



MEDIA RELEASE

Udine 7 September 2012

THE THIRD MOROSO AWARD GETS UNDERWAY

Within the frame of the events marking Moroso's 60th anniversary and while awaiting the final word on the venue that will host the event next March, the names of the members of the technical selection jury for the 3rd Moroso Award for Contemporary Art have been announced together with those of the members of the selection jury and of the 36 artists invited to participate.

Devised to record, promote and sustain artists who live and work chiefly in Italy, the Moroso Award for Contemporary Art was created with the objective of providing the current visual arts system with real opportunities. The project, which comprises the award, an exhibition and a publication, seeks to establish itself as a real launch pad for the production and promotion of aspirations connected exclusively with contemporary art. It also focuses on obtaining tangible recognition for the artists involved and on broadening the experience of the winners on the international scene, thereby, again, creating greater visibility for emerging and mid-career artists.

The jury comprises:

Andrea Bruciati, deviser of the Award, Patrizia Moroso, Moroso art director and the jury's president, the artist **Olafur Eliasson** (1967), the creator of projects with great sensory appeal such as his celebrated Sun for The Weather Project in the Turbine Hall, Tate Modern, London and, last but not least, the Little Sun project recently presented at the Architecture Biennale in Venice.

As for the technical selection committee, we invited twelve professionals of the printed press, from twelve editorial offices which deal with and support Italian contemporary art. They are:

Michele Bonuomo for **ARTE**

Daniela Bigi for **ARTE e CRITICA**

Eugenio Viola for **ARTFORUM**

Marco Enrico Giacomelli for **ARTRIBUNE**

Ilaria Marotta for **CURA**

Adriana Polveroni for **EXHIBART**

Marco Tagliaferro for **FLASH ART**

Barbara Casavecchia for **FRIEZE**

via Nazionale, 09
33010 Cavallacco (Udine) Italy
T. +39 0432 577111 F. +39 0432 570761
info@moroso.it
MOROSO SPA
C.F.P. IVA 00272580909
CAP. SOC. € 1.000.000,00 I.V.
R.S.L. 5144 TRRB, UD.
C.C.I.A.A. UDINE 127077

Milano
Via Pontaccio 8/10
F. +39 02 72006684
SHOWROOM

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Alessio Ascari for *KALEIDOSCOPE*

Franco Fanelli for *IL GIORNALE dell'ARTE*

Chiara Leoni for *MOUSSE*

Luca Lo Pinto for *NERO*

The committee invited the following 36 artists:

Alek O., Alessandro Agudio, Alis / Filliol, Salvatore Arancio, Davide Balliano, Riccardo Beretta, Carola Bonfili, Sergio Breviaro, Rossana Buremi, Manuele Cerutti, Gabriella Ciancimino, Diego Cibelli, Eva Frapiccini, Linda Fregni Nagler, Giulio Frigo, Stefania Galegati, Laura Giardino, Paolo Gonzato, Renato Leotta, Nicola Martini, Matteo Nasini, Luana Perilli, Alessandro Piangiamore, Roberto Pugliese, Moira Ricci, Davide Rivalta, Andrea Romano, Andrea Sala, Alice Schivardi, Marco Maria Giuseppe Scifo, Davide Stucchi, Elisabetta Tagliabue, Eugenio Tibaldi, Luca Trevisani, Nadir Valente, Nico Vascellari

Working with the arts world is nothing new for Moroso. In 2004 a number of international artists, such as **Tobias Rehberger**, Michael Lin, Francesco Simeti and Andrea Sala, initiated their association with the company. For the Milan International Furniture Fair, they divided Moroso's showroom in Via Pontaccio into different settings with high-impact installations that were a huge success. Over the years, Moroso's creativity and flair have attracted the interest of leading arts and culture centres around the world, such as the Palais de Tokyo and Grand Palais in Paris with which Moroso has worked on a continuous basis, providing installations in the museums' halls; or the Venice Biennale, with which Moroso has co-operated for many years and a supporting sponsor for the art and architecture exhibitions; and, last but not least, MoMA in New York, with which the company worked for a monographic exhibition devoted to the work of Ron Arad.

Moroso was established in 1952. It was the brainchild of Agostino Moroso who, with his wife established the company to manufacture sofas, armchairs and furnishing accessories. An **artisan approach** to product manufacturing and extraordinary creativity in the designing stage formed the foundations of a vision which enabled the firm to grow and distinguish itself in the market for its product quality, innovation and creativity. In the Eighties, the family's second generation launched an exhaustive programme of auteur design studies. Nearly sixty years after its founding, Moroso is positioned among the haute couture of international design, a leading company in upholstered-furniture manufacturing.

Press Office Director Daria Triolo: daria.triolo@moroso.it +39.0432.577111

via Nazionale, 69
33010 Cavallacco (Udine) Italy
T. +39 0432 577111 F. +39 0432 570791
info@moroso.it
MOROSO SPA
C.F.P. IVA 00272580309
CAP. SOC. € 1.000.000,00 I.V.
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