**Milan Design Week 2022**

**This year's Design Week sees a triple presence of Moroso: an installation designed by Patricia Urquiola in Milan's historic showroom on Via Pontaccio features the new collections; Forest Wandering, an immersive sensory event dedicated to the Swedish duo Front Design's study on nature at the Teatro Filodrammatici di Milano and finally, at the Show itself, the collaboration with Diesel Living.**

**More than Reels at the Showroom**

**Patricia Urquiola**'s intervention in a complex space such as the **Moroso** showroom at **Via Pontaccio 8/10** is deliberately and unequivocally rational. Her aim was to show a single material in two different aspects: soft and solid. **Kvadrat Really, a rigid, felted material, hints at Moroso and Patricia Urquiola's aim to alter a space by using recycled material while creating balance and harmony with the environment and nature.**

To soften the effect, **Patricia Urquiola** chose two statement wallpapers that subtly emphasise the axial projection of the room, and which are part of the **Rooms** capsule collection, the wallcoverings she designed **for CO.DE by Jannelli&Volpi.**

On the first floor, the design follows the same colours and textures. The lounge space is defined by rigid **Kvadrat Really** felt panelling and columns in the same material, while blackout curtains regulate the light, creating a clean, neutral environment.

**The design is environmentally friendly, starting with the use of easily exploitable and reusable modules and especially of a material made from recycled cotton and wool, derived from textile industry offcuts and Kvadrat production scraps. Durability is a fundamental part of the project, which will characterise Moroso's space until the end of 2022.**

There are many new products, also in terms of sustainability research.

\_ **Anorak** is the new modular system designed by **Patricia Urquiola for Moroso**, where **wearability** becomes the prelude to a new way of living and thinking about upholstered seating. It is a new **language**.

"It all starts with an **intuition**: to imagine the upholstery of a sofa as clothing and, the sofa itself, as a body to be dressed. I associate padding with a feeling of softness, of protection, of comfort, of relaxation. The name **Anorak,** a derivation of the West Greenland **Inuit** word ***annoraaq*,** defines a model of padded hooded jacket characterised by the presence of only an opening for the head or, in newer and sportier versions, of a continuous zipper," **Patricia Urquiola explains**.

Undressed, in its construction choices **Anorak** reveals how the concept of wearability represents only the apex of a complex design system. "Every single element that makes up the sofa can bedisassembled; the upholstery is not attached to the structure, but can be removed, slid off," says the designer.

\_ **The new collection by the Swedish duo Front**, **Pebble Rubble,** is also present in Via Pontaccio: a sensory experience. An illusion that lures us and captivates us, altering our perception of space and time. Alongside our frenetic daily routine, nature’s slow and boundless rhythm.

In Pebble Rubble the most evident characteristic is the **similarity of the upholstered volumes to those massive rocks**, polished by the tireless rain and wind and cloaked by an organic or plant layer capable of softening its roughness and making the surfaces comfortable and welcoming.

\_The new project for **Moroso** by Dutch designer **Wieki Somers, Somewhere** represents an important step in the company's research into a more sustainable ways of producing.

**The Somewhere Collection** iscomposed by a series of daybeds and a bookshelf system and produced entirely from **Solid Textile Board of** **Kvadrat Really**, a sustainable material made of recycled wool and cotton.

The aesthetic appeal lies above all in the simple elegance and elaborate details of the products, which are specifically designed to evoke a sense of tranquility and peace. The look pays homage to the Japanese culture with minimal material use and the consideration for the little daily rituals of our lives.

The furniture fits contemporary culture, following the evolution in the use of spaces, where traditional divisions between personal and professional settings blur.

\_A new product is presented also by **Jonathan Olivares**: **Square** upholstered seating was made to design for the new **Kvadrat showroom in New York** and is now introduced into the **Moroso** product catalog.

**Square** was created as a work chair and is characterised by essential geometric shapes and precise, necessary lines; it is lightweight and easy to move. Its geometry allows for the free and informal use of seating surfaces; in fact, the backrest also lends itself to becoming a multifunctional tabletop.

On the upper floor of Via Pontaccio we find the recent collections such as the **Gogan** sofa**,** designed by **Patricia Urquiola** and inspired by the shape of Japanese stones polished by time and water: the comfortable seating is enhanced by the choice of the fabric with a rich bouclé texture, recently rediscovered from the 70s **Moroso** archives. With **Gogan** there is also **Pacific,** again by **Urquiola**, a sofa with a soft, woolly fabric and a round, oversize shape with the relaxed vibe of the **American West Coast**.

**Salon Nanà** is born from the collaboration with the French-Lebanese designer **Annabel Karim Kassar.** The Middle-East inspired collection **-** a series of sofas, sommiers, chaise longues, armchairs and coffee tables - evokes the convivial atmospheres of late 19th-century literature (Emile Zola's book 'Nana' was published in 1880)..

**Forest Wandering at the Teatro Filodrammatici di Milano**

The evocative setting of the **Teatro Filodrammatici** is renowned for its 20th-century architecture by **Luigi Caccia Dominioni**. The underground auditorium, the plastic staircase leading to the galleries and stalls and **Francesco Somaini**‘s mosaic decorations create the ideal setting for **Forest Wandering**, an event featuring the work of Swedish designers **Sofia Lagerkvist and Anna Lindgren** of **Front Design**.

The installation was organised in collaboration with **Kvadrat Febrik** and continues **Front**'s immersive project **Design by nature**: a play of light, sound and projected images, evoking the natural environment. Open from **7 - 10 June**.

More than just simulation, this evocative setting is rooted in the long research project during which the design duo explored the therapeutic effects of nature on people's physical and mental health and the cultural and psychological significance of unspoilt environments, particularly those of their native Sweden.

This meticulous investigation of nature was also the inspiration for the **Pebble Rubble** project: primarily a sensory experience, it creates a pleasant illusion that attracts and intrigues the observer, altering not only our senses but also our perception.

Imagine you’re looking at a mighty and mysterious work made from huge and heavy blocks of stone that - in a time other than our own - 'someone' has lifted and positioned to create these megalithic seats. Now imagine that all this is happening somewhere rather unexpected, in a distant context with a different urban density and form of expression. Finally, imagine yourself approaching these stones, brushing against their surfaces and, only then, being amazed by their softness.

**Arda** is a fabric designed by **Front** and made by **Kvadrat Febrik**. Its development is based on the scanning and photographic transposition of natural patterns and surfaces, and it’s the covering designed for the **Pebble Rubble** Collection: 16 colours - 4 of which are exclusive to **Moroso** - allow you to change the appearance of each element, ranging from the nuances and colours of rocks and minerals to the soft feel of moss and lichens and the first snow.

**At the show: Diesel Living with Moroso**

**Moroso** is in **Rho Fair** with **Diesel Living,** presenting a "moving" stand, with distorted reality and special effects intended to highlight the multitude of changes over the past two years of pandemics and lockdowns. Reality *moves*, bringing to life bookcases, coffee tables, lamps and sofas and turning objects upside down. It’s a captivating mood well-suited to a company like **Diesel Living,** always at the cutting edge.

There are some new additions to the Diesel Living with Moroso family: the **Nebula armchair** and **tables** and **Galaxy Table** collections**.**

\_The new oversize **Nebula armchair** brings with it all the comfort and boldness of a sofa, but in a single-seat version. The chair’s upholstery also follows the line of the sofa: a simple shape with seams that break up its geometry. Soft as a large cloud and generous in its forms, Nebula is the ideal chair for a moment of pure relaxation.

Together with the **Nebula armchair**, **Diesel Living with Moroso** has also enriched its catalogue adding new fabrics: alongside the classic **Pepe** canvas, a fabric featuring recycled cotton that was added to the brand’s offer last year, we see the addition of a new responsible fabric, **Floki. Floki** is a corduroy fabric designed for both residential and contract use, featuring recycled polyester: its vintage 1970s look has an innovative twist.

**\_**The new **Nebula** range of coffee tables rises to the challenge of creating a collection of small wooden tables with strong but simple lines that match the personality of the **Diesel Living with Moroso** collection. The group of four models has distinctive lines and dimensions.

\_The **Galaxy Table** collection expands the range of printed tables from Diesel Living with Moroso, this time with two cosmically-inspired. graphic designs, **Dark Galaxy** and **Red Galaxy**. The duo, one oval and one round, both have a printed glass top and a steel base.

**AT THE SHOWROOM**

Novelties 2022

Press Preview
Sunday 5th June from 2pm to 7pm Monday 6th June from 10am to 1pm

7th — 12th June from 10am to 7pm

MOROSO SHOWROOM

via Pontaccio 8/10, Milano

**AT TEATRO FILODRAMMATICI DI MILANO**

Forest Wandering

Press Preview
Monday 6th June from 10am to 6pm

7th — 10th June from 10am to 7pm

TEATRO DEI FILODRAMMATICI

via Filodrammatici 1, Milano

**AT THE FAIR**
Diesel Living with Moroso

7th — 12th June from 9:30am to 6:30pm

FIERA MILANO, RHO
Pav.13 Stand C11-D14

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