

## OPENING OF THE SECOND FLOS-MOROSO SHOWROOM IN LONDON

**Flos and Moroso** together for the second time. After the showroom successfully opened last year in Amsterdam, the two historical Italian design brands renew their partnership in London with the new showroom at 7-15 Rosebery Avenue, 600 square meters on two floors based on architect and designer **Patricia Urquiola's** concept.

A mangrove of curved tree shaped pipes made of white painted aluminium define and outline the showroom areas, while "trapping" the creations by Flos and Moroso. In the absolute whiteness of the space, lamps and furniture are the leading actors of a great scenic suggestion, starring in an ideal house made of light and sculptural volumes. "A neutral environment - explains Patricia Urquiola - consisting of wooden floors, metal grids, dividing glass elements, walls and displays, everything rigorously white. The room and three galleries of the basement display the "Moroso Rooms" concepts and the "Flos Cubo™" wireless light control system.

The Made in Italy design witnesses an important understanding between Flos and Moroso, that have chosen to join for a strategic synergy between furniture and light, yet remaining two separate industrial identities.

**Piero Gandini**, Chairman of **Flos** states enthusiastically: "Achille Castiglioni and Philippe Starck, together with the Queen and Sid Vicious. Jasper knows it works well. I'm very happy and proud. This time, we have our fellow travellers with us: thanks to the talent, friendliness and appeal showed by the Moroso family, this idea has become natural. Many thanks to Patricia Urquiola".

"The opening of the new premises and the new showroom in London - explain **Roberto Moroso**, Managing Director, and **Alberto Gortani**, General Director of Moroso, - becomes part of the project started some years ago aiming at strengthening our presence on the most important world markets (2007 New York; 2008 Amsterdam; 2009 London; 2010 Singapore). After the showroom successfully opened in Amsterdam together with Flos in 2008, it's been a natural thing for us renewing and sharing with them this new experience, also because a nice sofa always goes together with a nice lamp!

Thanks to their flexibility, our products also meet the strong demand coming from the **English market**, above all from the architects. They are indeed always in search of innovative, functional and high-quality manufacturing solutions, in order to fulfil the requirements of a new attentive and demanding custom. Offering our products together with a leading company in the lighting sector, like Flos is, represents for us the **improvement** of the integration of the two brands as well as a plus in our sales policy".

"This opening is extremely significant for Flos - asserts **Marco Piscitelli**, Commercial and Marketing Director of Flos. The presence of a showroom in London has become essential, since together with New York (no wonder that we're also opening there in February 2010), London is home of lighting designers. At the same time, this operation belongs to a wider scenario consisting in strengthening the Flos brand in all those cities which represent not only strategic and commercial benchmarks in the lighting and design world but also the neuralgic centres of the project and creativity in general (by the way, in 2010 we're opening beautiful spaces also in Lion and Beijing)".

**Patrizia Moroso**, art director and creative soul of the family company, adds: "London has always been an ideal city, full of vital and creative energy, the pulsating heart of Europe and home of many of our staff members, designers and architects like for example Ron Arad, Ross Lovegrove, Tom Dixon, Nipa Doshi & Jonathan Levien, Tomek Rygalik, David Adjaye and Jaime Hayon.

The **showroom** in London? For years our unrealized dream!

**Piero Gandini** is an important friend and partner in this adventure. We share a sincere love for design and a passion for our job. Being together in London means for me that we'll fulfil that dream at last.

**Patricia Urquiola**, a star in international design and a friend cooperating with both companies, has been called to act as a "natural" interpreter of our different souls. The purpose is to create an environment which shall be at the same time expression of the diversity of our products as well as a place for their interaction.

An intent resulting in a perfect outcome."

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