

# MOROSO<sup>M</sup>

MEDIA RELEASE

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## Elegance, MOROSO-style

Moroso holds the world premiere presentation of its Setting the Elegance collection in its Milan showroom in the presence of its textile partners Kvadrat and Rubelli, which supply the covers for the company's seating designs. Moroso, a family business, is now headed by the second generation: Roberto, CEO, and Patrizia, art director.

The collection's name, Setting the Elegance, refers to what goes on backstage at a fashion show as the styles are prepared for the runway in order to impress and arouse emotions among the audience. "We enjoy experimenting, as we did on this occasion, in what could be described as exercises in style," Patrizia Moroso comments. "In proposing unusual upholstery for designer products, we seek to distance ourselves from the ordinary. We adopted the bold solution of using haute couture fabrics for furnishings with very distinctive, connoted shapes. These articles should be construed on a different level; not just their shape but their surface, too".

It was a collective project in the sense that two of Moroso's main suppliers, Rubelli and Kvadrat, were actively involved. "It was a very enjoyable creative experience which also gave us some nice surprises".

The collection is accompanied by a very special catalogue. With a fabric cover and sophisticated photographs, it presents this collection of iconic Moroso furnishings (sofas and armchairs designed by leading names in contemporary design) in a new light. The designs have been reinvented to give new meanings, an inspiration of beauty and elegance interpreted through the Moroso style.

Setting the Elegance sets the seal on a project that started in 2013 with an exhibition mounted in the Museums of Textiles and Decorative Arts, Lyon, and later moved to the Diocesan Museum and Tiepolo Galleries, Udine. Both exhibitions and the installation in Milan were devised by Patrizia Moroso and curated by Marco Viola (exhibition display) and Giulio Ridolfo (textile consultant).

The exhibition is in Moroso's Milan showroom, Via Pontaccio 8-10, until the 16<sup>th</sup> January 2016, Tuesday to Saturday. Visiting times: 10 am to 2 pm / 3 pm to 7 pm.

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