

MEDIA RELEASE

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MOROSO EXPANDS ITS DESIGNS AND PLAYS WITH COLOUR IN STOCKHOLM

Moroso heads far north for Design Week in Stockholm where it features, as always, amongst the leading players in international design. **Front**, the creative group which *Architektur Und Wohnen* recently nominated Designer of the Year, will be Moroso's guest of honour in an encounter with the press at the Moroso stand, which was designed with an eye to colour and illusion.

"In an area suspended between floor and ceiling, coloured threads create an open space where products interact. Like a vast spider's web in which the products find their own dimension". This is the concept of the Moroso space, designed by Emiliano Calderini who drew inspiration from the colours of Moroso textiles, expanding and mixing them to become weaves of criss-cross threads forming surfaces or walls.

This thread pattern creates the spaces where the products are displayed, such as **Fergana**, Patricia Urquiola's new seating range. With very comfortable, deep seats, Fergana draws inspiration from the great salons of Oriental tradition but with a new twist through the use of embroidered motifs that mix an ancient language with a pop aesthetic. It is also important for its eco-sustainability. Separate construction modules are used in order to facilitate recycling the various elements (wood, iron, upholstery).

The Rift sofa and chair are also designed by **Patricia Urquiola**. Composed of different layers, like tectonic plates, they convey, in a highly unusual way, an effect of sliding movement and asymmetric fusion.

A particularly intriguing play of light and shadow distinguishes the area devoted to FRONT's Moment Collection where the three sofas, Soft Wood Sofa, **Cushion Sofa** and Draped Sofa, are illuminated by shards of light passing through the threads. The threads in this area are black, because black is the sum of all the colours of the products in the installation and to highlight the collection's concept based on the used of photographic images to create an illusion of movement on the products' surfaces. The effect is therefore a mingling of real and printed lights and shadows.

A completely different atmosphere reigns in the zone of the **M'Afrique** outdoor collection, where the colours of Africa are hand-woven to create uniquely-shaped seating. Such as Tord Boontje's Shadowy or Napòlou and Toogou by the designers Birsell+Seck. There are also pieces upholstered in African textiles, such as Philippe Bestenheider's **Binta** chairs or **Patricia Urquiola's** Fjord and Antibodi.

A luminous-yellow area is the setting for two new presentations: YY-Chair by the **For Use** designers: a chair made of oil-finished solid oak, a simple, elegant design which nonetheless creates a high visual impact. It is displayed next to Ron Arad's No Waste table. Nipa Zupanc's **Tailored Chair** has a soft, graceful feminine shape, a unique chair which can be customised like an outfit.

Creating a two-dimensional, harmonious effect among the products, the Golran rugs **Carpet Reloaded for Moroso** are old rugs reinterpreted, and each unique, to form a special limited-production collection. Past and present meet in a mixture of ancient manufacturing expertise and contemporary design. Rugs decoloured and recoloured, "unravelling" and rewoven by expert rug-makers who apply their skill with full respect for the original material (wool, cotton, angora, black goat's wool, hemp, mohair, linen).

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