

MEDIA RELEASE
Rome, 4 June 2010

MOROSO AND NANOOK WIN AWARD OF AWARDS

Moroso is proud to announce that **Nanook**, the wooden armchair designed by Philippe Bestenheider and produced by Kuei, has won the "Award of Awards", the Premio Nazionale per l'Innovazione (National Award for Innovation). The Italian Ministry for Innovation confers the prestigious prize on the basis of ADI's recommendations. Patrizia Moroso, Philippe Bestenheider and Giorgio Macor will receive the prize from the hands of the **President of the Republic**, Giorgio Napolitano, on 8 June at the Quirinal Palace.

Moroso made the Nanook chair in 2009 using a very innovative surface decoration technique for wood, metal, rubber and fabric, developed by Kuei of Coseano in the province of Udine. The decoration was printed on the wood using Maravee, a 100% sustainable solid paint, to customise the surface. Moreover, in January 2009 Kuei completed the Maravee process's Life Cycle Assessment (LCA) certification, i.e. the overall evaluation of the product's environmental impact, thus adding a major plus point to Maravee since its production cycle really does comply with **eco-compatibility and sustainability** principles.

Alberto Gortani, Moroso's general manager, was particularly pleased at the news, about which he said, "We're extremely happy to receive this award. Moroso has for years invested in research and innovation, two fundamental growth-promoting segments that enable us to maintain appropriate levels of market competitiveness even during crisis years. It's also very important to us that innovation development advances in parallel with a heightened awareness of environmental issues. I'd like to point out that Moroso was the first upholstered-furnishings manufacturer to achieve 9001:VISION 2000 quality certification for its production cycles and 14000 for environmental management. We're also immensely proud in being the second **company of Friuli** to receive the "Award of Awards" in recent years because Moroso places enormous importance on the product/local area combination. We always seek out the finest products and services in our area, both as a way of promoting the development of our wonderful region and as a guarantee of maximum quality for our customers".

Designer **Philippe Bestenheider** has created several different products for Moroso in recent years: Binta armchair in 2009 and in 2010 Beth, a chair made wholly of eco-compatible, recycled materials. He concludes enthusiastically, "I'm very glad that Nanook – the fruit of my work with Moroso and Kuei – has been awarded this prestigious prize. An idea that first took shape in a designer's mind met with the enthusiasm of a visionary publisher and was made thanks to the know-how of a firm in the vanguard of its field. The best reward for a product is still the public's acceptance; the "Award of Awards" is a prestigious interpretation of that acceptance".

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