

MOROSO^M

PRESS RELEASE

MILAN, 12 OCTOBER 2017

10 YEARS AFTER. Design, craftsmanship and interiors in Doshi-Levien and Moroso's decade-long partnership

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Time flows rapidly, but as it passes it leaves indelible traces of all the things made by creative passion. A silent time that has over the years formed a constant theme of ideas, designs, discoveries, affinities and insights. This, and many other things, will be the subject of a discussion taking place on **12 October, starting at 6 pm**, in the Moroso showroom at Via Pontaccio 8/10, Milan.

Nipa Doshi, Jonathan Levien, Gianluigi Ricuperati and Patrizia Moroso, together to talk about what has been and what will be.

The year 2007 saw the birth of Charpoy, a unique kind of bench which marked the Anglo-Indian duo's official debut in Italian mass production. Followed by **My Beautiful Backside, Paper Planes, Impossible Wood, Chandigarh, Armada and Modernista**. Designs developed for Moroso with the idea of representing a particular, innovative design concept that would reflect two different yet complementary approaches to designing. Nipa, with deep roots in the cultures of India; and Jonathan, industrial designer, together celebrate a cultural hybrid, a synthesis of technology, narration and high-end craftsmanship.

The designer/company relationship is a constantly fresh, changing topic, a canvas in perpetual composition, where design maturity often corresponds with temporal maturity and prompts virtuous creative cycles. A display "in movement" has been created to visually represent this concept. The showroom is transformed through the use of tension curtains technically designed by Silent Gliss, using Kvadrat fabric.

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