**Moroso at the Milan Design Week 2023: appointment at the Moroso showroom in 8, Via Pontaccio – set up by Studio Urquiola – and at the "Diesel Living with Moroso"** **pop-up in 26, Via della Spiga**

This year, the Fuorisalone will see two appointments with Moroso: the historic showroom at 8, Via Pontaccio, designed by Studio Urquiola, and the unprecedented 'Diesel Living with Moroso' pop-up at 26, Via della Spiga.   
And finally, a preview of Ron Arad's Matrizia sofa, in a limited edition for More-So, hosted by the 'ill at ease' itinerant happening and open-air living room, which will inhabit the busiest courtyards of the Fuorisalone.

## A new face for Moroso's historic showroom at 8/10, Via Pontaccio

**Patricia Urquiola** goes beyond the concept of a simple showroom to let visitors into the brand's world, through a path of elegant domestic environments in which the delicate nuances of the interiors, in perfect expressive combination, enhance the furnishings on display. Space is transformed, everything opens up, perspective changes. The designer's intervention changes the visual impact and creates a new scenography, an open space capable of expressing the essence of the project right from the entrance.

The entire space is conceived based on the light, which invades it and makes it more welcoming, dynamic. The removal of pre-existing superfetations and the emphasis on the large, windowed drum create a luminous and evocative atmosphere, making the architecture an integral part of the installation. It is an immersive experience, inviting visitors to sit down and experience the **Moroso** **collections** through refined settings of contemporary living.

The project is also environmentally sensitive, starting with the use of the natural clays by **HD Surface** covering the walls of the entrance and on the first floor, and of the elegant carpet tiles designed by Patricia Urquiola for **Tarkett** on the floor of the large central hall.

## New products: the 'Rows' collection of storage furniture and tables, the 'Mr Loveland' and 'Mr Loveseat' upholstered system and armchair, the 'Pheaby' and 'Getlucky' upholstered chairs, the 'Theo' coffee table, the 'Mangiafuoco' coffee tables and centrepiece trays, the new 'Forest Wandering' textile collection and significant range extensions

A wonderful interaction between different languages. It is with this premise that **Moroso** presents its new 2023 products at the **Fuorisalone**. Its aesthetic and design vision is extended to spaces adjacent to the living room, **adding tables, storage units and accessories to the traditional practice of upholstery**.

Through a skilful **contamination between past and future, between industry and craftsmanship, between design and artistic expression,** Moroso thus creates a language of its own, a distinctive style that, without denying its attraction to a subtly decorative approach, rejects retro temptations and moves away from the minimalism of rationalist and Scandinavian design. This 'rediscovered' modernity is conceptual before being aesthetic; a different **vision of luxury and pleasant living** made concrete by the focus on sustainability and the quality of materials and workmanship.

Within a living environment characterised by an increasingly flexible and nomadic style, by routines hovering between the real and the digital, Moroso chooses to dialogue with the domestic space, creating a place where **design, art and** **creativity** can pervade everyday life and become an integral part of it, contaminating it to the point it becomes a lifestyle.

**'ROWS COLLECTION' - Collection of storage furniture and tables**

With linear forms and clear-cut symmetries, the **Rows** collection by **Patricia Urquiola** is geometrical and minimalist, expressing a refined artistic concept. Doors, side panels and table bases are both formal and decorative. The curved milled edge running the length of the surface is inspired by the *nature morte* of **Amédée Ozenfant**, a French writer and painter who founded the **Purism** movement.

The storage series comprises four types of units, including **two sideboards, a cabinet** and **a console table** with drawers, designed for the dining and living space. The units are made from particleboard with an oak veneer finish, applied using a membrane press - a process that preserves the continuity of the grain and gives the furniture an **artisanal** feel, without hiding the industrial method of production.

Urquiola also conveys the same expressivity of form in the **two rectangular tables**. Both pieces show a strong contrast between the solidity of structure, the graphic effect of the surfaces and the linearity of the table top, available in wood, back-painted glass or marble.The **Vertical** table, designed with a nod to classical architecture, brings to mind the fluting of a column. The sculpture influence is even more evident in **Diagonal**, a table whose perpendicular geometry and oblique lines add more movement to the structure.

**'Mr LOVELAND' and 'Mr LOVESEAT' - Upholstered system and armchair**

Lowland and Lowseat, two seating systems designed by **Patricia Urquiola for Moroso** in 2000, are revised and 'reused' through a different **approach to sustainability, which enhances an existing product by transforming it into an (ever)green piece**.

In the **Mr Loveland** upholstered system, elegantly **coherent with the original design**, **seats and backrests are softer** and gentler, while the tubular steel has been replaced by **solid wooden bases**. The new design choices enhance the architectural qualities of the series while maintaining the sophisticated rationalist mood of this sofa, as a stand-alone piece or in a composition.

Meanwhile for **Mr Loveseat** this stylistic approach is even more intense and powerful. The solidity of the sofa base becomes lighter and more delicate in the leg, tapering out almost to nothing, in a game of captivating lightness. This is a structural solution that gives **Mr Loveseat** a strong, contemporary character. Bold and independent, it’s the perfect stand-alone piece, but can also be grouped with other chairs for use in public or community spaces.

**'PHEABY' - Upholstered chair**

The approach used to construct the upholstered chair **Pheaby**, designed by **Patricia Urquiola for Moroso**, presents as an unusual antagonism between artisanal design and industrial thought, which resolves itself in the **pure structural efficiency** of the components. The legs, with feet rather more similar to a carpenter’s trestle than those of a chair, support a softly-rounded seat **with no sharp edges**.

**Pheaby** perfectly embodies the characteristics of its materials, revealing through **versatility, subtlety and comfort** the rational nature underlying the formal design choices.

**'THEO' - coffee table**

Through the gradual reduction of the decorative elements, **Theo,** designed by **Patricia Urquiola for Moroso,** is a reinterpretation of the early avant garde school of the 20th century.

The construction borrows from the principles of neoplasticism by **projecting a mini-architecture in scale.** The wall becomes a partition used to break up the space, separate and reduce it to an abstract geometric sign before putting it all back together in a balanced play between **full and empty**, positive and negative. The result is a new structure with a glass top, through which our eyes and the light, can traverse and penetrate the space within.

**"GETLUCKY"** **- Upholstered chair**

An upholstered piece that **extends the series** of the dining armchair **Getlucky**, designed in 2020 by **Patricia Urquiola for Moroso**. The backrest, a distinctive feature of the original project, has been adapted to the frame of a solid wooden structure, the prelude to a future extension of the collection.

**Comfortable**, generously-sized and welcoming, Getlucky lends itself to various types of upholstery, from velvet to elasticated fabric or even bouclé. This is a chair that adds a strong, contemporary feel to a dining, residential or public space.

**'MANGIAFUOCO' - Coffee tables and centrepiece trays**

**Mangiafuoco**, or Fire-eater, a project by design duo **Zanellato/ Bortotto for Moroso**, an ordinary copper object coated with vitreous powders takes on an unexpected splendour and startling colours when fired at high temperatures, leaving the metal intact.

This technique is used to create **two round coffee tables** and a **pair of centrepiece trays**, made unique by the processing of **fire-enamelled copper** with its elegant **concentric shade**.

**'THE 7 PLAYDS'** **- 4 new models**

Presented for the first time in 2019, **The 7 Playds**, designed and produced by **Elena Sanguankeo for Moroso,** has been updated in 2023 with **four new versions**. The concept behind the project is still the same: it is a modern take on the **manual technique of loom weaving**, and experiments with the use of embroidery, floating threads, patchwork and selvedges to create new artisanal practices fully in keeping with textile tradition.

The effect is to give due recognition to ‘**handmade**’ and to loom-weaving in particular. It’s a project that invests in *time*, with the accent on craftsmanship and the **elegance of materials**.

**'PACIFIC'** **- Modular sofa**

A new element has been added, transforming the Pacific sofa, designed by Patricia Urquiola in 2021, into a **modular system**. The single central module can be arranged with others, between one and four times, to allow for different spatial layouts in homes or public spaces.

**"FOREST WANDERING" - The new Moroso** textile collection

A fabric collection offering the possibility to **transform chairs and upholstered items into refined natural landscapes**. With a decorative approach reminiscent of Impressionism, **Patrizia Moroso** perfects the work begun with the Front designers in parallel with the development of the **Pebble Rubble** system. With **Forest Wandering**, this effort extends to the search for new textile structures, exploring in depth not so much the colours as the tactile and material possibilities. The Arda **knit** is paired with **wool and cotton bouclé**, **jacquard and roughened fabrics** unexpectedly teamed with a **toile de jouy wool** and a **recycled polyester print**.

The colour scheme evokes **a world in harmony with the colours of nature**. The cooler tones of green and grey-blue hint at the scents of dewy woodland or the freshness of unspoilt lakes and seashores, while the warm reds and beiges bring us back to earth and autumnal atmospheres.

The collection does not represent Nature itself, but the personal, private relationship each of us has with it.

**Diesel Living with Moroso Pop Up Showroom: 26, Via Della Spiga**

**Moroso** takes over the prestigious urban space of **Spiga 26,** the creative hub developed by Hines, the global real estate investment, development, and management company,in the heart of Milan's fashion, design and lifestyle Quadrilateral to create an unusual and bold pop-up store: **Diesel Living with Moroso** reinterprets space with a design that mirrors the brand's fearless, ironic and irreverent attitude. The new **pop-up showroom** is a bold, 360° representation of the **Diesel** style, summed up in the surreal and unexpected window takeover featuring the iconic **Diesel Red**. The pop-up will remain open for one month, from **18 April to 20 May** to leave a lasting and concrete mark. Featured are the most iconic and dynamic models from the **Diesel Living with Moroso** collection, all in red and arranged in fun-house style, with some elements hanging on the walls. Entering the space, the visitor moves from the energetic red to the bright tones of the more classic items in the **Diesel Living** world.

Some significant new products are also on display, such as the **High Cloud sofa**. An evolution of the **Cloudscape** model, the **High Cloud** sofa is the most sophisticated and comfortable product ever made. The composition, reminiscent of soft cushions, has a fresh and original design, which, coupled with a surprising comfort, makes it a truly unique piece of furniture.

The **Wood Wave** collection by **Diesel Living with Moroso** is a perfect example of contemporary dialogue between the clean, formal lines of Scandinavian design and the ironic touch of **Diesel.** Stackable chairs, stools and tables – made entirely of wood – are ideal for dining and lounge areas, and for minimalist residential environments.

The **Nebulone** coffee table is presented in a new **Denim** indigo finish, in contrasts with its strong, clean lines.

In addition, **Diesel Living with Moroso** expands its already impressive selection of fabrics by introducing responsibly-produced and environmentally-friendly natural linen and hemp. New fabrics include an acrylic-cotton blend that stands out for its lightness, a new linen for sophisticated chairs and the **Ricciolone**, a soft and velvety bouclé fabric.

## The Matrizia sofa will be hosted by 'ill at ease', an itinerant happening – from 18 to 22 April

On the occasion of the **Fuorisalone**, **Ron Arad** and **More-So** will present a preview of the **Matrizia** sofa, which will be part of the **'ill at ease'** itinerant happening halfway between an extravagant living room and an art exhibition by some of the industry's most acclaimed artists.

Subverting logic and common sense, i.e. having the items on display join the public instead of vice-versa, **'ill at ease' will carry digital creations and design works including Matrizia,** in collaboration with **Studio Leggero** and curators **Luisa Ausenda** and **Caterina Taurelli Salimbeni**.

The limited edition **Matrizia** sofa by **Ron Arad** for **More-So** will then be officially presented on **19 May 2023** at **Moroso's New York** flagship on **Madison Avenue** during **ICFF**.

'Ill at ease' evening appointments will be:

Tuesday 18 April | 5VIE - Piazza Tomasi di Lampedusa

Wednesday 19 April | NINFA – Via dell'Aprica 16

Thursday 20 April | Dynamicart Museum – Via delle Erbe 2/a

Friday 21 April | Fondazione ICA - Via Orobia 26

Saturday 22 April | Pirelli HangarBicocca - Via Chiese 2.

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