

**PRESS RELEASE**

Venice 3 September 2010

**MOROSO REVIVES THE HANDMADE TREND WITH "GARDENS"  
BY NUALA GOODMAN**

Moroso furniture launches an "art, design and interiors" movement in an exhibition brought to life by the magical atmosphere of **Palazzo Fortuny**, one of the most important museums of the *Fondazione Musei Civici* of Venice.

Forty-two iconic pieces from the Moroso collection have been upholstered with a jute and cotton fabric printed by Clerici-Tessuti in Como and later embellished with pictorial brushstrokes by the artist **Nuala Goodman**. By combining painting and manual processes, and working with a special technique (flocking is a process which produces a velvety look on different surfaces by means of the application of other fibres, with special effects and patterns), the versatile Irish artist, with painstaking and individualistic work, has succeeded in giving the texture a sensorial and tactile appearance, adding volume and a 3D effect to the chairs.

The location is extra special: Mariano Fortuny was a designer, painter, stage designer and photographer and produced precious fabrics on the *piano nobile* of his home, today a museum. Exported all over the world and known for their special finishes (two hundred workers finished each creation by hand), they can now be seen to live again thanks to Nuala Goodman's work on Moroso products. This exhibition in fact is typified by the craft value of each creation, as confirmation of the ongoing pursuit of manufacturing and creative quality which has in time made **Moroso** a brand leader in the haute couture of international design.

This company from the Friuli region of Italy was set up in 1952 as an idea of Agostino Moroso who, with his wife Diana, founded the firm with the aim of designing and producing sofas, armchairs and furnishing accessories. The focus on a craft approach in the manufacture of the products and a strong creative drive at the design stage provide the bases for a vision which has given the company market growth, making its name thanks to the quality, innovation and creativity of its products. From the Eighties onwards the second generation of the family began to explore the area of designer furniture in depth.

Today Moroso has a work force of 140, revenues of 30 million euros and branch offices in the USA, Britain and Singapore, exporting its products to 64 countries.

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"Gardens" exhibition by Nuala Goodman curated by Rossella Rossi

Palazzo Fortuny Venice, from 4 September 2010 to 9 January 2011 [www.museiciviviceneziani.it](http://www.museiciviviceneziani.it) :

Opening hours: 10 a.m. to 6 p.m. every day (ticket office open from 10 a.m. to 5 p.m.);

closed on Tuesdays, 25 December and 1 January

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