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"Design with a soul" - David Mast Design



San Francisco designer David Mast's guiding principle? "I am a storyteller. Design without a story is design without a soul." Mast, known for his cutting edge, 21st-century designs, brings comfortable living and sanctuary from the outside world into the reach of every client with this creed.

Mid-century home in Lafayette CA with asian influence. The eye is drawn to the outdoors contrasting the blue of the pool with the orange of the sheets.

"With every design, I have this great opportunity to educate my clients to look at the world around them in new ways. I hear what my clients say they want and I create something totally new and fresh. I tell a story for them, spark an emotional connection."

Mast takes his storytelling into every room in the home, including the bedroom. "We spend at least 50 percent of our life in the bedroom, sometimes more. We design to be comfortable and create an environment for a good night's rest."

The touted designer explains that McRoskey tells a story in its own right. "Even with a mattress, there should be a story. When I talk to my clients about McRoskey as a San Francisco mattress making family, people are intrigued by that. These mattresses did not just roll off an assembly, they are locally made.

Just a few years back, Mast didn't get involved in any mattress purchase discussions with his clients. He felt that it an intimate purchase that clients should be allowed to make on their own. But one day a client wanted a recommendation and Mast thought of McRoskey He visited the showroom in San Francisco and was most impressed by the comfort and the simplicity of the mattress-purchase decision he saw there. "McRoskey offers three comfort choices which allows a person to focus on the matter of comfort rather than being distracted by myriad of trendy mattress details. "Simplicity is a major focus in my work and I like that McRoskey has the same approach."

"It is phenomenal that McRoskey has been a household fixture for many families for generations. This is a wonderful testament to an outstanding product and company."

The San Francisco designer recalls a special McRoskey story involving a client remodeling his parents' mid-century home where he grew up. Mast took a look at the label on the mattress in the room that had once been his clients'... it was a McRoskey. "Although vintage by then, the mattress was still extremely comfortable. A true sign of McRoskey.

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WHAT CUSTOMERS SAY:

When I sleep on this bed I feel like one hundred angel hands carried me.
- Peter, 2006



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