



MEDIA RELEASE

Milan, 29 February 2012

METAMORPHOSIS

Moroso, 60 years, past and future

A **year-long journey**, a story summed up in a **series of events** devised to represent **Moroso**, its vision and **creative spirit**, its relations and **cross-fertilisation** with **other disciplines**: the arts, film, literature. Moroso turns **60** and has decided to spend a year celebrating. A whole year and diverse events to present to best effect the many different facets of the brand and its personality

Metamorphosis is the theme of this journey. **Transformation**, in the widest sense of the term; the change worked over the years through the different visions of the company's main players. Starting with the vision and far-sightedness of the Moroso family: first Agostino and Diana, then Patrizia and Roberto. Not forgetting the designers who interpreted the company's many-sided, wide-ranging spirit, and the artists who, in Moroso's company, experienced the adventure of the Moroso Award for Contemporary Art.

Metamorphosis is **cross-fertilisation**, it means looking to the future with the fresh, open mind of those who perceive and integrate the most diverse sources of inspiration, and reinterpret them in their own language. Metamorphosis is **nomadism**, of people and ideas. It is a journey through cultures, it means seizing and metabolising the best of the world so it becomes what we'd always dreamed of. As **Patrizia Moroso**, Moroso's art director, says, *"My own world was crowded with fantastic images, visions of a bright and certainly possible future: a world improved through beauty and new intelligence. I grew up thinking it could be done and as soon as I was able to, I tried. First, I roped in my friends, then the people I admired most and who later also became friends. I asked them to imagine not just an object but a whole world, and relate it to the future"*.

Moroso's journey starts on **February 29** with a press presentation of the events connected with this special anniversary. The **Via Pontaccio** showroom features a colourful installation with the manufacturer's most iconic designs: a coloured pyramid highlighted the most representative Moroso chairs against a backdrop of a photo video by Alessandro Paderni.

The second date looks far, to the East. At the **Milan International Furniture Fair**, Moroso presents a visionary, magical installation entitled **"The Way of the Water Dragon"** by Chinese architect **Zhang Ke**. Moroso was established in the year of the Dragon, a symbol of change. Those born under this sign are capable of doing special things for humanity, they are exceptionally lucky, passionate about their work to which they give their all, capable of maintaining a perfect balance between creativity and intelligence, and of looking at things from new angles.

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Every 60 years the sign of the Dragon combines with Water, the element that symbolises quick-thinking, perspicacity and transformation. The **Via Pontaccio showroom** will be filled, **April 17-22**, with see-through effects and colours, a full-blown homage to the transformation and cross-fertilisation in the brand's genes.

Martino Gamper is the central figure of the third event, the **Meta.Mor/oso/phosis** exhibition. The artist/designer will apply his own highly personal style to transform Moroso designs. The result of this work will go on show in **Milan** in **June** in one of the city's most prestigious contemporary art venues. Renowned for his work on deconstruction and reconstruction, Gamper's particular vision is set against the backdrop of a singular *stop-emotion* performance devised for Moroso by photographer **Mario Amura**.

In **September** it's **Udine's** turn. The town where in 1952 Moroso's dream and production plant took shape hosts a retrospective exhibition on **Agostino and Diana Moroso**, the company's founders. It will be shown in the new **Modern Art Gallery** venue in Casa Cavazzini, which was designed by Gae Aulenti and is scheduled to open soon. The exhibition's chronological display highlights the company's progress over the years and its leading role in Italian and world design.

The fourth event will be held at the **end of 2012** and will celebrate Moroso's international character. A wide-ranging project, **The Nomadic Alternative**: creativity from around the world, unique design approaches which merge with experiences and craft techniques from across the continents to highlight Moroso's long-established spirit of research.

Lastly, in **February 2013**, the presentation of **Metamorfosi**, a book with no fixed structure or layout. A coming-together of languages and traditions, full of things, suggestions, opportunities, colours, shapes. A fully-fledged **symbol of the cultural exchange** on which metamorphosis is based. Chaotic and stimulating, the book will include all kinds of **ideas and reflections**, quotations from books, and **photos** that talk about the world where Moroso likes to stroll lightly.

Keep up with these many, unmissable events through our website, **Facebook** and **Twitter** for a different birthday celebrating design, architecture and utopia, the arts and new scenarios. Events designed to bring Moroso and its audience even closer, involving Moroso stores worldwide, to be **ever-more connected** in keeping with the spirit of change that underpins the company's progress.

"We want to celebrate design through its interactions with the arts," Patrizia Moroso tells us. "What I particularly love about my work is what's behind it: the power of a design and the path leading to actual production. Sometimes it's arduous, complicated, long, tiring, stressful, depressing, seemingly without a solution. Or it's accessible, brilliant, easy and quick. But when at last you find a way, finishing your work and showing it to the world is so exciting. The layout of this exhibition is a stroll through time, an outside-the-box look at what has been done and what could have been done. A story composed of ideas, prototypes, variations, additions, interpretations and mistakes – even marvellous mistakes."

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