Sebastian Herkner

Mountain Trail

M2R is a label for high quality hand knotted design rugs.

Marcel Müller has been working with handmade rugs for more than 15 years and has held leading positions for some of the best international brands. In doing so he had the opportunity to compare styles, designs and philosophies.

In 2022 he started the label M2R because he wanted to break new ground and realize his own ideas. The M2R collections now available are the result of his passion for traditional craftsmanship, uncompromisingly high-quality materials, extraordinary, space-defining colour worlds and the creation of modern, sustainable designs.

The VIVA CON AGUA collection was created in cooperation with the Hamburg-based non-profit organization. The designs of this collection come from six artists who support Viva con Agua with their work. The result is a broad ranged and individual collection with different themes, styles and techniques. Parts of the profit go to Viva con Agua drinking water projects in Nepal and India where the rugs of this collection are manufactured.

Supporting such projects is one of his contributions to sustainability in the production of high-quality hand knotted rugs. He thus wants to improve the lives of the people working for M2R. That is why M2R is also a certified partner of the Swiss fair trade label STEP. The high standards monitored by STEP are instrumental in valuing the work of the weavers.

Artist description:

Sebastian Herkner (born 1981) studied Product Design at HfG Offenbach University of Art and Design. During his studies he began to focus on designing objects and furniture, honing his keen sense for materials, colors and textures. For a short while he then worked for Stella McCartney in London. In the year 2006 Sebastian Herkner founded his own studio. Since that time, he has designed furniture, lamps and smaller items for manufacturers such as Ames, and Tradition, Cappellini, ClassiCon, Dedon, Ex.t, Fontana Arte, Gubi, Linteloo, Moroso, Pulpo, Rosenthal, Schramm Werkstätten, Thonet, Wittmann and Zanotta. Herkner also realizes interior architecture projects and museum and exhibition design. His works have won numerous accolades – among others the IF Award, the Iconic Award and the Elle Deco International Design Award (EDIDA). As Guest of Honor to imm cologne 2016, Sebastian Herkner provided the design for "Das Haus". Maison&Objet has elected him 2019 "Designer of the Year". In 2020 Sebastian Herkner won the most prestigious design award in Milan, the EDIDA award for Best Designer of the Year.