

## MEDIA RELEASE

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### Moroso at SIA Guest in Rimini 2009

The Friuli-based company becomes a leading player in hospitality as it exhibits this year, 21-24 November, at Italy's top trade show for the hotel and hospitality industry.

Moroso's sales management explains why the company has decided to be a part of this major fair, an unmissable event for Italian and international industrial firms operating in the hospitality market: *SIA Guest is a benchmark show for anyone working in the contract sector because it's the event where demand and supply come together. Moroso has long worked in this market; we have provided it with a very wide variety of products, some of which were specially designed and developed to meet particular needs in this sector. Besides, this year we're official suppliers for the Palacongressi in Rimini, so we really couldn't fail to be at SIA Guest!*

Moroso's 100-square-metre display area inside the exhibition hall was developed from a concept by architect Emiliano Calderini, who sought to pay homage to a work by a Brazilian Neoconcretist artist. The open space features an installation of shafts of light, created by fine copper threads, which illuminate the products floating in an area of undefined borders. A suspension effect in which two abstract notions like light and product concept take shape and become material. This zone showcases indoor designs such as **Patricia Urquiola's** Fjord, Rift and Bloomy chairs, For Use's Y Chair and Karmelina Martina's Helix; together with **Tord Boontjie's** Shadowy collection, **Ross Lovegrove's** Supernatural and **Ron Arad's** Ripple Chair, all of which are ideal for outdoors.

Also, in the side-exhibition "Good Design Hotel, allestimento sostenibile ma bello" (Good hotel design: sustainable yet attractive interior décor), the space designed by architect Massimo Iosa Ghini showcases his **NewTone** collection which he designed for Moroso in 1989. The lounge area, designed by architects Gritti and Rollo, spotlights another best-selling contract design: Toshiyuki Kita's **Saruyama Island**.

Moroso Communication & Press Director

Daria Triolo tel. 0432. 577111 - [daria.triolo@moroso.it](mailto:daria.triolo@moroso.it)