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**'THE UNEXPECTED WELCOME'  
AT THE MOOOI SHOWROOM DURING IL SALONE INTERNAZIONALE DEL MOBILE 2010**

**The Other Face: new ways of highlighting your world**

From the 14th to the 19th of April Moooli is proud to present the many faces of its new products at the new showroom in Milan for the 49th Edition of Il Salone del Mobile, the world's most famous furniture fair. In via Tortona 37 the newest creations of Marcel Wanders, Arihiro Miyake, Nika Zupanc, Neri & Hu and Bertjan Pot will be presented in combination with products extensions from Maarten Baas, Raimond Puts and Fresh West.

The new Moooli permanent showroom will open its doors for the first time in occasion of the press preview of the 13th of April and the showroom will be certainly up and running to receive the many visitors during the Salone del Mobile. Therefore this year the 'Unexpected Welcome' of Moooli also takes place in an unexpected location: via Tortona 37. This space encloses the perfect ambience to present the latest designs in style while introducing the public to the entire world and meaning of the brand Moooli.

Every year Moooli likes to surprise the spectators with its new products by keeping them secret until the Salone del Mobile, creating a feeling of expectation and offering a mere glimpse of what the viewers can expect...The public will be faced with the versatility and geometrical complexity of Miyake's new ingenious creation, the dark monsters inhabiting the latest designs of Marcel Wanders, the tenderness and grace of Nika Zupanc's creation, the exotic elegance of the product from Neri & Hu, the sparkling grace of Bertjan Pot's new entry & more...An irresistible mix of different cultures and creative minds.

Would you like to know more about it? The Moooli team is looking forward to answer all your questions and reveal their secrets during the Unexpected Welcome at the Moooli showroom in Milan.  
Come by to discover the many faces of the new Moooli products!

**THE UNEXPECTED WELCOME**

Moooli Showroom

Via Tortona 37, 20144 Milano

Opening Times:

13th of April: press preview from 15:00 to 19:00 hours

14-19 April: from 10:00 to 21:00 hours

For more information you are welcome to contact pr responsible Marika Boso at: [marika@moooli.com](mailto:marika@moooli.com)