

MOROSO STAND 2011

Patricia Urquiola has designed the Moroso stand for the International Furniture Show at the Milano-Rho exhibition complex. A thousand square metres in which the Spanish designer gives free rein to her creativity and flair. Every year her spectacularly original, innovative space designs continue to amaze the public.

This year, decorative opulence is replaced by pure architectural elements: horizontal and vertical planes criss-cross to form pavilions containing the stand's different areas (display of prototypes and new 2011 products, café and reception).

The four exhibition pavilions, plus a service pavilion, are set 20cm above floor level and vary in height from minimum 2.6m to maximum 3.5m to give a feeling of movement to the complex. They host displays of Moroso's new collections for 2011, creating an intimate, dedicated setting. A series of videos are projected onto the inner walls to give the *room settings* an even more sensational look: Sandro Paderni's photos and kaleidoscopic images (from the Moroso OUT catalogue) of the amazing countryside of Friuli. These are alternated with geometric graphic art animations, mandalas and temple of design by Saul Clemente and Gerrit Hoppe based on an Emiliano Calderini concept. An interplay of *real* and *virtual* in which the product is the focal point of the **space** as it *moves* two- and three-dimensionally inside each pavilion.

The ceramic articles on show with Moroso's designs are handmade by Nadia Pignatone Ceramiche, the other furnishing accessories are from the art buyer Marco Viola.

The flooring is a concrete-look laminate, the walls and ceilings are made of MDF finished on-site with a concrete rendering in the same colour as the floor, thus creating the effect of a completely mono-material space, the ideal backdrop for appreciating the displayed products and wall coverings to best effect.

The only contrasting elements are the tops of the walls and pavilion ceilings in warm, vibrant shades that almost become fluo.

The stand is surrounded by a full-height (5m) thick white mesh which, like a tailor-made cover, gives a view from the outside of the stand pavilions and the bright colours of the sides.

The curtains at the entrances are pleated as if a giant hand had gathered them back. They have large canvas labels sewn on them bearing the company's logos embroidered in red thread.

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