

PRESS RELEASE

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AT MILAN DESIGN WEEKEND, MOROSO INTERPRETS THE ART OF LIVING WITH TORD BOONTJE

Moroso takes part in the **Milan Design weekend** initiative, four days dedicated entirely to interiors, with itineraries through design, art and architecture, on the theme of "the art of living, a new intimacy". An event dreamt up by publishing groups Mondadori and RCS, to emphasise the importance of bringing together the worlds of production, distribution and the media in a platform of communication and supply, addressed to the final customer. An important **public-oriented** event that Moroso could not miss.

This prestigious event is sponsored by the **City of Milan**, with the collaboration of major organisations including ADI (the association for industrial design), Milan's Triennale and Brera Design District. It actively involves Moroso - together with the biggest Italian design firms - in the creation of a themed display and a special range of products.

Moroso, driven as ever to respond to the changing needs of its clients, **interprets** the theme of the art of living in the showroom in Via Pontaccio, proposing an interior that reflects the increasing return towards more intimate values and spaces, where natural elements sit alongside technology, in a *poetic* combination of ancient and modern.

The interpreter of this mood for the occasion is **Tord Boontje**, an internationally-renowned Dutch designer, now appointed head of the Design Products department at the Royal College of Art in London, who has been working with Moroso since 2002. He also designed the textiles displayed and seen in the upholstery. The fabrics are produced by Kvadrat, a world leader in high-range textiles, and our guest for the occasion here at the Moroso showroom.

Tord Boontje has always had a particular interest in the topic of **eco-sustainability** (ever since his degree back in 1994: his first works were made of recycled and waste material). He shows a particular sensitivity to vibration and colour in his interpretation of **nature**, so that the objects he designs generate an ornamental euphoria that is sensory and tactile as well as aesthetic.

Two perfect examples are **Oval Table** and **Bon Bon**, where the surface (in black silk-screened crystal and white dye-sublimation printed corian) is a glimpse of woodland, with branches, leaves, flowers and butterflies, giving a sense of lightness and playfulness.

Or **Closer**, an oversized chair combining the opulent shapes of metaphysical seats with the comfortable ones stored in our memory. Shapes that impose their presence, covered in fabrics with bold floral graphics, proposed here in the new Kvadrat fabrics.

These pieces take us on a trip through the inspiration of nature, read in a poetic key (that is also gothic and Victorian), with a fairytale feel and plant-like shapes, such as **Shadowy**, the throne-armchair with its crown of foliage that forms a natural parasol and its puffy sides that offer a comfortable place to rest your arms. Together with **Sunny chair** it is part of the M'Afrique collection (produced entirely in Senegal by local craftspeople), and along with many other products, it offers a colourful outdoor décor, in an intriguing and playful dialogue with nature, but also happily fits into indoor spaces.

The top of **Press Flower table** is a wood fibre panel made from waste. Laid on top of it are freshly-picked flowers and leaves that maintain their shape and colour thanks to a special pressing technique that covers the surface with insulating film and stratifies the elements into the wood. Around the table stand the playful **Doll and Witch Chair**, one covered with a lace-like veil of white fabric, the other with leather pieces for an effect reminiscent of a bird's plumage.

This presentation is Moroso's tribute to the work done with Tord Boontje, expressing **appreciation** for his tireless investigation of the secrets hidden in the woods of life. Through his products he offers the gift of intimate evocations and *sensory inspirations* to those who see and use them.

In this perspective, **Moroso** sees the **art of living** as the ability to listen to nature, to people, to objects, imagining their soul, animating the eye of those who behold them with a sense of mystery and curiosity. Products that live, indoors or out, because they are capable of creating a natural, living relationship between the personal aspect and the space we inhabit, so that **interiors** become a sheltering, welcoming place where we can travel to places real or imaginary, and never lose that sense of surprise that comes with the realisation that we can play with the entire world.

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