

MOROSO IN VENICE 2010

A date with **Moroso** in Venice this year for a September dedicated to architecture, film, art and eco-sustainability. The programme opens with the 12th International Architecture Exhibition where Moroso is a sponsor in support of the Biennale. The Little Albert armchairs by Ron Arad, **Supernatural by Ross Lovegrove** and Rain Chair by Tord Boontje, all in soothing white, are to be the ideal setting for enjoying a relaxing time in the areas of the gardens and Arsenale. (HYPERLINK "<http://www.labiennale.org>" \o "blocked: :<http://www.labiennale.org/>" www.labiennale.org).

For the third year running Moroso is also to work alongside **Cinecittà Luce** for the occasion of the film festival at the Lido. African and oriental atmospheres are merged with artists' illustrations in the concept by the architect at Moroso, Emiliano Calderini, for the official space of the state-owned group, created for the 67th Venice Film Festival. The large spaces of the Tropicana restaurant of the Hotel Excelsior are tinged with soft colours such as grey, pink and white, matching the shapes of the My Beautiful Backside sofa designed by the Anglo-Indian designer couple Doshi & Levien. At the back a wall with a cinema inspiration, an exclusive work by the artist GiuCa, gives the space a touch of lightweight buoyancy. Finally the large deco light fixtures have been restyled and modernised with a covering of transparent film with themed decorations. The outside terrace is the location for the OUT products by Moroso including some from the M'Afrique collection, such as the **Shadowy armchairs by Tord Boontje** (HYPERLINK "<http://www.cinecittaluze.com>" \o "blocked: :<http://www.cinecittaluze.com/>" www.cinecittaluze.com - www.cystudio.it)

The date with art is instead at Palazzo Fortuny with **Nuala Goodman**, a versatile artist who combines painting, design and fashion with her flocked fabrics (flocking is a process which produces a velvety look on different surfaces through the application of other fibres, with special effects and patterns). A truly unique work created by Nuala by hand on forty-two iconic pieces from the Moroso collection. Actual installations for exclusive pieces that create a fairy-tale atmosphere. www.museiciviviceneziani.it

Eco-sustainable design is finally the theme of the travelling exhibition curated by Ecologico with the association Fuoriscaia in which Moroso is to be present with the **Little Easy chairs by Ron Arad** covered in Jacroki (an intrinsically eco-friendly material patented by the company Okinawa) and later coloured by hand by a group of children coordinated by Salvatore Indriolo. The exhibition is to be inaugurated during the architecture Biennale at the Telecom Future Center and continue in pavilion 8 of Abitare il tempo (HYPERLINK "<http://www.sustainabledesignweek.com>" \o "blocked: :<http://www.sustainabledesignweek.com/>" www.sustainabledesignweek.com).

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