



X-Ray music and vintage treatments inspire the first collection
Successful Living from Diesel with Moroso

Moroso, with Diesel, has created a collection of products with a relaxed and comfortable mood, taking its inspiration from an informal lifestyle concept and targeting consumers who like simple shapes yet at the same time seek a “modern” style made up of high quality combined with a distinctive design of pure lines.

“We worked with the Diesel creative team, headed by its Creative Director Wilbert Das, to develop an interesting and alternative collection idea which was to represent two different yet coexisting aspects of certain contemporary trends: one which is darker in tone, inspired by the underground world and with a more aggressive and enigmatic aesthetic, and the other lighter, inspired by nature and a visual radiance, with soft and welcoming shapes”, explained **Patrizia Moroso** who always follows all the phases of every design project personally.

All this has produced the Camp and Rock collections: the first consisting of a sofa – **Nebula Nine Sofa** – which is soft like a large cloud, has generous shapes and where you can sit or lie on large, soft cushions with stonewashed linen covers which define the sofa, making it the ideal space for relaxing and socialising. The frame is in wood throughout, very strong and compact.

Sitting on the **Cloudscape Chair** produces the same sensations. Again the large cushions define its shape and support the seat for unique comfort.

The Camp collection also includes a series of other products in hand-painted wood: the **Overdynd Lounge Chair**, **Overdynd Side Chair** and two small tables, the rectangular **Overdynd Table** and round **Overdynd Side Table**. The paint detail in these products is particularly important as the technique used (ragging) means that the natural streaks of the wood are revealed and which, coloured and then wiped away, create a special vintage effect. The support structures are instead in black-painted steel.

The Rock collection is in a different mood, one where the Diesel inspiration is linked to the world of music, concerts and the visual idiom. The rectangular occasional table **Xraydio 2 Disc** is therefore made by printing the X-ray of a dj console on glass and using the colours of the night with shades from electric blue to black. By retaining the transparency of the glass the effect is truly strong, evocative and highly iconographic. The same process was applied to production of the small **Xraydio 1 Razza** table, although here the chosen image is that of a ray fish swimming against a blue background.

Finally the 3-panel screen **Xraydio 3 Natura Morta** has a printed photographic image which plays with the archetype of a seventeenth-century still life.

A further reference to the rocker style involves the use of studs on the leather of the **Bar Stud** stools, available in two different heights (74 and 64 cm), and the **Ego Stud** mirror.

Finally a truly special item: the **Flightcase** storage unit inspired by the trunks used by musicians to carry their instruments around when on tour, available both with two and three doors.

Patrizia Moroso sums up: "The best thing about this collection is that it's alternative and different. Each product has its own strong identity yet its value increases even further when all the items live together, strengthened by a laid-back, fun and rocker vibe and creating an interesting mood as shown in the fine images by Massimo Gardone which are to be included in the *Successful Living from Diesel with Moroso* catalogue".

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