

PRESS RELEASE

Udine, 28 July 2011

WHERE THERE'S ART THERE'S MOROSO

Together with Illy and Flos, Moroso is in London celebrating Italian *savoir faire* with creative contaminations that explore geographical, conceptual and aesthetic codes.

Moroso and Illy have for years shared their passion for art, taste and their local territory - Friuli Venezia Giulia. Their story dates back to **2003**, at the Palais de Tokyo in Paris, where Moroso, in addition to presenting the work of **Michael Lin**, produced for the Milan Furniture Fair, also furnished a space dedicated to the celebrations for Louise Bourgeois, the artist hosted by Illy. The event was a great success, and became the first of many collaborations between the two firms – fairs, biennial art exhibitions, museums – until 2006, when Moroso's Milan showroom hosted the second edition of Galleria Illy (the first edition was in NY in 2005, in a downtown space, again furnished by Moroso). It was a month of meetings combining art, design and flavour, which will be repeated once again this year at the **London FLOS-MOROSO showroom**, at 15, Rosebery Avenue, from 12 September to 16 October 2011.

Artists including Marina Abramović, Michelangelo Pistoletto, Francesco Clemente, Carlito Carvalhosa, together with celebrated designers of the calibre of Ross Lovegrove and **Patricia Urquiola**, archistars like **David Adjaye** (the architect whose work includes the new Moroso headquarters in Udine) and illuminated entrepreneurs such as Anders Byriel (managing director of KVADRAT, a leading textiles company, with a range that includes designer fabrics), are just some of the prestigious names that will breathe life into the London showroom for over a month. This splendid space measuring over 500 m², masterfully designed by Patricia Urquiola and inaugurated in 2009, will become the venue for cultural meetings, a creative workshop of ideas, where art, design and flavour will interweave and interact with each other.

Galleria Illy hosted by Flos and Moroso will also include the award ceremony for the second winner of the **Moroso Award for Contemporary Art**, Cristian Frosi. Together with Anna Galtarossa (who already received her award at the company's New York showroom during the Armory Show) and Martino Gamper (coming up shortly at the Milan showroom), he is one of the three stars of the first edition of this award, established in 2010, the brainchild of Andrea Bruciati and Patrizia Moroso. The award has the merit of promoting talents by making them known in an international circuit. The artists are offered the opportunity to create a site-specific project at the Moroso showrooms in London, New York and Milan.

Through this new initiative, Moroso continues its mission to represent Italian production around the world, and reaffirms its outlook as a company devoted to creative and conceptual research and experimentation.

via Nazionale, 09
33010 Cavallacco (Udine) Italy
T. +39 0432 577111 F. +39 0432 570761
info@moroso.it

MOROSO S.p.A.
C.F. P. IVA 00272580309
CAP SOC. € 1.000.000,00 (1.1.V.)
RSL 5144 TRIB. UD.
C.C.I.A.A. UDINE 127077

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

QUALITY SYSTEM
Ecology
UNI EN ISO 14001:1991
Quality system certification
UNI EN ISO 9001: Vision 2000



SINCE 1952

Moroso Communication & Press Director

Daria Triolo Tel. +39. 0432.577111- Tel. +39.02.878990 daria.triolo@moroso.it

via Nazionale, 09
33010 Cavallico (Udine) Italy
T. +39 0432 577111 F. +39 0432 570761
info@moroso.it

MOROSO S.p.A.
C.F. P. IVA 00272580309
CAP SOC. € 1.000.000,00 I.V.
RSL 5144 TRIB. UD.
C.C.I.A.A. UDINE 127077

Milano
Via Pontaccio 8/10
T. + 39 02 72016336
F. + 39 02 72006684

SHOWROOM

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

www.moroso.it