

PRESS RELEASE

Amsterdam, 10 September 2010

HAPPY BIRTHDAY AMSTERDAM !!!

Moroso is celebrating **three years** of success for the Dutch showroom, with a big party organised in collaboration with FLOS, DK Home and ALU. This will also be a major opportunity to present the new 2010 product range to the press and the market.

The space has been decorated for the occasion to recreate Patricia Urquiola and Martino Berghinz's concept, designed for the Moroso space at the last Salone del Mobile in Milan: modern **polystyrene columns** emerge from the floor and ceiling, arranged in curved lines that define the space, creating a visual connection between the inside and outside. The products take centre stage, and without any partitions, they can match and blend seamlessly with each other.

Inside the showroom, the star feature is the **Successful living from Diesel with Moroso** collection, with all this year's new arrivals: the Nebula Nine sofa in the ecru flocked version and the Nebula Five bed, which maintains the play on classic materials (linen and cotton used for the sofa and armchair collection), whilst sending the sensations of comfort and intimacy into overdrive. The bed is built on a padded wood platform, but it is also available in a vintage-effect finish created using a special painting technique. Meanwhile, inspired by the beauty of the geometrical structure of crystals is **Rock Chair**, which successfully combines the strength and distinctiveness of its angular corners with the functional linearity of its seat.

The atmosphere changes in the area dedicated to designer **Patricia Urquiola**, who never fails to combine creativity and functionality. The Fergana seating system is on display, with its particularly large and comfortable seats. It is conceived not as a classic sofa to be set against the wall, but rather as an *island* of interaction between people and spaces, and it gives the living room full visual harmony and an original dialogue with the surrounding space. **Fergana's** sustainable approach is particularly important: it can be entirely disassembled, thus facilitating proper recycling of its components at the time of final disposal, and is made with rigorous care at each stage of the production process.

Also by Patricia Urquiola is the **Rift** collection, comprising a sofa, large and small armchair, plus a seat and stools in plastic (both **stackable**). Inspired by the idea of a rift valley, the sofa and chairs offer a distinctive representation of a sliding movement and an asymmetrical combination of parts, like tectonic plates that divide and overlap to form several layers.

Another new product for 2010 is **Monica Armani's** Tred table, with its highly linear profiles and ironically playful leg corners. Around it are **Philippe Bestenheider's** Nanook chairs, which were recently awarded the highly prestigious "Premio dei premi per l'innovazione" award by the Italian ministry of innovation, following recommendation by ADI, the Italian industrial design association. Nanook is produced using a highly innovative surface decoration technique that uses 100% sustainable solid paint to print decorations directly onto the wood, thus customising the seats.

Finally, out on the **terrace** overlooking Amsterdam's magical canals is Patricia Urquiola's **Tropicalia** collection, a chair and chaise longue produced by weaving strands of plastic in faceted geometrical shapes. The strands are in thermoplastic polymer in a wide range of colours, anything from positively garish to monochrome. Also splendid is Cocoon, the suspended solution.

With an African feel, on the other hand, are the Meridienne sofa and Iris and Ibiscus armchairs by **Dominique Petot**, a young French-African designer who is part of the M'afrique group of creative minds. Again these products are made by hand-weaving strands of plastic, used in Africa for fishing, but the stretched out volumes and accentuated curves bring to mind plants and organic shapes. Exuberant bulges are strongly reminiscent of sumptuous olden-time colonial seating.

191707027063+ T. F. +39 0432 577111
09 via Nazionale Cavallotto (Udine) Italy
@moroso.it
MOROSO S.p.A.
C.F.P. IVA 00272580309
CAP. SOC. € 1.000.000,00 I.V.
R.S.L. 5144 TRIB. UD.
C.C.I.A.A. UDINE 127077

Communication & Press

Director Daria Triolo

Tel. +39. 0432.577111

Tel. +39.02.878990

E-mail: daria.triolo@moroso.it

78990022 20 63 + T. F. +
39391022 20 63 + T. F. +
01/8 via Pontoglio Milano
SHOWROOM

QUALITY SYSTEM
Quality system certification
UNI EN ISO 9001: Vision 2000
Ecologicality
UNI EN ISO 14001:99.