

## LO SGUARDO LATERALE

### Moroso, une recherche entre Arts décoratifs et Design

As part of ongoing festivities for MOROSO's 60th birthday, celebrated last year, Patrizia Moroso has chosen the Lyon Museum of Textiles as the setting for an exhibition which takes a "lateral look" at the company's most recent history, era of iconic furniture designs.

Since the end of the 80s, Patrizia Moroso's visionary flair as Art Director, her extraordinary knack for talent-spotting and ability to get the most from designers have produced numerous, joyous creations where the decorative arts and design meet.

Her friendly working relationship with Ron Arad, Jean Nouvel, Michael Lin, Patricia Urquiola and Martino Gamper, to name just a few, have forged a strong new identity of a revitalized Moroso which is now an established artistic laboratory and one of the most prestigious producers of contemporary designer furniture.

From form to finish, every single element in the creation is conceived as a way to transform the everyday world. Hence Moroso's reputation for seeking out exquisite fabrics.

The company works with leading European fabric manufacturers, KVADRAT (Denmark) and RUBELLI (Italy), and creators of haute couture, such as Issey Miyake or Alexander McQueen.

The exhibition "LO SGUARDO LATERALE" (A Lateral Look), curated by Patrizia Moroso and Marco Viola, invites visitors to take a broader view of these everyday objects which Patrizia Moroso has ingeniously transformed into true works of art.

The Museum of Textiles and the Museum of decorative Arts in Lyon were founded to encourage contemporary creativity using the most outstanding examples from the past. As such, it is fitting that these contemporary creations inhabit the same spaces as works created by our forebears with the same aim of embellishing our surroundings. The furniture designed by Ron Arad, Jean Nouvel, Michael Lin, Patricia Urquiola and Martino Gamper are on display for a short time before they slip off stage and back into transforming the everyday world.

Rubelli's creation of a new fabric based on a pattern card by Philippe Lasalle, which is held in the Museum Collection, to upholster Moroso pieces is symbolic of the ongoing dialogue which exists between contemporary art and artistic heritage.

To accompany the exhibition a catalogue entitled "A fabric-lover's discourse: fragments" rereading Roland Barthes, written and edited by Elena Commessatti, takes a pop approach to the last twenty years in the company, recounting its history through the fabrics chosen and the synergic relationship between the company's art direction and designers in working with form, ideas, textiles, colours and concepts.

A special installation which echoes the exhibition and has been designed by Claude Cartier will be on display at the Claude Cartier Decoration showroom from 20th June.

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**Exhibition runs from 21 June to 1st September 2013**

**Musée des Tissus et au musée des Arts décoratifs de Lyon**

34, rue de la Charité  
69002 Lyon

Open 10.00 to 17.30 Tuesday to Sunday.

The Musée des Arts décoratifs closes from 12 to 13.

Closed Mondays and public holidays.

Tickets : 10 € - 7.50 €

[www.mtmad.fr](http://www.mtmad.fr)

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