



## PRESS RELEASE

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## MOROSO AND HANGARBICOCCA TOGETHER FOR CONTEMPORARY ART

An important joint project by Moroso and Fondazione HangarBicocca is launched today and involves the two organisations in a partnership created with the aim of adding value to the relationship between **art and design** in Milan. On the occasion of the official reopening of the HangarBicocca, a former industrial plant converted into a dynamic place for promoting and increasing awareness of contemporary art, Moroso and its products are present in a space of fifteen thousand square metres which from this spring is to host exhibitions and other cultural events of major importance.

Once in the entrance hall, visitors are greeted by **Free Flow** by Gordon Guillaumier, an extremely comfortable system of modular seating suitable for large spaces; the Supernatural seats by **Ross Lovegrove** in the limited edition version were instead chosen for the inside and outside bar areas and the multi-function space: a *melange* range with unique colour combinations created in the phase of injection of colour in the machine. A range of fun seats for the kindergarten area has also been included, such as Oblio by Von Robinson and the Victoria & Albert small tables by Ron Arad, while for the large central exhibition area the choice fell on the mysterious charm of the Moon small armchairs by Tokujin Yoshioka.

To consecrate this new partnership with the art world Moroso chose to celebrate its first **60 years** in business in fact at the HangarBicocca, staging for June 2012 an exhibition of iconic products by the Friuli company which over the past twenty years have marked the history of international design. An installation by the designer artist **Martino Gamper** is also planned and which is to reinterpret some Moroso seats with the theme of **metamorphosis** which is central to the celebrations of this important anniversary for the company.

Moroso is not new to projects with the art world: 2004 saw the launch of a series of contributions by international artists such as **Tobias Rehberger**, Michael Lin, Francesco Simeti and Andrea Sala who, for the occasion of the Milan furniture fair, produced a rethink in various stages of the Moroso showroom in Via Pontaccio with installations of high impact and great success. The creativity and genius of Moroso have also attracted over the years the attention of the most important centres of art and culture worldwide such as the Palais de Tokyo and the Grand Palais in Paris with which Moroso has worked continually with installations in the museum spaces; or the Venice Biennale with which it has worked for years as backing sponsor during the exhibitions of art and architecture; and last but not least the MOMA in New York with which it took part in the staging of a one-man exhibition of the work of Ron Arad.

The passion for art led the company in 2011 to set up a prize - the **Moroso Award for Contemporary Art** – with the intent of showcasing and supporting the young artists who live in Italy, giving them a definite opportunity for exhibiting site-specific projects in the Moroso showrooms in New York, London and Milan, during the top international art fairs.

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“We’re very pleased with this new partnership”, the Moroso CEO, Alberto Gortani, said, “which is an ongoing part of aesthetic and cultural research at Moroso. The pairing of **art and design** represents for us a strategic synergy of high impact on the market and of profound cultural inspiration for creativity within the company. We believe strongly in the partnership with HangarBicocca which is played out in a contemporary art space in a city like Milan which has always been the nerve centre of Italian design”.

Moroso was set up in 1952 as the idea of Agostino Moroso who, together with his wife, founded the company with the intent of creating and producing sofas, armchairs and furnishing accessories. Staking on an **artisanal approach** in the manufacture of products and a strong creative drive at the design stage, the foundations were laid for a vision which has enabled the company to grow on the market with, as its defining features, the quality, innovation and creativity of its products. In the Eighties the second generation of the family started an in-depth process of research within the sphere of famous name design. Sixty years after its incorporation Moroso has a haute couture positioning in international design and has become a lead company in the area of upholstered furniture.

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