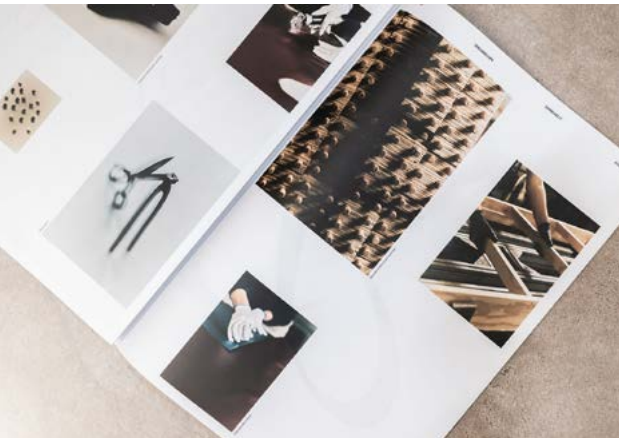
Press *release*



Moessmer × Simmons
Beyond the Ordinary 2026







Inhabiting a Landscape

Simmons and Moessmer bring together sleep culture, textile tradition and South Tyrolean heritage in a shared project for hospitality. Materials, forms and regional craftsmanship become a new interpretation of comfort.

Bolzano, october 2026 South Tyrol is shaped by mountains, climate, materials and a culture of craftsmanship in which experience and function are closely connected.

This shared understanding forms the basis of a project by Simmons and Moessmer. For more than 150 years, Simmons has been dedicated to restful sleep. In this project, the company's manufacturing expertise meets the textile tradition of Moessmer, whose history began in Bruneck in 1894. Wool, loden and the proximity of the mountains continue to shape the manufactory today. This experience can be felt in the material itself: in its touch, structure and surfaces that convey warmth, protection and familiarity.

The designs developed by Simmons give these fabrics space to express their character. They are not treated simply as a surface, but become part of the design from the very beginning. Form, volume and proportion evolve in dialogue with the material.

Moessmer's textile sensibility and Simmons' manufacturing expertise come together in a shared design language defined by materiality, a sense of protection and comfort.





The Region Within

The connection to South Tyrol continues inside the sleep systems. Mattresses from the Natural Heritage line are used, developed with particular attention to natural materials and the needs of hospitality. Among the materials used is wool from the Villnösser Brillenschaf sheep. A regional resource thus finds its way into one of the most personal aspects of a hotel stay: sleep.

Hospitality You Can Feel

Hospitality often reveals itself in the details: a pleasant touch, the right temperature, a sense of protection or the quality of a night's sleep. South Tyrol's culture of hospitality and Simmons' expertise in sleep meet precisely here. The beds become individual interpretations of a landscape, connected by shared values: respect for materials, trust in experience and the belief that care makes a difference.



About PRIMA

Radicata in Alto Adige, influenzata dalla cultura italiana del design e con uno sguardo internazionale. Da oltre 30 anni PRIMA interpreta il mondo dell'ospitalità con creatività, sensibilità per i materiali e attenzione ai dettagli. Insieme ad albergatori e ristoratori, l'azienda sviluppa concept, prodotti e dettagli distintivi capaci di rendere visibile l'identità di una struttura e di creare atmosfera.

PRIMA — We are Hospitality Designers.

Contatto stampa

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