

MEDIA RELEASE

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**MOROSO PRESENTS
SUSHI COLLECTION BY EDWARD VAN VLIET**

The full Sushi Collection by Edward van Vliet for Moroso is presented today for the first time in Holland at Showroom Moroso in Amsterdam . The collection is composed of a sofa (**KARMAKOMA SOFA**), a seat (**JUJU FAUTEUIL**), modular seating (**SUSHI BLOCK SEAT**) and a round pouffe (**DONUT**).

One is immediately struck by the patchwork pattern of the upholstery, the collection's key element, intensified by an embroidered interweave of geometric shapes, high-tech grilles, Spirograph swirls and designs evocative of Moroccan damasks.

The collection's simple, elegant forms create a unique aesthetic, as do the beautiful fabrics which were all designed by Edward. A particularly interesting feature is the **embroidered** carp, or *nishikigoi* "brocaded carp", which in the Sino-Japanese tradition is a symbol of strength and perseverance. Capable of swimming up and over the Dragon Gate waterfall on the Yellow River, the carp is the most courageous of fish. Legend has it that if it succeeds in leaping over the waterfall it will turn into a dragon. A legend that inspired Edward's graphics for this creation.

"Edward has a very light, free and easy approach to designing, and he also has a talent for amalgamating very different elements. The contrast highlights their differences and, as in life, it becomes the most attractive and interesting side of things," says **Patrizia Moroso** before adding, "he likes to lose himself in details, he studies the shades of colours, he merges inventiveness and simplicity in a beguiling fusion effect unpreoccupied with matching schemes".

Edward van Vliet, a Dutch interior designer, started off as a fabric designer before moving into interior design and large-scale furnishing projects, including Hotel Derlon and NL Hotel in Amsterdam. Coral Lodge, on the coast of Mozambique, a luxury five-star resort which Edward devised and designed throughout, will be opened in June 2009.

Each design in the **Moroso** production range starts as a journey leading to a specific place; what changes are the paths explored along each journey. Through Patrizia Moroso's interchange and work with each individual, different designer, those paths lead to objects full of meaning, the ultimate elements in a process encompassing many different factors.

Moroso products convey this research, which starts with a creative idea and finishes with an artefact that combines the most meticulous manufacturing with the most modern functionality.

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