

PRESS RELEASE

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## MOROSO IN COLOGNE

For the design world, 2010 opens with the customary rendez-vous at the international furnishing show *imm cologne*, running from 18 to 24 January. Inside the splendid Design Post building - 3000 m<sup>2</sup> of permanent showrooms - the most prestigious firms on the international design scene present their latest industrialised products and new ideas.

This year, Moroso is featuring **Fergana**, a new seating system designed by Patricia Urquiola, previewed at the recent Milan Furniture Fair, and now presented in its definitive version. With its particularly large and comfortable seats, Fergana is reminiscent of large, oriental lounges, but is given a contemporary feel with embroideries that blend an ancient language with a pop look. Such as the embroidered Pac-man, the figure from the very first video game, invented by Tohru Iwatani in the Eighties, which has become an emblem of the birth of virtual games. The design also puts emphasis on environmental sustainability, using separate modules to facilitate proper recycling of its components (wood, iron, upholstery).

Another product presented here is the YY-Chair, by designers For Use; this seat is made entirely in solid oak with an oiled finish, and is elegant and linear, but with a striking form. It is displayed together with the Blackstone table by Luca Nichetto and Massimo Gardone.

Also very handsome are the Rift armchairs by Patricia Urquiola, which draw their inspiration from the idea of a rift valley, built up of overlaid tectonic plates to form different layers.

A major new feature for contract is **FreeFlow** by Gordon Guillaumier.

"FreeFlow is a fluid, sinuous modular upholstered seating system designed mainly to suit large spaces. Its curvy, linear modules offer maximum versatility for use in waiting, relaxation and dining areas.

Based on the idea of a *flyover*, the sofa comprises two upholstered strips, one for the seat and one for the backrest. Depending on how it is used, these strips can criss-cross each other to create an interplaying form, and at the same time, it also allows for back-to-back seating, ideal for central positioning within a room. Carefully thought-out in every detail, the triangular cross-section of the aluminium legs is designed to 'hide' the double legs when the modules are positioned together". G.G.

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