**Moroso @ Stockholm Furniture & Light Fair 2023**

**From 7 to 11 February 2023, Moroso** will be at the **Stockholm Furniture Fair**, the world's largest fair for Scandinavian design, which focuses on sustainability and innovation in the furniture sector. The fair is reopening its doors after a break of almost three years, and looks forward to welcoming visitors from all over the world in search of the latest furnishing trends and developments.

For the first time in the fair's 20-year history **the 2023 Guest of Honour award** goes to a Swedish design studio, the Swedish duo **Front**, which has strong links with the international design scene and moves freely between the worlds of industrial design and gallery exhibition. Their work reveals an approach of investigation and research, and many of their recent creations demonstrate a strong relationship with nature.

Their **entrance hall installation** will epitomise the **Stockholm Furniture Fair 2023** with a presentation of the **Pebble Rubble** project, designed by **Front** for **Moroso,** in a scenic setting that was a star attraction at the Teatro Filodrammatici theatre during the **Salone del Mobile in Milan 2022**, with an interplay of light, sound and video projection evoking the atmosphere of Nordic forests.

The installation does more than simply simulate natural environments. It is based on **extensive research** which enabled the two designers to **enhance nature's therapeutic effects on physical and mental health**, as well as on the cultural and psychological significance of uncontaminated environments, particularly in Sweden, their home country.

The **Pebble Rubble** project, which above all expresses sensory experience, derives precisely from this meticulous naturalistic investigation. A pleasant illusion that attracts and intrigues, acting on perception as well as on the senses.

**Arda** is the fabric specially designed by **Front** and made by **Kvadrat Febrik**. Its development stems from the scanning and transposition of patterns and natural surfaces, and it was designed with the **Pebble Rubble Collection** in mind. It has 16 colours – 3 of them exclusive to **Moroso** – that offer the possibility of changing the appearance of each individual element, ranging from the nuances and chromatic gradations of different minerals and rocks to the softness of moss, lichens and the first snow.

In addition to the **Pebble Rubble** collection, the **Moroso** stand at the Fair will feature the **Gogan** sofa and **Ruff** armchairs, both by **Patricia Urquiola**, alongside the **Secret Cubic Shelves** bookcase created by the Danish-Icelandic artist **Olafur Eliasson**.

**Moroso**’s participation at **Stockholm Furniture & Light Fair 2023** after an absence of 13 years underlines its determination to be a leading player in the booming market of Scandinavian design, always held in high regard by Moroso, and to cultivate relationships and trigger synergies with designers and stakeholders in the field.

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7 – 11 feb 2023

**stand C05:20**

**Moroso Press Office**

Email: [pressoffice@moroso.it](mailto:pressoffice@moroso.it)

Tel: +39 02878990