

## PRESS RELEASE

Lyon, 20th June 2013

*Opening today at the Musée des Tissus in Lyon the exhibition "Lo Sguardo Laterale: Moroso, une recherche entre Arts décoratifs et Design curated by Patrizia Moroso and Marco Viola, until 1 September 2013*

The exhibition is an off-centre exploration of the relationships between ideas, forms, fabrics and colours, to tell the story of a company which has always freely and skilfully combined creativity with craftsmanship.

"This exhibition is a journey through time, an opportunity to take a large, lateral, but not exhaustive, look, at what we have done and at what we could have done, a story that begins with ideas and shows prototypes, variants, variations, additions, interpretations, and errors, sometimes very useful errors.

"And it is the story of our relationships with designers, people who, with intelligence and with the passion which always inspires artists in the face of beauty, are trying to change the world for the better.

I ask them not to imagine a single object, but to imagine a new world and project it into the future, "says Patrizia Moroso, art director at the family business and co-creator, with Marco Viola, of the exhibition.

One of the most interesting features of the exhibition is a rich brocade (code MT 49489.6.6) created by the Venetian company Rubelli which faithfully reproduces a weave pattern which is held at the Museum in Lyon and has been attributed to Philippe de Lasalle, one of the leading figures in the eighteenth century silk industry. This luxurious fabric, with its elegant decorative motif and high thread count, has been used to dress some of the most iconic pieces from the Moroso collection, such as the Patricia Urquiola-designed chairs Smoke, Bohemian, and Fjord.

An accompanying book to the exhibition, entitled "Moroso Weaves 1, A fabric-lover's discourse: fragments" has been written and edited by Elena Commessatti, and takes a pop approach to recounting the history of the company over the last twenty years through the fabrics chosen and the synergic relationship between the company's art director, designers and collaborators; the most significant of which is Giulio Ridolfo, colour and textile designer, who has accompanied Patrizia on a journey of colour, fabrics and multicultural fusions for over twenty years.

There will also be a special installation at Claude Cartier Décoration, from 20 June, to celebrate the exhibition and the company's collaboration with Moroso.

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