

MEDIA RELEASE

Kortrijk, 15 October 2010

MOROSO PRESENTS ITS 2010 DESIGNS AT KORTRIJK

Moroso is at the 23rd **Interieur Kortrijk**, held 15-24 October in Kortrijk, Belgium, a pretty town which every two years hosts a vast international audience of specialists who come to see this major design show. An unmissable fair showcasing the best in international design. Moroso is there too, of course, with a vast and varied range of products suitable for residential or contract use.

The new 2010 collections display Moroso's hallmark creativity in product development and design and its great attention to environmental sustainability.

Several Patricia Urquiola designs, like the **Silver Lake** collection of three sofas, two armchairs and a chair: clean geometric lines create an interplay of solids and voids and form polyhedral volumes. Silver Lake honours the 1950s in its revival and conservation of a particular care in selecting materials. Wood, steel, fabric and leather combine in a way which, today, indirectly echoes the Utopian vision of the time.

Patricia Urquiola's second collection was ideally inspired by rift valleys, hence the collection's name. **RIFT** is composed of two sofas (Aden Sofa and Afar Rift) an armchair (Rift Armchair) and a chair (Rift Chair), plus a range of **plastic** chairs and stools. Like tectonic plates, which drift and tend to collide forming several layers, the sofa and seats convey, in a very unusual way, an effect of sliding movement and asymmetric fusion.

Lastly, **Spring** sofa, again the work of the Spanish designer, who revisited her original 2008 design to create a loose-cover sofa whose environmental impact has been reduced through the use of a new padding foam made of new-generation polyols derived from a renewable plant source rather than from petroleum.

The *rooms* designed by Patricia Urquiola round off with **Klara**, a light, elegant wooden armchair with a clean, simple design. The frame, functional yet attractive, brings to mind the first mass productions of the early 20th century, (*not least*) for the use of *Paglia di Vienna*, a cane-weaving craft technique used in Friuli as early as a hundred years ago.

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Lastly, **Monica Armani's** collection of simple tables: **Tre-d Tables**. The tables' streamlined silhouette features an eye-catching use of shaped leg sections. The particular thick tabletop adds a prestigious touch, while the wood ensures lightness and an elegant look. Available in three sizes: 200x90cm, 250x90cm and 300x90 cm. The top is painted textured white or veneered with multilaminar wood in silver-black shades.

All around are **Nanook** chairs by **Philippe Bestenheider**, which recently won the prestigious Innovation Award of Awards from the Italian Ministry for Innovation on the recommendation of ADI. Nanook is in fact made using a very innovative surface decoration technique. The seat's decorative motif is printed straight onto the wood in 100%-sustainable solid paint.

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