



Press release
For immediate release
Moooi

Moooi brings serenity and imagination to a busy life

New designs available worldwide from 12 September

We all have that one moment in time and space where our minds always wanders back to. That quiet place, where we feel peaceful. Wouldn't you want to make that moment tangible? A physical place that pulls your mind in that tranquil state by just being there? Hana invites you to enter your own peaceful place. Breathe and relax in your own little corner of the world. Its design is made of soft, round curves and celebrates the beauty of stepping out the hustle and bustle of life. Hana Armchairs are designed by Italian designer Simone Bonanni (Italy, 1989) and available worldwide from 12 September.

Hana means 'blooming' in Japanese, which perfectly fits the design as it unfolds like a flower in bloom. Make sure to discover the Hana during the official and global launch, which takes place from London during London Design Festival. The Hana plus other new designs will be on view amidst a lavish flower installation. Join us for a press Q&A with designer Simone Bonanni in Moooi's London Showroom on 20 September.

"The Hana Armchairs are activators of your calm sensations. The design makes you feel like comfort has come to life while surrounding you with serenity and luxury",
Simone Bonanni

Angles & Facts

Hana

Hana means 'blooming' in Japanese, which perfectly fits the design as it unfolds like a flower in bloom. Hana invites you to lay back, relax and let go in your own little corner of the world. The design is available in a normal version and one with a wingback (top). You can also choose for a swivel, which means you can turn the Hana around.

Simone Bonanni

Italian designer Simone Bonanni is responsible for the design of the Hana. His Obon Tables are already in Moooi's collection.



Join Moooi for a Q&A with designer Simone Bonanni

Discover the inspiration behind the Hana Armchairs during the press Q&A with designer Simone Bonanni in Moooi's London Showroom on 20 September from 9 – 11 am. [Click to join the Q&A.](#)

Global launch

Next to the launch during London Design Festival, Hana will be launched around the globe. You can find the new piece in Paris, Helsinki, Amsterdam and New York. Keep an eye on the website for an overview.

Other new design: Poof by Moooi Works

During LDF Moooi also launches Poof. Developed by Moooi Works, Poof is the perfect companion for every sofa or seater due to its height and versatility in colours and fabrics.

Worldwide launch from Moooi London Showroom

Join us for the global launch of the Hana and Poof from Moooi's London Showroom during LDF, amidst a lush flower installation.

Special opening hours during London Design Festival

Especially for London Design Festival, Moooi's London Showroom is open daily on 14 & 16-21 September from 10am – 6pm. Be among the firsts to see the new designs and installation on display.

Protecting the future of design

The Hana Armchairs and Poof contain The Button. With The Button, Moooi protects the future of good and authentic design!

The Hana Armchairs by Simone Bonanni

The Hana Armchairs by Simone Bonanni are a celebration of soft and round curves. Unfolding like a flower in bloom, Hana invites you to lay back, relax and let go in your own little corner in the world. With this new design Moooi offers you a comfortable resolution for your busy routine.

The Hana is more than a seating object. It is sculptured around the human body and its need to be pampered and embraced for long stretches of time. The generous and subtle curves allow for hours of lounging to daydream, read a book and let your imagination fly. Where will you go nestled in the Hana?

About Simone Bonanni

Simone Bonanni (Italy, August 1989) grew up in Pordenone. He graduated from IED Istituto Europeo di Design in Milan in 2011. A year later he started at Marcel Wanders Studio in Amsterdam where he worked as a product designer and project leader for three years. He moved back to Milan in 2015, where he founded Simone Bonanni Studio.

Poof

Poof is your perfect companion at home and for every (Moooi) seater. Timeless, versatile, solid and soft. At first sight, the sturdiness of the firmly grounded Poof would not let you imagine how flexible it really is.



Its versatility comes with the aesthetics and tactility of the different removable fabrics, leathers and covers you can choose for its upholstery. The easy-going design and height make Poof the perfect comrade for almost every sofa and seater in the Moooi collection. Poof is designed by Moooi Works.

Moooi London Showroom

Located in the centre of central-London's district Fitzrovia, you find Moooi's London Showroom. Especially for the launches and London Design Week, the showroom will be open daily. Visit the showroom on 14 September and between 16 and 21 September to admire the new designs amidst a lush installation of flowers!

The Hana and Poof contain The Button

The Hana Armchairs and Poof are accompanied by Moooi's digital proof of authenticity: The Button. This personal safe-keeper accompanies every Moooi design. The incorporated NFC- technology in The Button makes counterfeiting impossible and acts as proof of authenticity. By introducing The Button in their designs Moooi makes its supports in original design tangible.

About Moooi

For almost twenty years Moooi has inspired and seduced the world with sparkling and innovative designs. The venture founded in 2001, is currently led by Marcel Wanders and Robin Bevers. Moooi is named after the Dutch word for beautiful – the third 'o' in the brand name stands for an extra value in terms of beauty & uniqueness.

Moooi doesn't tell designers what to do, but listens to what designers want to make, trying to realise their dreams. Eclectic and always on the edge of commercial reality and cultural interest. To trigger, to create conversation pieces which make your environment more special, a life extraordinary.

Notes to the editor

Worldwide launch from:
Moooi London Showroom
23 Great Titchfield St, Fitzrovia
London W1W 7PA UK

Interview with the designer?

For the launch of the Hana Armchairs, designer Simone Bonanni is available for interviews.

[Please click here to put in your request](#)

Q&A during LDF

Date: Friday 20 September

Moderator: Claudia Baillie

Guests: Edward van Vliet and Simone Bonanni

Time: 9 – 11 am

Location: Moooi London Showroom, 23 Great Titchfield St.

[RSVP required, click here](#)



Product information & High-res Images

We are happy to direct you to our Online Press Room to download the most accurate and up-to-date information on the products and designers here: www.mooodi.com/press

Not registered to our Press Room yet?

Please create your personal account here: www.mooodi.com/press/register

PR Contacts

Worldwide: Loes Wijnstekers - press@mooodi.com - +31 (0)6 112 82 505 / +31 (0) 76 20 60 717

UK: Ivana Lindgren - ivanalindgren@mooodi.com - +44 (0) 2089625691

