Wake up.
The inspiration for Lomme began in London, where a full night’s sleep is as rare as a scorching winter’s day. Agnieszka had been doing some research on sleep deprivation, which affects a staggering 100 million people worldwide. It didn’t take long for the causes to present themselves. Alarms buzzing. Computer on. Street cleaning on Thursday. Seventeen repeating messages on the answerphone. The refrigerator’s insufferable hum. Work. Car. Go.

Good morning modern life. As we’re continually bombarded from all sides at all hours, it’s only natural that the effects of stilted, interrupted sleep have begun to compromise our daytime lives. Before 6am conference calls and chirping mobile phones, we had a more consequential reason for waking up. Nature’s alarm clock is the sunrise, which, by contrast, is intelligently designed to do away with that horrid buzz.

Getting back to natural sleep basics without renouncing our daily obsessions required a new way of thinking about rest. Agnieszka and I came up with what seemed a simple solution: What if we crafted a bed that protected you from all these things?

We grew increasingly enthusiastic about the idea of creating a place that restored the sanctity of sleep, but it was time for another important paradigm shift.

We said goodbye to London.

“there is no hope for a civilisation which starts each day to the sound of an alarm clock”
~Author Unknown

www.lomme.com dare to dream
Dawning.

In Lichtenstein we found an energy that we were looking for. The mountains, the water, and even the people here are completely different than those in Britain. Ignoring naysayers, we said our London goodbyes and moved in within a month. We formed a company to bring to fruition the results of our research, and came across the next link in our evolving journey: Günter Thöny. As a passionate designer with 25 years’ experience, Günter flipped over the idea and began sketching right away. Together we also found our technical designer, Andreas Batliner, who has an amazing way of concealing the most complex design behind something simple and pleasing to the eye. Soon a crazy project that started from sleep deprivation had moved into the realm of serious art and design.

We selected the name Lomme, which stands for Light Over Matter Mind Evolution. We showed the design to a manufacturer just across the border in Switzerland; he absolutely loved the idea and agreed to make a prototype using sophisticated materials and construction techniques originally meant for high-speed powerboats. All the pieces of our puzzle had fallen into place in Lichtenstein, a country with a population of just 34,000!

This led us to believe we were on the right path, but what we would eventually create astounded even us.

“sleeping is no mean art: for its sake one must stay awake all day”
~Friedrich Nietzsche
Nature’s workshop.
One of the first truly organic shapes to make its way into our homes, Lomme’s striking design instantly transports it into the realm of art. No edges, no sharp corners. It has a smoothness and roundness like the human body that makes you feel utterly protected. The egg forms the basis of many things in nature and, being such a natural shape, relieves us of all anxiety inside. This is also where the openness of Lomme’s design came from. It allows you to be very relaxed and sleep in a whole new way.

Aesthetics may be the first thing people see, but it’s when I tell them what Lomme does that people go from wanting one to needing one.

Sly-Tech.
We’ve refined the best technologies available with our own extensive research on sleep to make you feel incomparably at peace. But we’ve endeavoured equally hard to do so in ways that you’ll never see. The light therapy system allows you to awake as nature intended, with both light (and sound) gently beckoning you back to the daytime world. It’s amazing. You wake up in a totally different frame of mind.

Of course there is a massage system, but you will feel it, not see it or hear it. The mattress employs state-of-the-art technology that is more comfortable than anything else out there and blocks harmful electromagnetic waves and radiation. The acoustic system inside is phenomenal, but you’ll strain yourself trying to locate the speakers. The music seems to come from everywhere and nowhere. Lomme can also be as quiet as—well, as your old bed.

“In the future we may add things, but you still won’t see it,” Günter promises.

It’s the secret of what’s inside. And more interestingly, what is to come…

“sleep is the best meditation” ~Dalai Lama
The Lomme design platform.
Where do we go from here?

After 2 years of research, a fantastic launch in Milan, hundreds of enquiries each week, we can’t keep up with the public response. Our team is so enthused about its success that ideas are now bubbling over the pot. We’ve been approached from all ends of the globe by individuals and organisations with the same positive energy, who talk avidly about incorporating the fundamentals of Lomme into new places: Garden Lomme, Lounge Lomme, Disco Lomme—who knows?

People ask us about plasma TV screens and the like, but we’re going in a different direction with high tech: one that looks startlingly like nature. We’ll have accessories, pillows and duvets, but always with the same quality thinking. There’s no need for shocking colours—you can change the colour inside the Lomme with your remote control anyway. As Günter tells people, “We could have used diamonds from Swarovski—but that’s not the point.”

Everything that we’ve accomplished with Lomme has led us to believe that we’re on the right path. The Lomme platform will continually evolve to be more than it is, fitting your mood and your environment and adapting to nature around you. We’re not stopping. We’re moving forward.

“sleep is the golden chain that ties health and our bodies together”

~Thomas Dekker
TEAM: The Lomme Design Platform

IDEA AND CONCEPT
Agnieszka Bernacka, Edward Fitzpatrick

DESIGN
Günther Thöny

TECHNICAL DESIGN
Andreas Batliner

STORY BY
Benjamin Zadik

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