**Moroso introduces its new 2021 products to the Chinese market with an important exhibition in Beijing**

Following its success in **Milan** and participation in the **London Design Festival**, **Moroso** will reveal its **new 2021 products to the Chinese market from 12 to 15 October in Beijing**, a hub for international brands, architects, designers, and buyers from the Chinese market.

The event will take place in the **Moroso** flagship store, on an area of **over 380 square metres set up specifically for the occasion** in space provided by Moroso’s local partner, **Classic Living**. **Classic Living** was founded in 1993 with the mission of promoting an international lifestyle culture. It distributes high-end international furnishings in China, and since 2020 has been a partner of **Moroso**, which established an initial presence in **Beijing** in 2014.

The **Salon Nanà** project, which was **recently presented in Milan** and is the result of new collaboration between **Moroso** and the **Franco-Lebanese designer and architect Annabel Karim Kassar**, will dominate the exhibition area. The **Salon Nanà** collection, so named to evoke the conviviality of late nineteenth century literary society (Emile Zola’s book "Nana" was published in 1880), includes a flexible and modular sofa system that can be adapted to different settings, plus two collections of coffee tables inspired by Moroccan tradition.

The arrangement will be completed by **Patricia Urquiola's** new **Pacific** sofa, with its rounded oversized shapes evoking the laid-back atmosphere of the American West Coast from which it takes its name. **Pacific** will be accompanied by **Ruff** and **Getlucky** armchairs, also designed by **Patricia Urquiola**, plus **Himalayan Matrix** and **Sama rugs**, made exclusively for **Moroso** by **Golran**, a long-established supplier.

The new **Frame-shift** bookcase designed by architects **Oscar and Gabriele Buratti** will also be on display. The essential lines of the **Frame-shift** system are produced by the repeated vertical overlapping of a small number of elements, creating forms characterized by horizontal top surfaces.

Finally, **the corner dedicated to the Diesel Living With Moroso collaboration.** **Two new items** will be on show: the **Cloudscape** sofa, with large cushions displaying the characteristic "stitching" motif of the **Diesel Living with Moroso** collections, adding shape, and supporting the seat to provide exceptional comfort; and the **Mecano Shelving System** bookcase, with clean geometric lines, which can be installed on the wall or ceiling and used as a versatile divider in appropriate settings. The design of this modular shelving system shows obvious industrial inspiration, with technical details fully exposed to view.

The event will see participation by celebrities, famous designers, local partners and clients. In addition, on **Wednesday 13 October (4-7 pm)** a **workshop** **entitled "From fiber to product: the exciting journey of a textile”** will be held in the **flagship store in collaboration with Kvadrat**. It will be attended by about forty designers who will be invited to demonstrate their creativity by reinventing the **Clarissa** armchair, a masterpiece of the **Moroso** collection **designed by Patricia Urquiola**. **Kvadrat** will support the designers' creativity by providing a wide selection of fabrics for use in upholstering the 3-D model of the armchair.

This important event is a **further step towards a stronger Moroso presence in Asia.** In fact, **Moroso is already present in China, with ten flagship stores in Beijing, Foshan, Guangzhou, Hangzhou, Nanjing, Ningbo, Qingdao, Shenzhen, Xi'An and Wenzhou. Two further single-brand stores** in **Suzhou** and **Wuhan** are in the design phase, with openings planned for the first quarter of 2022.This extends the series of **Moroso** openings in **Asia**, encouraging a constructive and profitable dialogue with the Chinese market, which is increasingly attracted by the Italian company’s creativity and manufacturing prowess.

**Moroso** also has mono-brand stores in **Seoul, South Korea**, and in **Ho Chi Minh City, Vietnam**, as well as numerous multi-brand stores in various countries in the Asia region.

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