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## Home



Don'tly Hoan

By JACKIE COOPERMAN

**M**ATTRESS companies are currently in a bedding bidding war — trying to snag consumers tired of traditional stores. Benefiting from compression technology that can fit mattresses in mini fridge-sized packages, a clutch of “bed in a box” online shops have hit the market. They pose stiff competition to earlier entries like New York-based Casper, which launched in 2014. Most of the companies provide free shipping and returns within the first 100 nights, and most sell mattresses for under \$1,000.

# PILLOW FIGHTS

A slew of new mattress companies compete to be the best in bed

Lull's US-made foam goods arrive at your door in an easy-to-unpack box.



### THE PACKAGE DEAL:

#### Brooklyn Bedding

Twenty years after beginning as a family-run discount mattress company, Brooklyn Bedding debuted online service in 2015 ([brooklynbedding.com](http://brooklynbedding.com)). The outlet — named for its founder's daughter, not the borough — sells one mattress type in soft, medium or firm. The company also has sheets, pillows and a foundational box meant to replace a typical box spring. The mattress and box ship compactly well-suited for cozy New York apartments. Mattress prices range from \$450 to \$1,050.

### THE MOST BESPOKE:

#### Helix Sleep

Created by a trio of dissatisfied, Ivy League-educated American millennials — and the European Ph.D.s they hired — Helix Sleep is great for those who want to go bespoke. Customers fill out a two-minute online questionnaire that asks about weight, height, posture, neck or back pain, and



To rival startups, Sealy launched Cocoon at a lower price point.

Courtesy: Sealy

The company's also introduced down duvets and pillows, and this summer will roll out tailored sheets. Priced from \$1,180, Wright's mattresses are more expensive, but they are cushier and include services, like white-glove delivery and removal of existing mattresses, which get recycled.

### THE MOST REINVENTED:

#### Cocoon by Sealy

Not wanting to miss out on the

preferred sleeping position. Helix Sleep also customizes mattresses for couples. Within seven to 10 days, it sends out a custom-made, ergonomically designed mattress manufactured in the United States. Prices range from \$600 to \$995 ([helixsleep.com](http://helixsleep.com)).

### THE MOST PLUSH:

#### Wright

Created by a former McKinsey consultant who went through 26 prototypes and many Jawbone Up sleep trackers before he was satisfied, Wright's medium-firm mattress has four layers of eco-friendly foam. To offset foam's warmth, Wright uses gel particles and built-in ventilation.



Wright's beds have memory foam.

Nathan Leppin and Elena Murr

## Rental Report Night at a Museum



Miguel de Guzman

A Brooklyn building's art show.

**W**HAT'S it like to live inside of a living, breathing art gallery? Ask one of the tenants at **66 Rockwell Place**, the 326-unit luxury high-rise that opened in Downtown Brooklyn last year. In an effort to foster community and culture within this **Ismael Leyva**-designed building, where available units rent from \$2,400 to \$4,500 per month, developers at The Dermot Company enlisted **Phong Bui**, editor in chief of The Brooklyn Rail art journal (and former curatorial consultant to MoMA PS1) to orchestrate the artful takeover of entire floors.

Bui chose 17 current and former fellows of the LeRoy Neiman Center for Print Studies at Columbia University to “hijack” liminal space and express themselves — with no rules, no limits, no timeframe.

The result is stunning. On the floor reimagined by installation artist **Ines Esnal**, the walls are bare, but the ceiling is plastered with mirrors (above). For printmaker **Nathan Catlin**, a large-format horse in a foxhole took hold of his imagination. “This project of creating site-specific interventions in the hallways ... is very meaningful to us, mostly because the notion of art being accessible to all people has always been an integral part of what we do,” Bui says. And when he says “all people,” he means it. Check the website ([curatorialprojects.brooklyn-rail.org](http://curatorialprojects.brooklyn-rail.org)) for open-house nights, when you can wander The Hallway Hijack yourself.

—Heidi Mitchell