

MOROSO^M

Moroso at IMM Cologne 2016

A completely revamped space, a new, highly-elegant proposal, a première for new outdoor products for 2016, and lots more besides for Moroso at IMM Cologne 2016.

Moroso sees the year in with the customary rendezvous in Cologne, home of IMM Cologne, the first design-centred fair of the year, from 18 to 24 January.

Inside its showroom in the splendid Design Post building, recently renovated by Studio Marco Viola, Moroso presents its products, from the Setting The Elegance collection to the latest new ideas from the partnership with Diesel.

In the showroom, the original iron structural work has been restored to its former glory, increasing the sense of flow within the space, which will be divided into different areas while maintaining a sense of dialogue between one and the other. In the "Setting the Elegance" area, visitors can view iconic products, such as the Newtowne sofa and Fjord poufs, covered with elegant and valuable fabrics designed by Raf Simmon for Kvadrat and Rubelli. The other areas present the various new products for 2015 in their definitive and industrialized versions, such as Bold sofa by Patricia Urquiola, Pipe armchair by Sebastian Herkner, Double Zero chairs by David Adjaye and St. Mark chairs by Martino Gamper, together with the outdoor collection M'afrique in a range of new colours for summer 2016. A space will also be reserved for Diesel Living, which will animate the top floor of the showroom with its pure rock-style products, including Nebula sofa and the latest new entries: the Voltaire sideboard, Gimme More sofa and the outdoor collection Work is Over. The rugs used in the displays come from the high-end oriental collection of the **Golran** brand, which has its roots in the Persian city of Mashad.

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