

MOROSO SPONSOR OF THE CORTINA WINTER POLO AUDI GOLD CUP

Moroso furnishes the prestigious Polo VIP Lounge reserved for polo-loving VIP guests at Cortina D'Ampezzo, Lake Misurina, 20-26 February.

Moroso S.p.a was established in 1952. It was the brainchild of Agostino Moroso who founded the company, with his wife, to design and make sofas, armchairs and furnishing accessories.

The firm's **craft manufacturing** approach to its production of upholstered furniture and a strong creative vein in designing laid down the roots of a vision that has fostered Moroso's market growth while distinguishing it for the quality, innovation and creativity of its products. From the '80s onwards, the second generation began making in-depth studies in **auteur design**. Almost sixty years after its founding, Moroso is positioned in the haute couture of international design. It is a leading upholstered-furniture manufacturer with a turnover of €30m and branches in the United States, the United Kingdom and Singapore. Moroso exports its designs to 64 countries around the world.

Thanks to the creativity of such designers as Ron Arad, Patricia Urquiola, Ross Lovegrove, Konstantin Grcic, Alfredo Häberli, Toshiyuki Kita, Marcel Wanders, Tokujin Yoshioka, Enrico Franzolini, Doshi & Levien, Tord Boontje, Nendo, Front, and others, Moroso has over the years established a collection of iconic products which bear a common touch while embodying diverse latitudes and local cultures. This international horizon has ushered the firm into some of the most beautiful venues in the world, including New York's **MoMA**, the Palais de Tokyo and **Grand Palais** in Paris, the Biennale of Venice.

For the **Cortina Winter Polo Audi Gold Cup**, some of Moroso's iconic collections were chosen to furnish the Polo VIP Lounge, showcasing a modern, elegant style suited to the event's highly prestigious setting of sport amidst breathtaking scenery.

The space will therefore feature Ron Arad's **Misfits** sofa, a sculptural seating arrangement whose interplay of bold, curving plastic volumes creates an effect of high visual impact; the Victoria & Albert sofa, again by **Ron Arad**, an instantly recognisable combination of design and function; and **Panna Chair** and **Memory**, two chairs by Tokujin Yoshioka through which he poetically reinterprets the classical Japanese aesthetic.

Lastly, the space will be decorated with a panel-mounted blow-up of a photo which **Alessandro Paderni** took of Tord Boontje's Rain Chair, one of the photographer's auteur shots for Moroso's OUT catalogue.

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