

MEDIA RELEASE

Avignon, 27 October 2011

MOROSO AT RBC IN AVIGNON INVENTS A SNAPSHOT SPANNING A DECADE

From 28 October to 12 November 2011, to mark the tenth anniversary of the RBC showroom (long-time Moroso dealer in central-southern France) in Avignon, Moroso mounts a major exhibition "Ten Years After", a retrospective of a decade of collaboration between the two companies. **Patrizia Moroso**, Moroso's art director and owner, will be especially present at the inaugural evening.

Moroso's creative team, co-ordinated by Emiliano Calderini, designed an exhibition layout which through space/time sections illustrates the designing and creative progress of some of the products that have marked Moroso's success over the years. The exhibition area features **display cabinets** in the shape of a fragmented spiral reminiscent of a **camera lens** whose optics focus on the product, which is illuminated by a spotlight to highlight its design aesthetic, its special finish or upholstery, stitching details and the exemplary craftsmanship. All around are graphic images of architectural silhouettes typical of Avignon (a famous UNESCO World Heritage Site) together with architectural structures created using Moroso products (temple of design) to form a skyline that is intended as an imaginative tribute to the beautiful "City of Popes", in which the event takes place.

Against this stunning backdrop, our gaze is captured by the light which penetrates or is reflected off **Tokujin Yoshioka's Moon and Memory** chairs, by the pretty frills of Patricia Urquiola's Volant sofa. Or by the changing colours of Ross Lovegrove's Supernatural chairs, a special edition of which was made for this occasion. The chairs' highly original hues are created directly by the moulding machine during the various colour processes (the colour shades created in the passage from blue to yellow are particularly beautiful).

Other must-sees are the versions of **Ron Arad's Victoria & Albert** sofa and Patricia Urquiola's Lowseat upholstered in floral-printed fabric by Taiwanese artist **Michael Lin**, originally created for the "Spring 2003" site-specific installation in Moroso's Milan showroom for the International Furniture Show. This floral landscape was inspired by the characteristic Taiwanese fabrics of the 1950s. It is painstakingly hand-made then printed on batavia cotton, ideally representing a stylistic and decorative approach that is somewhere between minimalist poetics and avant-garde, delineating a very relevant cross-fertilisation between East and West.

Floor stickers form "circles of time" to create a wormhole which transports visitors from one year to another in alternating cycles as if in a suspended journey through diverse landscapes and universes where they follow, **from 2001 to 2011**, the stages of a creative arc marked by innovation and inventiveness. Like snapshots of time, the display cabinets allow visitors to fix the image, colours and **shapes of the product**, which, in this context forms the point of intersection, the *synthesis*, between the object's external view and the contemplation of its deeper meaning.

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