

THE REVOLVING ROOM BY PATRICIA URQUIOLA

“The name “The revolving room” says it all. This installation designed by Patricia Urquiola uses a sequence of panels which revolve around a geometric space to reveal the new collection designed for Kvadrat: "a space within a space." The panels are upholstered in bright, vibrant colours with 3D patterns depicting furniture and design, in a style similar to wireframe and using shapes that are recognizably Moroso products. While the images may initially seem abstract they are actually geometric drawings of the pieces shown .

The slow, circular, repetitive movement of the panels means the space is constantly changing in time with a "revolving music".

The abstract patterns of the fabrics have been created by bringing together irregular shapes and continuity in design. These fabrics are used both to play off Moroso products in the showroom and panels positioned at the entrance . The panels use the latest fabric technology to screen a video of urban and industrial images.

The Kvadrat fabrics (Grid1 +2, Matrix, Memory and Drops and Winding) come together not just with the Moroso collections, but also in the movement and transformation of patterns, and their embroidery, to create an environment which is both dynamic and engaging.”

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SHOWROOM

QUALITY SYSTEM
Quality system certification
UNI EN ISO 9001: Vision 2000
Ecoquality
UNI EN ISO 14001:39.

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