

MEDIA RELEASE

Brussels, 23 September 2011

AT TRADIX, MOROSO AND PATRICIA URQUIOLA ARE STAR ATTRACTIONS OF DESIGN SEPTEMBER

Designers Weekend, a festival of design and creative innovation, is held in Brussels, 22-25 September. The European Union's capital offers a busy calendar of special events, exhibitions and meetings all over the city. For a whole week, Brussels becomes a **meeting place** for design lovers and trade professionals from across Europe.

Moroso has chosen this major event as an opportunity to pay tribute to its association with **Patricia Urquiola** spanning more than a decade. **Tradix**, Moroso's long-time dealer in Belgium, hosts in its showroom an exhibition of the products representative of this notable partnership.

The partnership between the Friuli-based company and the Spanish architect started in 1998 and generated, in 2000, *Lowland*, a sofa that changed the concept of seating, which became informal, transformable, flexible. The design synergy continued in the form of products that left their mark on the **history of Italian design** and became Moroso icons: *Fjord*, *Bloomy*, *Lowseat*, *Highlands*, *Shanghai Tip*, *Antibody*, *Tropicalia*, *Rift* and *Bohemian*, *Redondo* and *Silver Lake*, to mention just a few, not forgetting the latest designs presented at the Milan 2011 Furniture Show.

Such as **Gentry Sofa**, a new settee whose large, soft cushions provide an exceptional level of comfort. Its simplicity is its greatest quality, the slightly curving frame gives it a gentler personality. *Gentry Sofa*'s great versatility means it blends harmoniously with and adds an attractive touch to any decor.

Or **BiKnit**, an indoor chair and chaise longue whose stocking-stitch pattern has been enlarged to become both surface and structure. The knitted pattern *swells* the weave to create an *expanded* effect that combines detail and overall effect, making the *weave* both *decorative* and functional. *BiKnit* is made from innovative materials so it is also ideal for **outdoor** use.

An absolute must-see is the **Klara** range of a chair, two-seat sofa and rocking chair. The range's wooden frames emphasise the seating's lightness and elegance. Seats and backrests are upholstered or made of Vienna straw.

An **exhibition layout** which highlights both major stages in Moroso's creative research and design achievements and the birth of the friendship between the Spanish architect and *Patrizia Moroso*, the firm's owner and art director, who also chose to ask *Patricia Urquiola* to design her **home**, just outside Udine, which she moved into in July 2010.

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QUALITY SYSTEM
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Ecoquality
UNI EN ISO 14001: 1996