**Moroso and Olafur Eliasson at the “supersalone” in Rho with the “Secret Cubic Shelves” bookcase, a project based on “Green Light – An artistic workshop”, an art installation presented at the Venice Biennale in 2017.**

**Moroso and Annabel Karim Kassar with the Salon Nanà project, in the shop windows of via Pontaccio.**

Moroso confirms its participation in the long-awaited September design event in Milan and it is a double presence: a stand at the **“supersalone” at the trade fair in Rho** and a **new display in the Milanese showroom** in Via Pontaccio.

At the “supersalone”, from **Sunday the 5th to Friday the 10th of September**, **Moroso** will present the project by **Olafur Eliasson**, **“Secret Cubic Shelves”**, a design born from the installation **“Green Light – An artistic workshop”** realized by the artist at the 57th International Art Exhibition – the Venice Biennale in 2017.

**“Secret Cubic Shelves” is built around a rhomboid-shaped negative space, delineated by modules. The modules are based on the geometry of the golden triangle.** In this new edition, the product is made entirely of iron (recycled and recyclable), with non-toxic powder coating, boasting a short supply chain, as well as the solidity and durability of the products, able to guarantee reduced waste of resources, raw materials and energy and, consequently, a lower environmental impact, in line with the philosophy of the cultural project of the Icelandic artist **Olafur Eliasson**.

The **showroom in via Pontaccio** instead revamps its look with a **new installation curated by Marco Viola.** The space will be open every day and is accessible by appointment until the **19th of September**.

The protagonist of the shop windows in via Pontaccio is the **Salon Nanà Collection,** the result of the new collaboration between the **French-Lebanese designer and architect Annabel Karim Kassar** and **Moroso**.

The **Salon Nanà** **Collection** is designed to evoke images of convivial atmospheres like the ones you might expect to find in the literary circles of the late 19th century (the name is inspired by the book “Nana” by Emile Zola, released in 1880). The collection features a flexible modular sofa system which can adapt to various situations, and two different collections of side tables, all of which are inspired by Moroccan traditions. “I lived in Morocco for three years and adore the black and white striped djellaba, worn by men, which you can see everywhere in the Medina,” explains **Kassar**. “With the fabrics of the sofas of **Salon Nanà** I wanted to bring to mind a place, a time, an atmosphere. A constantly evolving state of mind contrary to everything that is static.”

To complete the display of the ground floor, the new **Pacific** sofa and armchairs designed by **Patricia Urquiola**. **Pacific**, with its rounded and oversize forms, evokes the relaxed and laid back atmospheres of the American West Coast, from which it takes its name.

**The Swiss/Argentine designer Alfredo Haberli** exhibits the **Taba collection**, a family of products created for multifunctionality in every aspect of existence: living, sitting, conversing, working. The overlapping of different organic lines and a softness characterised by the asymmetric forms forges the **TABA** philosophy. Its shape evokes that of the TABA, the name of a cow’s bone specially carved for the occasion used in a game of rural Argentina.

The **TABA collection** consists of eight pieces: a sofa, two armchairs and five ottomans. They all provide a vast range of possible uses both in public and private areas.

The **“Secret Cubic Shelves”** bookcase by **Olafur Eliasson is present** in via Pontaccio as well, together with the **Himalayan rugs**, **Matrix** and **Sama**, made exclusively for **Moroso** by the historic supplier **Golran**.

**“Himalayan rugs”**, carpets created with the kilim technique, present an unprecedented combination of materials: Allo fibre (Himalayan nettle), banana tree fibre and jute.

The **“Matrix”** carpets are handmade, in wool and viscose in intimate blend, and they play with the glossy-matte effect of the two materials.

The **“Sama”** carpet introduces for the first time in Moroso’s proposal a round shape. It is made of wool with an external viscose frame.

Upstairs togheter with the recent collections **Gogan** and **Ruff** designed by **Patricia Urquiola**, we find the **Frame-shift** bookcase by the architects **Oscar and Gabriele Buratti**.

**Frame-shift** is an essential system, made up of very few elements that are repeated by means of vertical overlapping, to form compositions characterised by the horizontal essence of the planes.

“**Frame-shift** is a systemic piece of furniture designed to be transversal in the **Moroso** collection. A simple compositional idea, by superimposition, characterises single-sided wall elements and double-sided partitions, low and high volumes, open bookcases and closed furniture, which give structure to the spaces, connecting and separating the spaces of the living and dining areas, of the bedroom as well as of the study area,” the architects **Buratti** explain.

Finally, to complete the display, the corner dedicated to the **Diesel Living with Moroso** collaboration. Two new items are presented: the **Cloudscape** sofa, characterised by large cushions that design the shape and support the seat, providing a unique comfort, characterised by the “stitching”, a stylistic code of the **Diesel Living with Moroso** collections, and the **Mecano Shelving System** bookcase, characterised by clean and geometric lines, which can be installed on the wall or ceiling, thus becoming a versatile partition within an environment. The design of this modular shelving system, of strong industrial inspiration, expresses all its technical details, without hiding them.

Three **talks** will be scheduled in the showroom: on *Monday the 6th at 5 pm*, **Patrizia Moroso** and **Damir Eskerica** **(the CEO of Moroso)** will present a preview of **More-so**, Moroso’s new unit dedicated to R&D and collectible design, special guest **Ron Arad**; on *Tuesday the 7th at 3 pm*, **Annabel Karim Kassar** will dialogue with **Patrizia Moroso** and the journalist **Laura Traldi**, while on *Wednesday the 8th, at 3 pm*, there will be a conversation between **Patrizia Moroso**, **Anders Byriel (the CEO of Kvadrat)** and the journalist **Cinzia Felicetti**.

All the talks will be transmitted in streaming on Zoom and on our official channels.

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