**Moroso at 3daysofdesign: design in the spotlight as a generator of new geographies**

Design as a generator of encounter, a medium of exchange with the power to create unique and original maps that transcend established boundaries. **Moroso**'s participation in the 10th **3daysofedsign** exhibition, a celebration of design and the culture of design taking place in **Copenhagen** from 7 to 9 June, is dedicated to creativity as the driver of a new and open geography that is both international and inclusive. Showrooms, streets and workshops in the Danish capital will stage various events whose purpose is to inspire and link the international design community in a large and growing network.

On Wednesday 7 June a discussion entitled “*Moroso Geography. A map of collaborations”* will be given in the **Paustian** showroom, a focal point of design in the heart of Copenhagen (V/ Strøget). **Marco Sammicheli**, director of the Italian Design Museum of Triennale Milano and an enthusiastic connoisseur of Danish culture, will be in conversation with **Mette Barfod**, editor-in-chief of Ark Journal. The speakers at this event, which is open to all, will explore the strong and growing links between the worlds of design and art, starting from **Moroso**'s bent for innovation in the world of furniture, which pulls together diverse and widely separated cultures, languages and approaches.

**The exhibits and openness to outside influences**

The creations exhibited at Paustian are the latest items in a catalogue that confirms **Moroso**'s openness to outside influences, a distinctive feature of the Friulian company in the global design scene.

The **Rows** collection by Patricia Urquiola, with its distinctive linear shapes and architecturally inspired symmetries, is on display. It comprises a set of four different types of storage unit and two rectangular tables, expressing a refined artistic memory that evokes the still lifes of **Amédée Ozenfant**.

The **Gogan** sofa and the **Getlucky** armchair designed by Patricia Urquiola accompany the **Rows** collection to complete the setting. **Gogan**, inspired by Japanese pebbles smoothed by the action of time and water, is the sofa that pays homage to nature, its slightly irregular shapes possessing a surface resembling that of a riverbed pebble.

**Getlucky**, on the other hand, is conceived as a dining armchair, and consists of a soft backrest resembling a decorative bow that intertwines with the seat, giving life to lines that show graceful design and elegance of form.

Finally **Dew**, designed by Nendo, is a rounded pouf that mimics the globular form of a drop of water. It is embellished with leather strips that give it a notable three-dimensionality, elongated to a threshold of deformation according to precise mathematical calculations that remind us of optical art.

**The Opificio Fred workshop with the architects**

The Paustian discussion will be followed by a workshop presented in collaboration with **Opificio Fred**. The Friulian brand, founded by **Federico Cremasco** and renowned for production of artisanal spirits and liqueurs, will test the architects by asking them to create three different cocktails inspired by items in the **Moroso** catalogue.

**Paustian, a historic location**

Paustian, the location chosen by **Moroso** for its discussion, has been a point of reference for design enthusiasts in the Danish capital for almost sixty years. Both a showroom and a production workshop, it dates back to 1964, when Ole and Monika Paustian transformed an outlet for equestrian fabrics into a design showroom. Friends of great designers such as Alvar Aalto, the Eameses and Henry Miller, the Paustians commissioned John Utzon in 1985 to design a new headquarters on the Copenhagen waterfront. Utzon House was Paustian's home location until 2021, when the showroom, which lives on as a focal point of the international design community, moved to the heart of the Danish capital.

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