

MOROSO^M

PRESS RELEASE

Milan, 12th April 2016

Moroso 2016

At this year's Milan International Furniture Show (Rho fair complex) Moroso presents nine collections by such talented designers as **Patricia Urquiola**, **Daniel Libeskind**, **Alfredo Haberli**, **Doshi&Levien**, **Tord Boontje**, **Front**, **Edward van Vliet**, **Scholten&Baijings** and **Mermelada**, a young, highly creative Spanish firm. There will also be new, rock 'n' roll-style products from the **Diesel Living** creative team.

Another unmissable event is the inauguration of the **SPRING to MIND** exhibition in our showroom, Via Pontaccio 8/10 on 12 April at 7 p.m. A tribute to **Ron Arad** and his 25-year creative partnership with Moroso. The exhibition's narrative-installation, curated by Marco Viola Studio, will astound you for its ability to visually represent the emotion of a creative and human bond. "Ron is a very intelligent person and therefore he takes the appropriate approach to design. Things that are obvious don't interest him," says Patrizia Moroso, and adds that, "Ron debuted in industrial design with us. That's something I'm very proud of".

The affinities between Ron Arad and Moroso go even as far as the **Statale di Milano**, where Interni Open Borders hosts a **TOM VACK** photographic exhibition entitled **RON TOM TOM**. Organised by Ester Pirotta, **RON TOM TOM** features 20 photographs in 1:1 scale which, through a leitmotiv of light, colour and form, interpret and showcase the products Ron Arad has designed in his 25-years' collaboration with Moroso.

"The objects reflect the imagination of their creators. In Ron's case, they express something unique and original that is impossible to classify," stated Tom Vack.

That's not all. On the weekend before the Furniture Fair there's a pre-Show event especially for art lovers: as in past years, Moroso furnishes the **Miart** spaces and, in collaboration with Fiera, hosts two highly interesting events:

Saturday 9 April, 3 p.m., at the Miart VIP Lounge: a conversation between Andrea Bruciati (curator of the Moroso for Contemporary Art award) and **Luca Trevisani** (winner of the last award) to introduce the site-specific project, developed in association with Moroso, to be displayed in Moroso's New York showroom on the occasion of the next ICFF.

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Sunday 10 April, 11.30 a.m. at the Miart VIP Lounge: a meeting with **Ron Arad** to illustrate **SPRING TO MIND**, the exhibition opening on 12 April at Moroso's Milan showroom, Via Pontaccio 8/10. This will be followed by a walk in the company of architect and Miart artistic director Vincenzo De Bellis and deputy director Alessandro Rabottini to find out all about Miart, the international modern and contemporary art fair that is making Milan a go-to place for the world's art curators and art lovers.

Lastly, Moroso's innovative designer products will be seen at many events **around town:**

Gallery AMI-D'ARTE SPAZIO: Oasis collection by Atelier Oi

Salone Satellite: Soft Wood sofa collection and Anomaly by Front, and Marc Thorpe's Blur Sofa

Triennale Mostra Donna: Biknit armchair by Patricia Urquiola and Imba chair by Federica Capitani

Elle Décor Soft Home Palazzo Bovara: collections: Morning Glory (Marc Thorpe) – Moon chair (Tokujin Yoshioka) – Nanook (Philippe Bestenheider) – Rift armchair (Patricia Urquiola) – Newtowne sofa (Massimo Iosa Ghini) – Pipe low table (Sebastian Herkner)

Statale MAD Architecture: Ross Lovegrove's Supernatural chair and Ron Arad's Ripple chair

Citylife Penthouse Event "Up to the Sky", collections: Gemma sofa and armchair (Daniel Libeskind) – Rift (Patricia Urquiola) – V&A sofa (Ron Arad) – Husk (Marc Thorpe) – Gimme More sofa (Diesel Living with Moroso)

Diesel Store San Babila: Longwave armchair and Hexxed low table

Diesel Iris Ceramiche: Longwave armchair and Overdyed table

Sushi Blue edition Palazzo Turati by Edward van Vliet : Sushi collection by Edward van Vliet

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