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MOOOI SAILS TO THE DOCK: OPENING OF MOOOI SHOWROOM IN LONDON

Launch date 16.09.2010

International design brand Moooi, defined by its CEO and Cofounder, Casper Visser as ‘a serious company with a smile’ is set to open the doors of its first permanent showroom & UK headquarters in London on the 16th of September 2010 at Portobello Dock.

After opening showrooms in Antwerp and Milan earlier in the year the Moooi crew is now ready to sail to the UK, one of the company's leading markets, a timely arrival to coincide with the capital's celebrations for the London Design Festival. The event represents the realisation of the company's dream.

‘London breaches history with English habits. It’s a liberal city that offers the best of the world in each department: culture, architecture, museums, restaurants and last but not least, people!’ Casper Visser, Moooi CEO

The World of Moooi will be revealed to London under the creative direction of designer and Cofounder Marcel Wanders. The new canal side residence will be located at The Dock's distinguished ‘White Building’, a Grade II listed stucco house dating back to the late 1900s, (and most recently home to the Virgin Group HQ).

Joining Moooi in the 250m² ground floor space, is Dutch resin flooring specialist Senso, who will be marking this event with the international debut of a unique range of flooring designed by Marcel Wanders, with a print true to the style of Wanders' ‘new classics’, giving the spectator a playful three-dimensional illusion.

With 75% of Moooi's UK turnover generated within the contract market, both Moooi and Senso share a like-minded approach to creative and innovative business. Through their combined energy and vision the London showroom is set to become a user-friendly environment for the nation's architectural and design industry. It will be an inspiring design hub - a place to nurture new relationships for both brands whilst also maintaining Moooi's existing British friendships.

‘Moooi is just in the beginning stages in London, to grow further we need the visibility of the product that will allow the team to work more closely with our existing and potential clients.’ Casper Visser, Moooi CEO.

The permanent showroom will house Moooi's design icons in coexistence with the new products launched at the Salone del Mobile 2010 in Milan. The introductions include the new Monster chair by Marcel Wanders, the tenderness and grace of Nika Zupanc's 5 O' Clock table & chairs and the exotic elegance of the Emperor lamp by Chinese designers Neri & Hu - all seen for the first time in the UK. Amongst the iconic products on display will be the extraordinary Smoke collection by Maarten Baas, the inventive Brave New World lamp by the young British duo Fresh West, Skai table tops as an addition to Marcel Wanders' successful Container Table collection and the soft glow of Raimond Puts' LED lamp, last year's star.

Almost 1000m² of Senso's seamless Castfloor will be installed throughout the White Building and The Dock, demonstrating the range of colours and the beautiful finish created with its use in retail, showroom, restaurant and office spaces. The co-operation between both brands, Moooi and Senso, couldn't be cleverer.

‘Moooi items need a charming floor to stand on and Senso floors look nicer in an inspiring location & setting. The perfect partnership!’ Casper Visser, Moooi CEO.

Continuation sheet

Notes to the editor

- Showroom Address and Details:

White Building – The Dock
555 Harrow Road
London, W10 4RH

Opening times. 9am to 5pm, Monday to Friday, by appointment only. Nearest Tube Ladbroke Grove

For Moooi, please contact Alison Stafford, director of Alison Claire Ltd and the sole UK agent for Moooi at:
alison@alisonclaire.com

For Senso UK, please contact Alex Dennis, director of Senso UK at alex@sensofloors.co.uk

- Moooi history, philosophy and style:

For almost ten years Moooi has inspired and seduced the world with sparkling and innovative designs. The venture founded in 2001 by Marcel Wanders and Casper Vissers is named after their native Dutch word for beautiful – the third ‘o’ in the brand name stands for an extra value in terms of beauty & uniqueness. The core strengths of both men continue to complement each other perfectly; Marcel, the obstinate, passionate designer with a nose for business, and Casper, the driven marketer with a keen eye for design.

In addition to Marcel Wanders’ designs, the Moooi portfolio contains a range of work from other nationally and internationally recognised designers. These include, amongst others, Jurgen Bey, Bertjan Pot, Jasper Morrison, Ross Lovegrove, Neri & Hu, Studio Job and Nika Zupanc. Marcel maintains an influence in all inclusions to the brand, being personally responsible for the overall design selection process. The collections style is exclusive, daring, playful, exquisite and based on the belief that design is a question of love.

Moooi takes pride in producing timeless objects of beauty which possess the uniqueness and character of antiques combined with the freshness of modern times. This fusion brings the brand to focus on the production of iconic objects. A mix of lighting, furniture and accessory design which outlast everyday interiors, defining our home’s personalities.

- Senso flooring:

Senso is the most exciting company today in the field of decorative seamless resin floors. It thrives on work for clients like Hugo Boss, Tommy Hilfiger, Prada, Sony, Mercedes, Vitra and Moooi, supplying flooring for residential and public spaces, hospitality & leisure industries alike. It is currently the only non-industrial company with its own product development and production facilities.

The Sensofloor was originally inspired by the resin screed floors from their industrial counterpart. The unique flooring is hand-cast, custom-made and soft to walk on, it can also be poured in any colour imaginable. The perfect seamlessness and warm ambiance of the finish combine with a quality never seen before to deliver a revolution for the flooring industry. Senso offers the only resin floors on the market entirely free of heavy metals and solvents or VOCs. Sensofloors are not made from crude oil, but biopolymers and plant derived resins.

Senso was voted to be the fastest growing company in the Netherlands in 2009 by KPMG. Founded in 2003 by David Bols and soon after joined by his brother Daniel, in 2006 the company posted a turnover of £ 640,000. In 2008 turnover had grown to just over £6 million, a staggering 950% growth in just three years. This growth continued regardless of the world economic crisis. The company also has showrooms in Amsterdam, Antwerp and Milan.

- Press preview 16th September 2010:

Details to follow on the preview and by invitation only.

- London Design Festival at The Dock, 20th to 26th September 2010:

Moooi and Senso will be teaming up with neighbouring brand Tom Dixon, founders of The Dock, for an exciting program of events and activity during LDF.

LDF/Dock opening hours: Monday to Saturday 10am-6pm/ Sunday 10am-4pm. Late night open to the public: Tuesday 22nd Sept until 8pm.

For further press information and images for the showroom launch please contact Karen Malacarne at CASPERSZ&CO: km@casperszandco.com tel +44 (0)7736 419209 or for international enquiries to Marika Boso at Moooi headquarters: marika@moooi.com tel +31 (0)76 578 4444