



Berlin, February 15th 2018

PRESS RELEASE

A tree broker, hand-made tiles, traditional mattress craftsmanship & a ski manufactory: unique database of home and living experts goes live.

Firstliving.com, the new service portal for premium home living, features an online database with roughly 400 leading experts on home and living, interior design, craftsmanship and lifestyle from Germany, Austria and Switzerland.

Firstliving.com makes finding and choosing designers, interior decorators and craftspeople for your own apartment or house easier, more transparent and faster. The new online portal for high-end real estate now offers a unique, free online database with roughly 400 experts for everything to do with home and living, interior design, craftsmanship and lifestyle from all around Germany, Austria and Switzerland. New service providers will be added on a continuous basis.

Spanning 25 specialist fields, the First Living database of experts includes all key segments for high-end properties, such as kitchens, saunas, floor coverings, fireplaces, wall design, security and pools, as well as removal and smart home experts. Users can be sure they are choosing premium quality: The First Living team verifies the experts' certifications, references and services, listing only the best service providers. The curated database focuses on producers, manufactories and designers who deliver unrivalled quality or have rediscovered traditional craft methods.



Here are four selected experts as examples of the whole spectrum of service providers. For instance, firstliving.com lists Germany's only *International Tree Broker*: Katharina von Ehren finds the perfect plants for landscape architects, gardening companies and private individuals. The expert scours hundreds of arboretums throughout Europe for the best greenery – whether for the perfect garden tree, a 70-year-old Bonsai, espalier fruit, a 14-meter-tall specimen tree or an entire tree-lined avenue. The Hamburg-based broker is a full-service provider when it comes to creating a unique garden, offering everything from personal consulting, research and selection, to delivery.

www.firstliving.com/experten/international-tree-broker-gmbh-9464

Karak, a young Austrian tile manufactory, unites tradition and technology in hand-made designer tiles. By combining the ancient Japanese Raku firing method and digital graphics, the experts create tiles with unique surfaces. Karak's team of designers, architects and artists stand out with their highly developed understanding of esthetics, and embrace the conflict between perfection and "flaws". For the makers, perfection is only a guideline – what really fascinates them is the creative process. In close cooperation with their clients, they create exclusive objects that pave the way for sensual spaces: tiles, floor and wall coverings for kitchens and bathrooms, ornaments, individual designs and custom creations.

www.firstliving.com/experten/karak-8414

You make your bed, then lie in it. That is particularly true of Berlin-based mattress-maker *Daniel Heer*, as the craftsman has rediscovered a classic – the horsehair mattress. In his "Schöneberger Zimmer" manufactory, he produces made-to-measure unique pieces by hand – and customers can watch and experience the mattress they ordered being



produced according to the old family tradition. You can even spend the night in the guestroom and experience a new way of sleeping – on the Heer’s horsehair mattresses and finest white linen: Simply bed down, cover up and fall asleep. Or close the door and dive in.

www.firstliving.com/experten/daniel-heer-58921

Swiss ski manufactory *zai* strives to create a perfect synthesis of athlete and equipment with its skis. A zai ski consists of the essential elements for perfect quality and performance. zai’s manufacturing philosophy – “innovate to perform” – knows no compromise. Skis made by zai use finest materials such as cedar and walnut wood, Alpine granite, natural rubber and high-tech carbon mixes. These unique materials are combined innovatively, using traditional craft skills optimized with the latest technology. With this “handmade meets high-tech” approach, zai reaches far higher quality, durability and performance than mass-produced skis.

www.firstliving.com/experten/zai-ag-24209

ABOUT FIRST LIVING

FL First Living GmbH (firstliving.com) takes real estate hunting in the premium segment into the digital age. Unlike traditional real estate portals, the First Living online service only presents rental and purchase properties in the premium market and is the first of its kind to pool the portfolios of leading real estate agents and project developers. The portal initially showcases premises from the Berlin-Brandenburg metro region, but will also cover other regions in future. The service is supplemented by a unique database of outstanding experts in the fields of planning, interiors and craftsmanship. First Living rounds off its package with a monthly online magazine on home living, architecture, lifestyle and design. The company’s core team of roughly 20 employees are headed up by founder and CEO Sebastian Höft.

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