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MOROSO SUPPORTING SPONSOR OF THE 54th INTERNATIONAL ART EXHIBITION – LA BIENNALE DI VENEZIA

Udine, 4 June 2011

Once again, Moroso is an official supporter this year of **the 54th International Art Exhibition - la Biennale di Venezia**, one of the world's most important and prestigious cultural organisations.

Moroso's alliance with la Biennale di Venezia dates as far back as 2002 and was renewed last year with a **three-year agreement** which firmly establishes the Friuli-based firm as a partner of one of the top cultural events on the international scene.

This year, from 4 June to 27 November, Moroso's products will feature in the public spaces of the Giardini and the Arsenale during the 54th International Art Exhibition. These cult venues of the avant-garde and of creative research will be furnished with Tokujin Yoshioka's **Moon** chairs, an exclusive new design recently presented at the Milan International Furniture Fair, whose aesthetically perfect, moon-inspired form has great visual impact. Moon chairs will mix with **Ron Arad**'s unmistakeable Little Albert chairs with their well-balanced volumes, and **Ross Lovegrove**'s Supernatural chairs synonymous with organic design and technology applied to form. Thanks to their versatility and to Moroso's ability always to infuse its products with an *invisible*, shared sign, each design – albeit different in look and inspiration – blends harmoniously with the others to create a dialogue in an open, multicultural language. The variety of designs is further enhanced by la Biennale di Venezia broad, dramatic spaces which form a natural, unique backdrop.

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Moroso was established in 1952. It was the brainchild of Agostino Moroso who founded the company, with his wife, to design and make sofas, armchairs and furnishing accessories. The firm's **craft-manufacturing approach** to its production of upholstered furniture and a strong creative vein in designing planted the roots of a vision that has fostered Moroso's market growth while distinguishing it for the quality, innovation and creativity of its products. From the '80s onwards, the second generation initiated in-depth studies in auteur design. Almost sixty years after its founding, Moroso is positioned in the haute couture of international design and is a leading upholstered-furniture manufacturer.

Moroso has over the years formed a collection of iconic products which bear a common touch while embodying diverse latitudes and local cultures. This international horizon has ushered the firm into some of the most beautiful venues in the world, including New York's MoMA, the Palais de Tokyo and Grand Palais in Paris, la Biennale di Venezia.

Today, Moroso has 150 employees, a turnover of €35m, branches in the United States, the United Kingdom and Singapore. It exports its products to 70 world countries.

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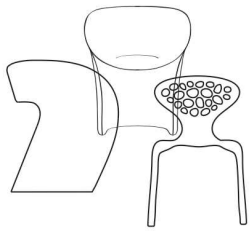

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