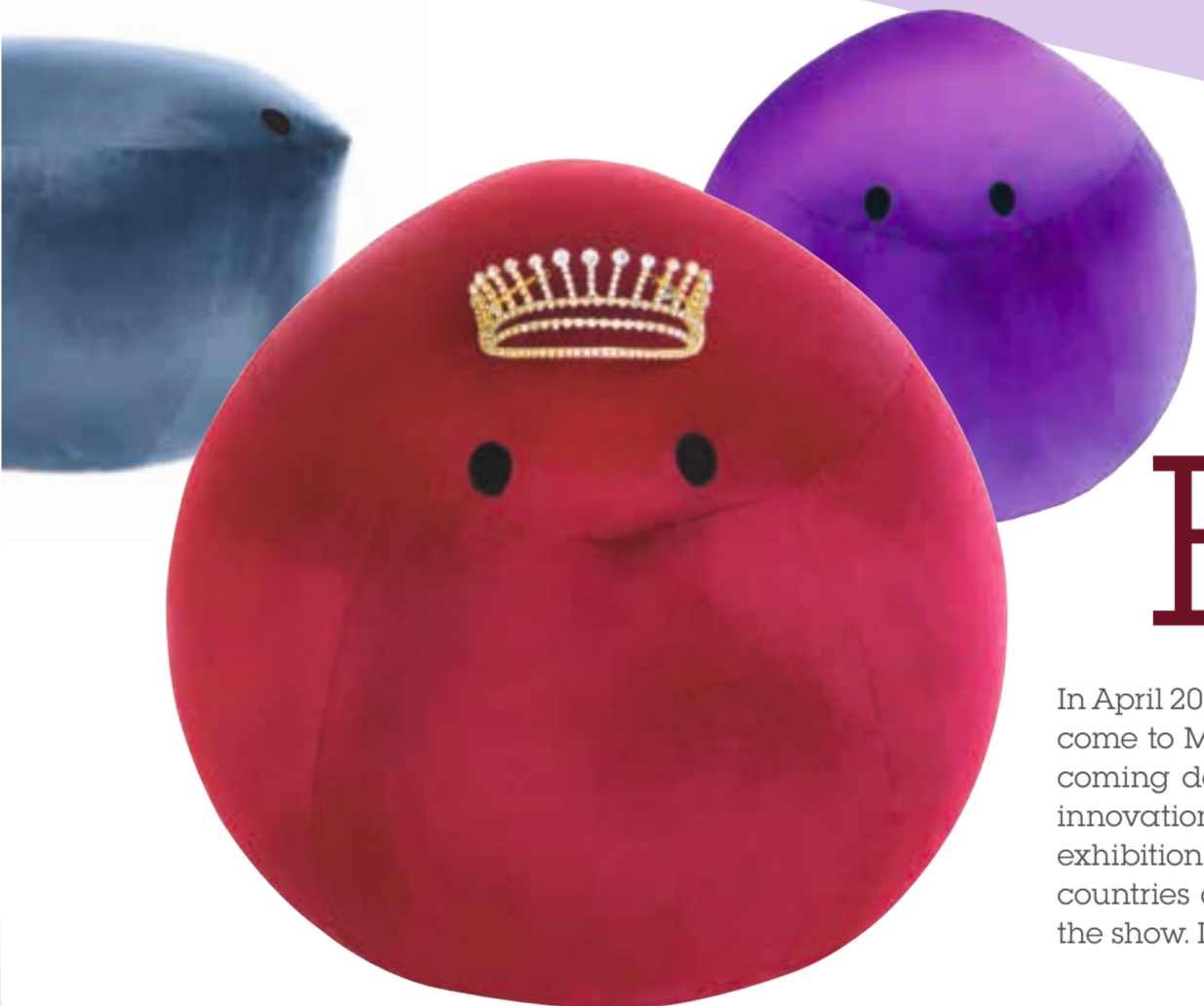
Stolz magazine

by hülsta

www.huelsta.com



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CIAO BELLA

In April 2016 and for the 55th time, the world of interior design ideas will come to Milan. Not only renowned brands, but also creative up-and-coming designers will find a forum for ideas, creativity, technology, innovation and culture at the largest and most important furniture exhibition in the world. More than 300,000 visitors from more than 150 countries as well as hülsta's "migratory birdy" will make their way to the show. Dressed in velvet and silk, the birdy will be very "Milan-like".



Salone del Mobile Milano

More than 1,300 international furniture manufacturers have applied for a space at the Salone del Mobile and hülsta has managed to secure one of the most sought-after positions in **hall 6, stand A 35 / A 37**. We will exhibit three brands: now! by hülsta, hülsta and the brand new design collection by hülsta. We show modern looks in luxurious opulence, individual colour concepts in the interior design world and smart concepts for small rooms.

Come and see us from 12th till 17th April 2016 in Milan.



Our home with hülsta

A piece of hülsta furniture can last for generations. The best example is the story of the Feldmann family. For STOLZ, it gives us an insight into the life of a genuine hülsta classic – and we have complemented the benchmark data by a few hülsta facts.

1940

Alois Hüls starts manufacturing furniture with 10 staff in Stadthorn, Münsterland, thus laying the foundations for the company hülsta.

1953

The Hüls furniture group starts the serial production of bedrooms. The first collection is called *Madeline*.

1954

Hedwig and Felix Feldmann get married and together purchase their first cupboard, a kitchen buffet, from hülsta.

1960

Karl Hüls, the son of Alois Hüls, takes over the company of his father and makes it into one of the most famous German brand furniture manufacturers. Family Feldmann grows and requires more space in the house. The first piece of hülsta furniture that they purchased together has to go and is given to the mother of Mrs. Feldmann. Maria Ossendorf is furnishing her own, small flat at this time.

1968

Within the furniture industry, the endless add-on principle used for wardrobes is also applied to living room furniture, thus revolutionising the furniture market. hülsta designs and sells the *Allwand* range.

1986

In the meantime, Spectrum has become the top-selling living room range from hülsta. The Feldmann family clears out the flat of the mother. The kitchen buffet is restored by Felix Feldmann and shipped to Carola, the daughter, who now lives in Göttingen in her new home. The kitchen buffet provides a valuable service.

2014

The kitchen buffet celebrates its anniversary: 60 years.
One year later, hülsta celebrates its company anniversary: 75 years of hülsta.

The STOLZ editorial team would love to hear your story about life with hülsta:

For every story that makes it into our magazine, there will be a fabulous surprise package made by hülsta.
How do you live with hülsta? Send your story to stolz@huelsta.com. We are looking forward to it!



EDITORIAL

hülsta 
Die Möbelmarke.

gets things moving



Dear readers,

hülsta furniture goes around the world. In my position as Export Director, I have travelled throughout Europe and around the globe umpteen times over the last couple of years.

Always on a hülsta mission. And always with heart and soul in my luggage. The high recognition of our brand worldwide makes me proud. Proud of our work, but especially of our furniture, which we produce in Germany – with an exceptionally high level of craftsmanship. The designs are certainly second to none.

The hülsta brand is not only renowned in Germany. It is a pleasure to see how famous hülsta has become globally. We are fully committed to further strengthen our brand and to inspire all of you with high-quality furniture, innovative technologies, creative design and perfect service.

The consumer sentiment within Europe supports our aim: There is an increasing consumer demand for beautiful interiors. We will make the most of these chances and still remain who we are: hülsta – the furniture brand that gets things moving.

I would personally like to take this opportunity to say “Thank you“ as 2016 will be the last time that I will be in Milan with hülsta. In autumn, Matthias Kuhn will take full responsibility as Export Director. He not only shares my passion for the job but also has a sense for really good furniture. He has already been travelling across the world representing the hülsta brand.

This latest edition, printed in time for the Salone del Mobile Milano, explains what gets hülsta moving and which innovations we would like to move you with. Enjoy browsing through the magazine!



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hülsta 
Die Möbelmarke.

design collection by hülsta



FURNITURE AT ITS MOST BEAUTIFUL

With a love for every tiny detail, state-of-the-art and with a great sense for precise and accurate craftsmanship: the new design collection by hülsta fulfils the desire for extravagant living spaces. Each individual unit of the luxury range shows greatness – featuring a design that works perfectly with simplistic, opulent and urban room concepts.

” We are delighted to cooperate with hülsta. Selected fabrics from our first-class collection enable us to perfectly underline the value and appeal of hülsta furniture. “

Claus Anstoetz, Managing Partner, Jab Josef Anstoetz KG



” The design requirements of the new design collection by hülsta is international, the materials that are used are particularly unusual and elegant. This appeals to lovers of exquisite, excellent and prestigious design statements, who implement their very own style within a highly sophisticated interior design. “

Oliver Bialowons, hülsta Managing Director



” The extensive requirements of our customers will be met by the exclusive future trade partners for the design collection by hülsta. The brand is suitable for interior design stores delivering an exceptionally high level of advice and an outstanding sense for cosmopolitan customers – customers with homes anywhere in the world. “

Thomas Löw, Sales Director for the design collection by hülsta



SYMPHONY OF MATERIAL AND DESIGN

design collection by hülsta



” Alcantara is very pleased to be a strategic partner for the “Design Collection by Huelsta”. Alcantara “Luxury Collections” have been designed for high end and sophisticated customers, which is the same target market as for the Design Collection. Based on this common strategy, we will work in partnership to make this project extremely successful not only in Germany but worldwide.“

Andrea Boragno, CEO Alcantara

” Each unit of the design collection by hülsta shows true greatness. Extravagant upholstery and Boxspring beds, plus perfectly planned wardrobes and elegant ancillary units: The new range presents itself as pure perfection – each piece of furniture has been precisely manufactured down to the very last detail and offers virtually endless possibilities to achieve extraordinary room concepts. The Boxspring beds are available in a selection of approx. 200 cover fabrics. Even the wardrobe fronts and the rear panels inside the wardrobe can be covered with these high-quality fabrics.“

Hubertus Rathmer, Sales Director of the design collection by hülsta





Milan

quattro passi



Four tours through Milan with Micaela Lopes. From 1996 to 2002, she studied law in Milan, financing her studies by working at exhibitions, such as for hülsta during the Salone del Mobile for many years. She knows Milan like the back of her hand and her four tours through the streets of Milan show us the most beautiful parts of the city.

A stroll through the historic old town

The historic tour starts at the CASTELLO SFORZESCO. The castle was built in the renaissance era by Galeazzo II. Visconti in the 14th century as a fortress. Inside, there are museums with rarities such as the last piece by Michelangelo, the unfinished Pietà Rondanini as well as the fresco paintings by Leonardo da Vinci in the Sala delle Asse. Next stop is the Dominican church SANTA MARIA DELLE GRAZIE, which since 1980 is a UNESCO world heritage site. It is famous for housing Leonardo da Vinci's Secco painting THE LAST SUPPER, which he painted during the period from 1494 to 1498.

Past the Palace of Justice on today's Piazza Mercanti you have a perfect view of the enormous Milan CATHEDRAL, the most famous building in Milan. This largest masterpiece of Gothic architecture in Italy was constructed over several centuries. The Milan Cathedral is the second largest church in Italy after St. Peter's Cathedral in the Vatican and the third largest Catholic church in the world. You will have a perfect view of the entire city from the roof of the cathedral.

Shopping in the fashion metropolis

No wonder that Milan is Europe's fashion capital. Designer clothes and shoes can be found in the historic city centre in the Via Dante and the Corso Vittorio Emanuele. Between the Castello Sforzesco and the cathedral square up to the Piazza San Babila, there are many shops selling famous fashion

brands. Opposite the Milan cathedral, you will find the department store RINASCENTE. On the 8th floor, there is a bar serving Italian coffee and small snacks with a view of the cathedral. This shopping palace is open daily until 11 pm. In 1877, the GALLERIA VITTORIO EMANUELE II., Milan's salon with luxury shops and restaurants was built. The glass roof of the gallery forms a cross that can be seen

clearly from the roof of the cathedral. The fashion designer quarter starts at the Piazza San Bibila, the Corso Venezia and the famous fashion mile, the Via Montenapoleone, running from the Corso Giacomo Matteotti to the Via Manzoni.



Milan by night

Pass the Milan Scala on your right and continue your tour on the Via Verdi to the Via Brera – we are now right in the centre of the Brera quarter, a popular entertainment area with many bars and restaurants. The area around the Corso GARIBALDI and the Corso COMO is the best address for evening entertainment in bars and discotheques. It is the central meeting point for many people, where players from INTER and AC Milan as well as Milan's VIPs enjoy their evening cocktails. The famous and always busy 10, CORSO COMO CAFE is an aperitif bar, restaurant and disco bar all in one.

Via the Corso di Porta Ticinese you reach the quarter with artist studios in backyards, original shops and romantic pizzerias, flea markets and summer concerts around the NAVIGLIO GRANDE and the NAVIGLIO TICINESE. The Navigli used to be Milan's waterways. Goods were transported using draught animals walking along the side. Today, the area is a unique venue, especially on weekends and evenings.



My restaurant tips for STOLZ readers

OSTERIA DEL BINARI, Via Tortona 1, 20144 Milan (beautiful garden gazebo)

EL BRELLIN, Alzaia Naviglio Grande 14, 20144 Milan (historically furnished, recommended: Risotto Milanese)

AL GARGHET, Via Selvanesco 36, 20142 Milan (authentic, Milanese dinner and traditional dishes, recommended: COTOLETTA ALLA MILANESE)

THE MEATBALL FAMILY, Via Vigevano 20, 20144 Milan (The owner is the famous actor Diego Abatantuono, all types of meatballs are available, even Vegetarian...)

PIZZERIA SPONTINI, Corso Buenos Aires 60, 20144 Milan (iconic, original, always crowded, very popular with locals, canteen atmosphere, but serving the best pizza in Northern Italy)

Architecture in Milan

Whether a city is seen as a metropolis often depends upon its architecture. Italy's metropolis Milan grew increasingly in surface area but not in height. However, there are now two massive projects that add a distinctive outline to the skyline: the PORTA NUOVA and CITY LIFE are designed – in a way – to reinvent Milan. The top of the Torre Unicredit antenna, at 231 metres, is the highest point of the PORTA NUOVA. The station at the Porta Garibaldi in Milan features a futuristic grandezza. This nearly completed residential, commercial and entertainment quarter has been under construction since 2005 and shall – this is the vision – be a new city centre one day. On an area of more than 290,000 m², more than 20 architects from eight countries have created a Milan made from a lot of glass, steel and concrete, which until now, has not been seen in the city.

In the North of Milan, two towers rise to the sky, rectangular outline, 80 and 112 metres high – and above all: green. Almost 800 trees adorn the outer facades of the high-rise buildings, plus 5,000 shrubs and 11,000 ground covering plants. The project derives its name from the green "BOSCO VERTICALE" – the vertical forest. The houses were designed by the firm of architects Boeri Studio and the developer Manfredi Catella. their work has recently been awarded the international high-rise building prize.



hülsta gets things moving

950 square metres full of ideas: at the furniture fair in Cologne, the staging of the furniture brand hülsta has attracted great attention. An exhibition stand has rarely and so impressively reflected how a changing brand reinvents itself, making way for progress and inspiring the public with clever ideas and emotional designs. A kinetic and transparent sculpture made from more than 7.5 km of rope produced many aha-effects and astonished looks: vertically spun and mounted on rails, they moved backwards and forwards, divided the stand into individual living areas, thus creating an abstract living world.

"It is certainly remarkable how - within the space of one year - hülsta have given themselves a fresh look

that has received an entirely positive feedback. This not only applies to their staging at this year's imm cologne, but also to the development of the individual products.

In both instances, it was much more than a so-called update.

Under the management and inspiration of Oliver Bialowons, the responsibility now lies with a top team that is committed to make the brand marketable for the future

on an international scale. Impressively consistent."

Dirk-Uwe Klaas,
Managing Director, German Wood Industry Association





Soul Food

is looking for furniture with a heart

Andreas Lichtenstein, Creative Director at "Living at Home" on dining trends 2016



It is noticeable at furniture exhibitions that upholstered furniture decreases in size, whilst tables get increasingly larger. Why?

Tables become the heart of our lives: This is where we eat, live, work and have deep conversations with family and friends. Our children use it to do their homework, build things and be creative. The table is a place, where we come together, where we share thoughts and food. Sofas are often only used for activities such as listening to music or watching TV; they therefore tend to be smaller and more subtle. Nowadays, a table fulfils many requirements and should therefore have a certain size - this means, that it is not necessary to always completely clear it. It is also important that it feels nice to the touch and that it is sturdy. I believe that the T40 from hülsta offers all of that - a gorgeous table, which is both comfortable and timeless!

Life shifts from the sofa to the table. What impact does this development have on chairs?

A chair should be designed so that you like to sit on it for a long time. Whether or not it is comfortable is a personal opinion. Some like a soft seat, others swear by armrests. The same applies to the design: I quite like different old chairs around a table, friends of mine prefer a uniform look. If there is such a thing as a trend, then today's chairs are not only comfortable but also look it. This was different in the Eighties and Nineties: Chairs were true designer pieces featuring a unique look. Nowadays, chairs are no longer divas.

What makes the table an all-round talent, perfect both for everyday use and for dinner parties?

The answer is easy: the lighting. I think direct lighting from above is great - there should be at least two or three lamps. Perfect if they are also dimmable! Lighting - just like the table - must be multi-functional and be just as practical for working as for a comfortable meal. Candles, by the way, add a beautiful atmosphere to the dinner table: they emit a warm light that flatters our skin tone.

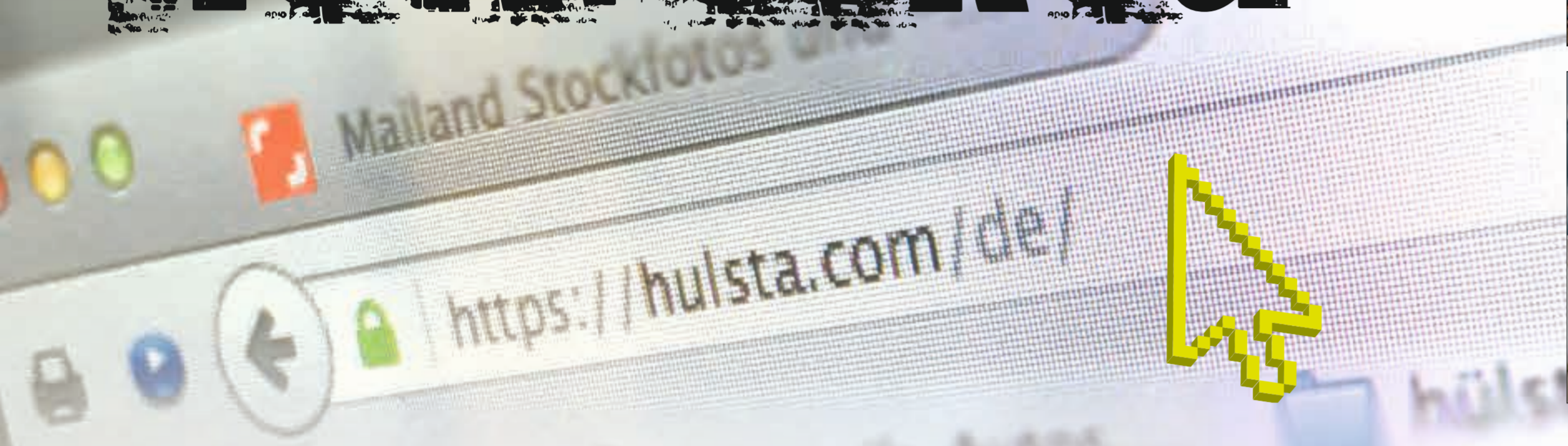
Expert tip: the glass cabinet as an eye catcher

Whether crockery, flea market finds, vases or glasses: As a Creative Director at Living at Home, Andreas Lichtenstein knows how to liven up glass cabinets. His decorative tips:

- Alternating emptiness and abundance produces excitement. One compartment features one vase next to the other, whilst the next one stays empty.
- The wooden horse with the wooden candleholder, the white vase with the light teapot: A soothing order of different objects is achieved when similar colours and materials are combined.
- Life means change: Objects on display are not museum pieces. If they are still used, then they do not always end up in the same place. Arrangements, which match the respective season or certain events, always make the glass cabinet an eye-catcher.



NEWLY NETWORKED



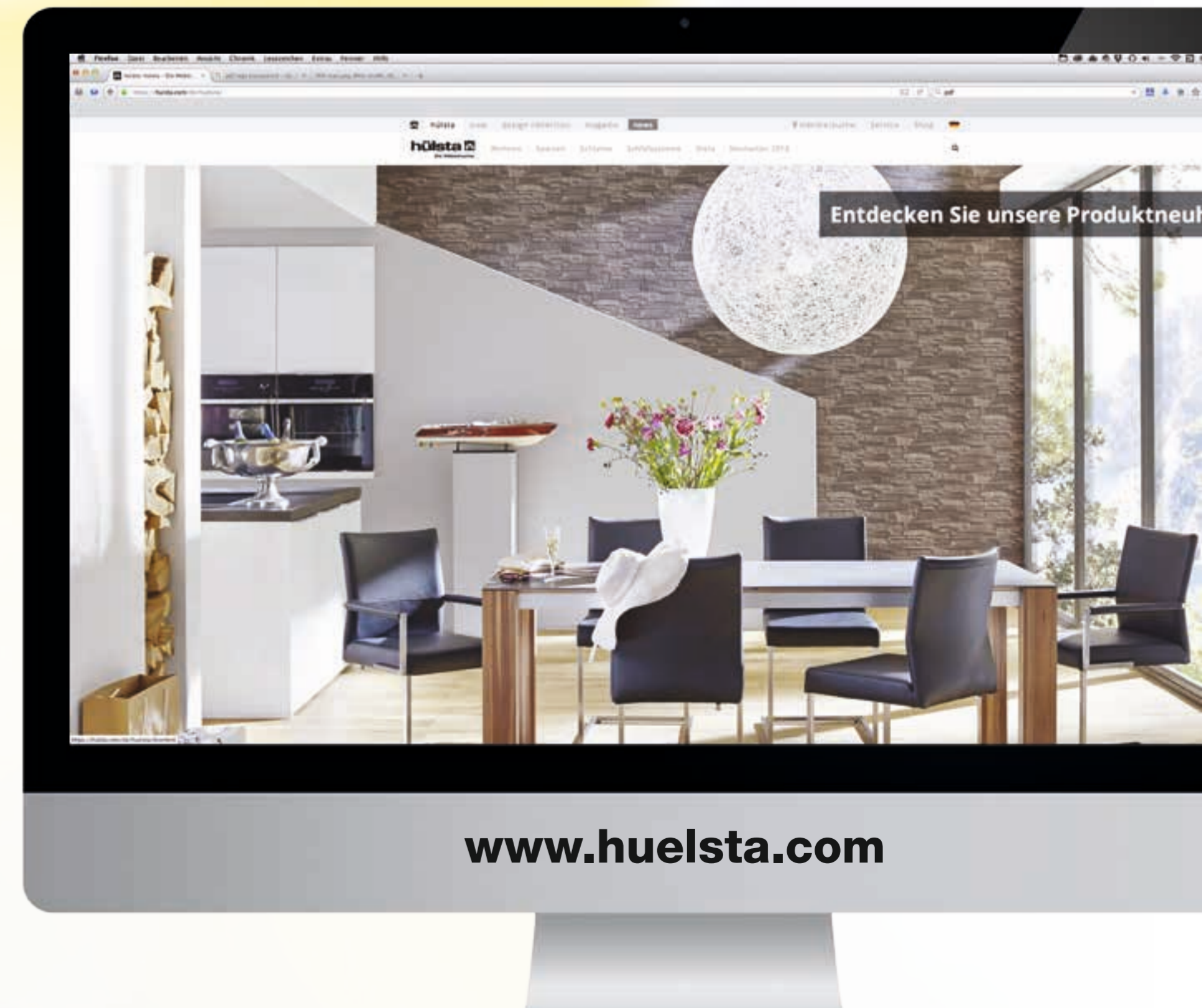
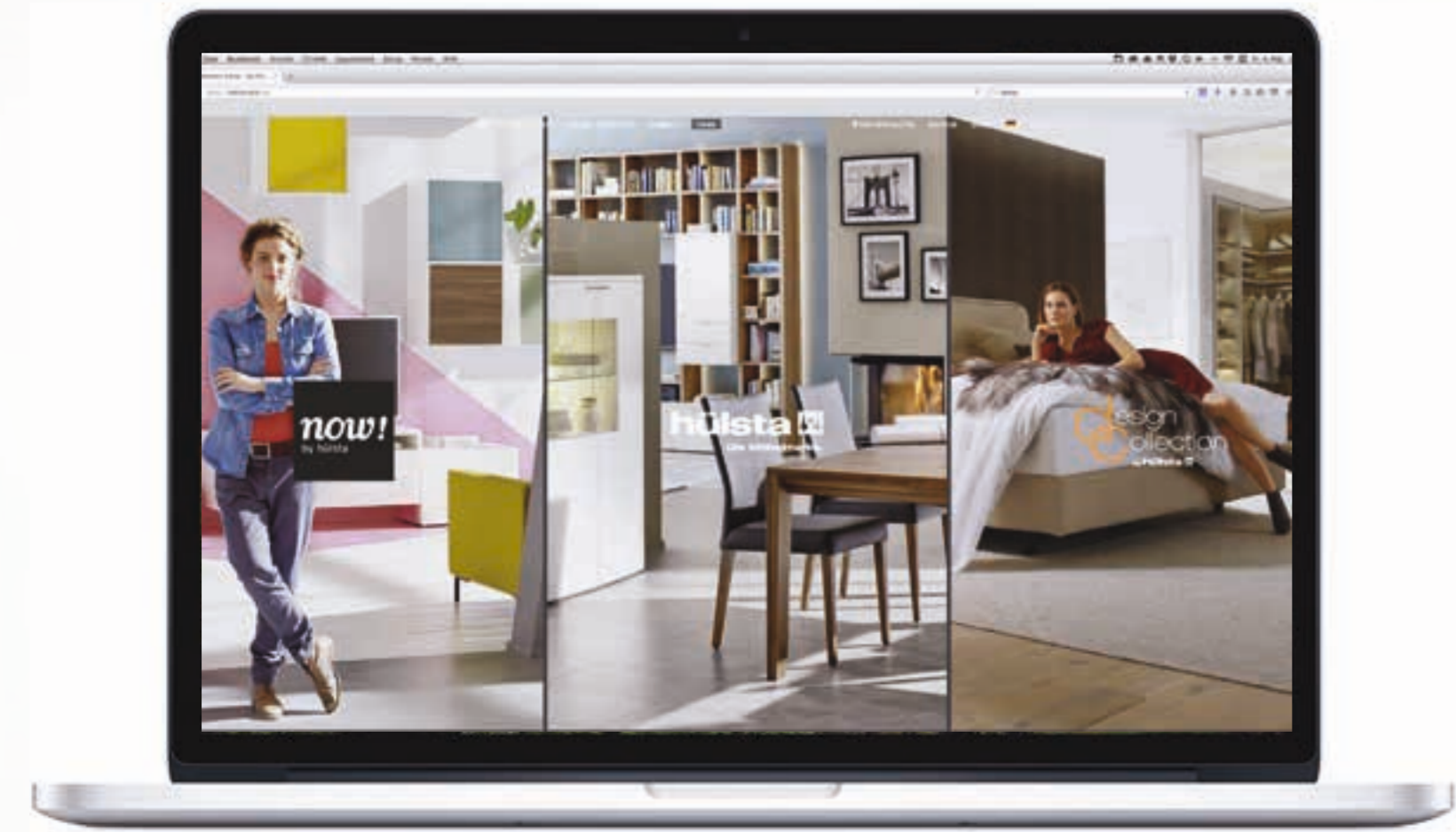
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hülsta shows a new side!

Online since January 2016 – the hülsta homepage in a trendy modern look: dynamic and high-quality – just like the brand. The newly designed website beautifully and clearly presents all of the product lines and invites the users to immerse themselves into the world of hülsta interior design. The new look website shows all of the existing collections as well as the current innovations and trends within our brand, thus inspiring you to see hülsta furniture and accessories in real life. The addresses of our retail partners can be found directly in the retailer index.

The news section of the homepage has everything instore that is worth knowing about. For everyone who wants to know more: All of the editions of the hülsta magazine STOLZ are available online. Questions regarding products or other information requests? Our service section has all the answers. If you want to take advantage of our hülsta ServicePlus offer, simply register for that or the hülsta newsletter. If you want to know how you can design your life with hülsta, then just

use our planning software furn plan, which allows you to virtually furnish your individual living areas with hülsta furniture. You can also order/download product brochures. The digital hülsta shop is brand new and an absolute highlight! Extraordinary trend items, such as the "birdy", an unusual piece of furniture for relaxing, can now be ordered online directly from us. Be inspired! We are looking forward to your visit at www.huelsta.com





THE SECRET OF LIGHTING

Rooms quickly become uncomfortable if the lighting is not right: Too much or too little light are not good, an evenly lit room can easily look boring. Interior designers therefore advise setting accents to achieve a cosy atmosphere – lighting can set the scene for beautiful furniture, materials or details. hülsta uses lighting as a central element for their ranges: The new collections such as NURIA or GENTIS Sleeping, which will be presented at the Milan furniture fair, use integrated lighting to set the scene for furniture and rooms.



MATERIALS IN THE SPOTLIGHT

Cleverly lit, natural materials such as raw wood or soft leather create a particularly beautiful atmosphere. A lit frame gives suspended units an extraordinary emphasis and makes them appear to be weightless piece of art.

EXPERT TIP

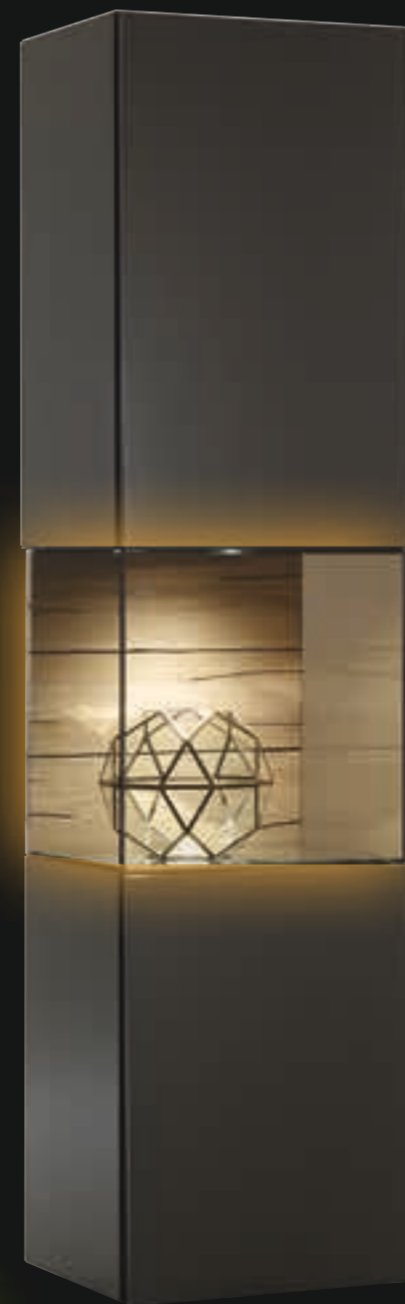
“It is difficult to relax when rooms are too bright. To ensure a beautifully lit ambience, the lit furniture units should be dimmable – the possibility to change from warm white to cool white light, brings possibilities to redefine rooms at any time.”

Julia Haveresch, Product Manager at hülsta



LUMINALE

Hardly any other piece of furniture can display exclusive collector’s items quite as nicely as a glass cabinet – lighting adds an extra dimension. Using clever lighting, compartments with clear glass sections are perfect for artistically presenting sculptures, precious china or exquisite finds. Especially during the dark season, such a display can replace a nice view from a window.



MILANESE STYLE

Simply stunning – the SCOPIA innovations on display at the Milan furniture fair. The versatile furniture system is now also available in core walnut. In combination with white lacquer, the wood delivers an especially elegant look. The SCOPIA added value: The modular units offer large, bold combinations as well as clearly structured solutions.



now!-news

by hülsta

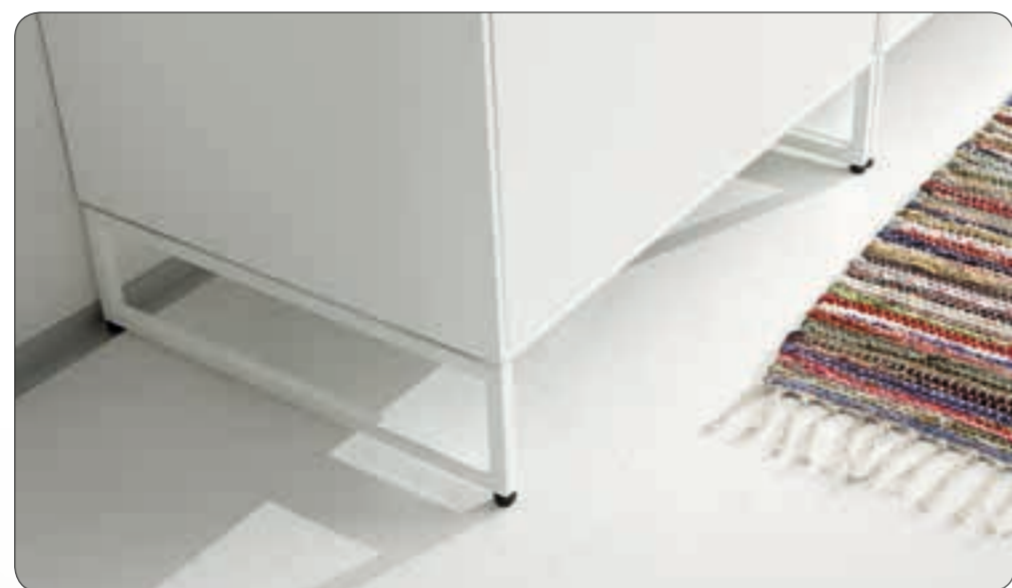
How can you give your living areas a facelift with minimal effort? Simple, with ultra flexible units that can be rearranged at any time - this perfectly reflects the now! by hülsta trend 2016. The designer team of the brand shows numerous new ideas in Milan. Vanessa Vos from the STOLZ editorial team summarises the top aspects.



How can you redesign your rooms? With the new now! accessories. Coffee tables, side tables and desks are so light that they can be easily repositioned to create a different effect. They are practical all-rounders that can effortlessly provide ever new looks in fresh colours.

now! easy
by hülsta

now! easy offers everything to give rooms a new look: beautiful single pieces effortlessly create a spacious living room combination - or vice versa. The stylish arched supports are particularly striking: The new frames give now! easy an even more individual look.



now! dining
by hülsta

With immediate effect, the popular dining table ET 20 is available for even the smallest room - it can now be supplied in size 1x1.2 m. For those, who require a little more space every now and then, the ET 20 is also available as an extendable version.

ET 20

ES 20



now! mag
by hülsta

mag your life! One system - endless possibilities. Launched at the Cologne furniture fair, now! mag has won enthusiastic approval. now! by hülsta has recently extended the choice of colours for this crowd pleaser. Probably the most flexible living room combination in the world has therefore become even more colourful- and is simply perfect for people who love to rearrange their living environment.

MAG

now! birdy
by hülsta



now! birdy is a stool and storage surface at the same time. Light as a feather, the little "bird" flutters from one place to the next. It also works well in a combination of two or three units, making an impressive statement in any room. For the exhibition in Milan, now! by hülsta even produced a version in velvet in many trend colours.