

PRESS RELEASE

Stockholm, 9 February 2012

MOROSO AND NORDIC LIGHT HOTEL CELEBRATE TOGETHER IN STYLE

Stockholm, capital of good taste and favourite destination of design lovers, is to host a big event held by Moroso and **Nordic Light Hotel** for the occasion of Stockholm Design Week. An exclusive invitation-only gala evening to celebrate the partnership between the firm from Friuli and Nordic Light Hotel in Stockholm, that has chosen to update its look thanks to the creative flair of Moroso.

The celebrations will be attended by the family firm's Art Director **Patrizia Moroso** together with Moroso's General Manager **Alberto Gortani**, in Stockholm to greet the prestigious guests at the soirée, to be held at the Nordic Light Hotel on February 9th.

In the great hall of the hotel, the spotlight will be on Moroso products, including Patricia Urquiola's extremely comfortable new sofa, **Gentry**, with its large, soft cushions, and slightly arched frame that softens its shape to give it a classic feel; nearby, **Doshi & Levien's** Paper Planes armchairs, ideal for reading and relaxation, with their strikingly fine linear outline, which offers the eye a sense of lightness and suspension.

Among the other products presented, the Nebula Nine sofa, from the **Successful Living from Diesel with Moroso** collection, a casual rock icon, particularly appreciated by those with an eye for a casual yet refined style.

For this special evening, the hotel foyer will become a **three-dimensional stage** with projections on the windows and distinctive illuminations. With a touch of irony, the designers' images become a part of the graphics, the stars of architectural creations using the Moroso products they have designed, like a **colourful patchwork** of pictures moving across the walls, animating the space with different intensities of light. A remarkable effect, for a concept created by Emiliano Calderini.

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