

Press release - April 28th, 2020

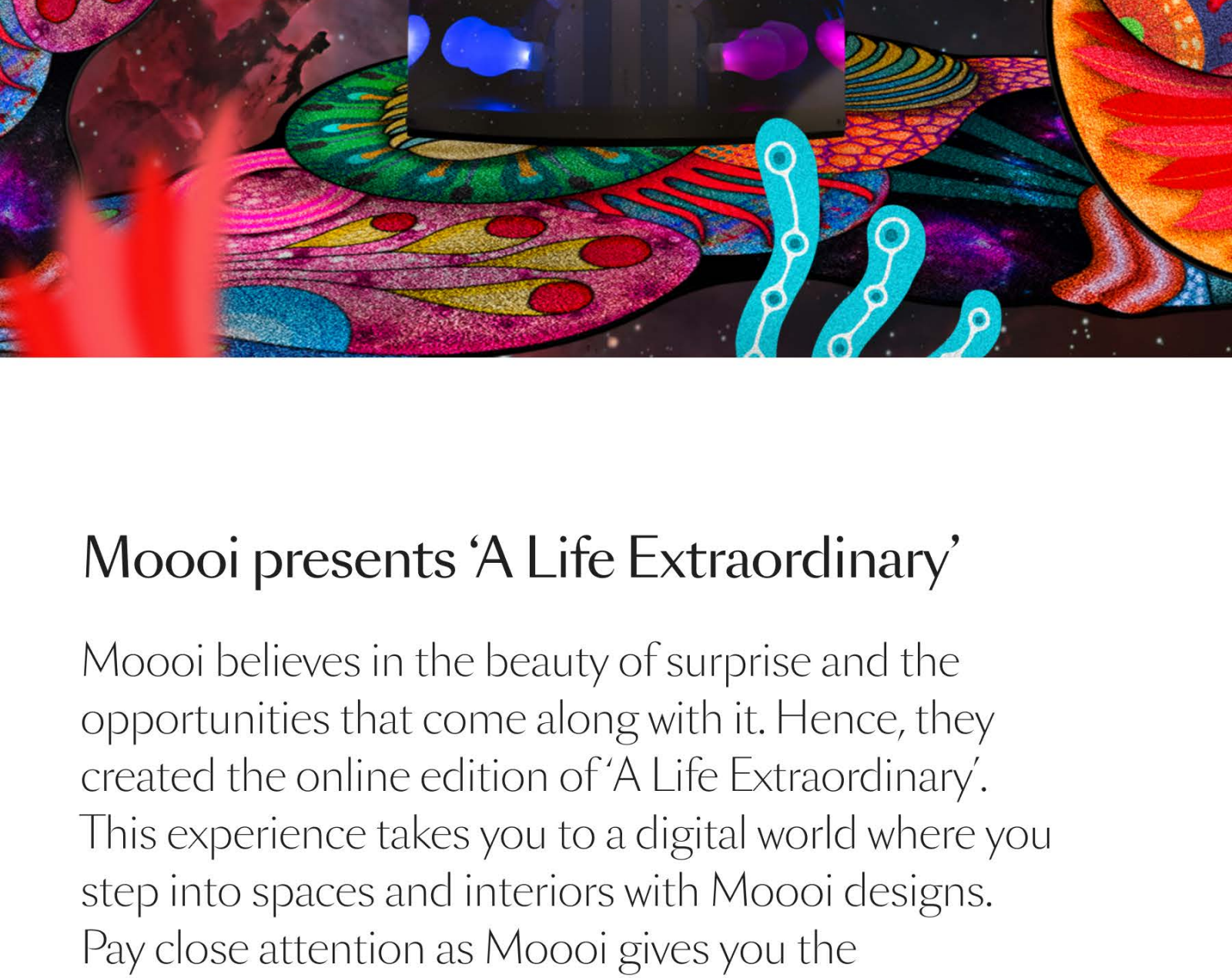
Take a journey through the inspiring world of Mooodi via an experience that uncovers brand-new spaces.

Mooodi invites you into a digital and audio-visual edition of 'A Life Extraordinary'. This digital world is Mooodi's way to inspire, surprise and amaze its audience in every way possible. Even in times like this, Mooodi brings its mission to life. We created digital spaces that lure you in. Immerse yourself through audio, motion and visuals in an online edition of 'A Life Extraordinary', that's accessible as of today

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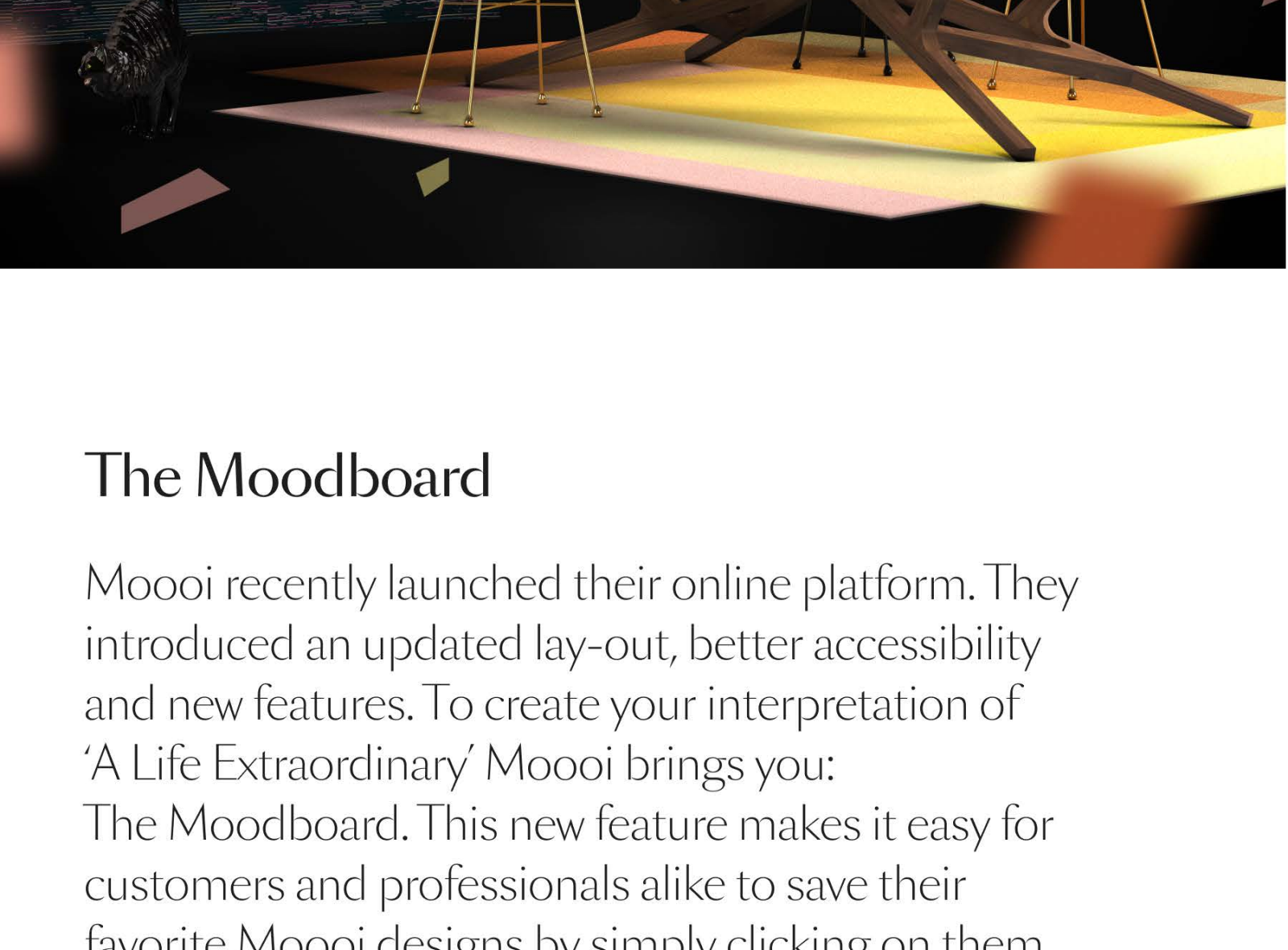


Mooodi presents 'A Life Extraordinary'

Mooodi believes in the beauty of surprise and the opportunities that come along with it. Hence, they created the online edition of 'A Life Extraordinary'. This experience takes you to a digital world where you step into spaces and interiors with Mooodi designs. Pay close attention as Mooodi gives you the opportunity to also spot their upcoming designs. Mooodi will announce more about these designs in the weeks to come.

Digital rooms

Each room in this digital experience evokes different emotions through audio, motion and visuals. It's a multi-sensory experience that sets distinctive moods. There's the 'Space Escape' room, celebrating the new Space Table Lamp by Ward Wijnant. Other rooms have names such as 'Tokyo Blue', 'Get Lucky' and 'Talking Heads'. All rooms represent 'A Life Extraordinary' and give you the chance to create your own version of Mooodi's mission.

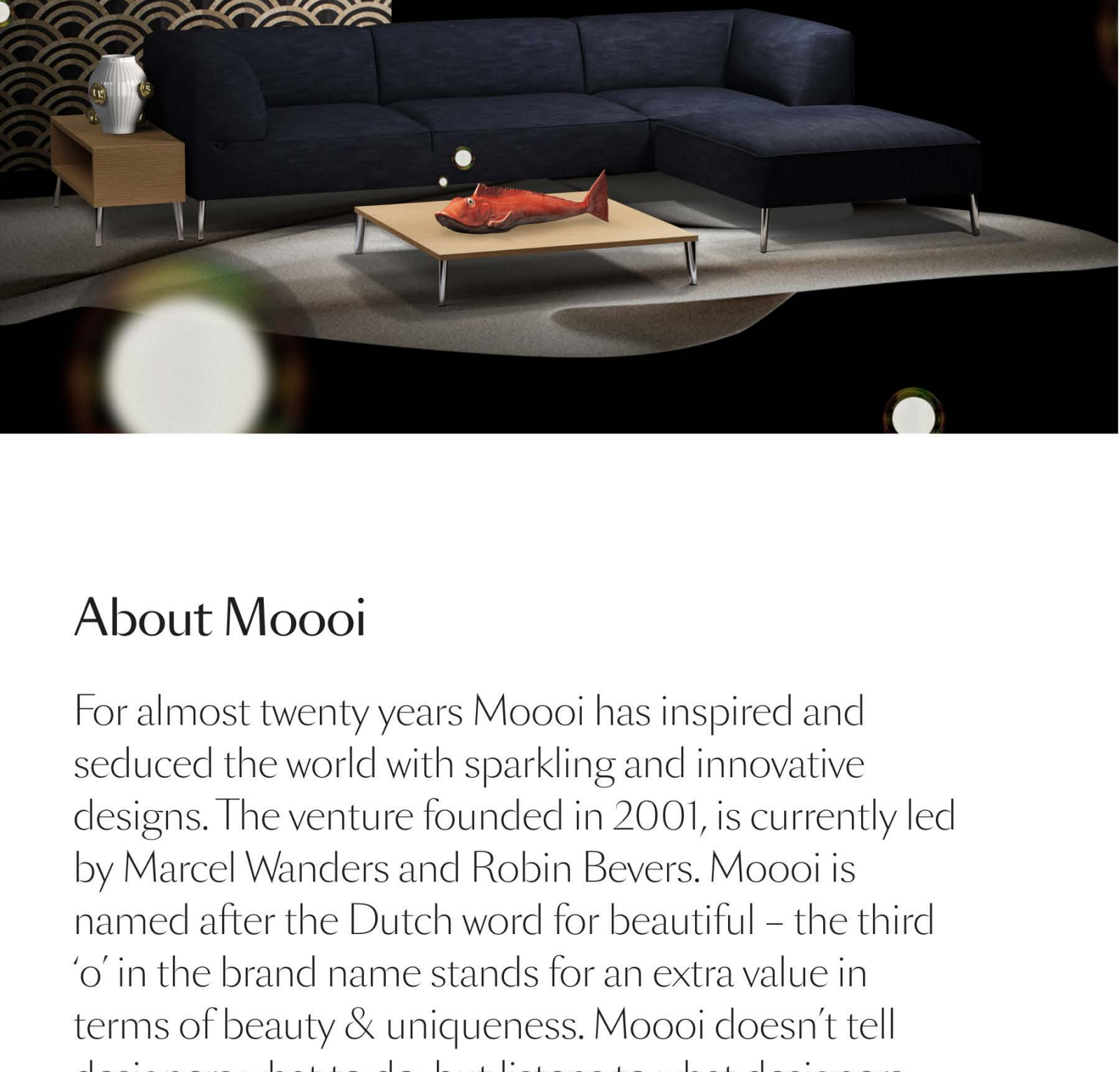


The Moodboard

Mooodi recently launched their online platform. They introduced an updated lay-out, better accessibility and new features. To create your interpretation of 'A Life Extraordinary' Mooodi brings you: The Moodboard. This new feature makes it easy for customers and professionals alike to save their favorite Mooodi designs by simply clicking on them. Each room comes with a pre-made Moodboard that is available for customization or download. The Moodboard feature is available throughout the whole website. This way, you will never forget your favorite items!

Lifestyle brand

Mooodi is a lifestyle brand for a well curated life, both online and offline. Our digital edition of 'A Life Extraordinary' is part of a highlight reel with an overview of our launches over the last year. There's the BFF Sofa by Marcel Wanders, The Party Wall Lamps by Kranen/Gille, the Hana by Simone Bonanni and much more. Our selection of carpets by Mooodi Carpets, including new ones, are also on view. And remember that amazing Mooodi Wallcovering collection we launched last January? Mooodi Tokyo Blue makes for a shining star in our online edition of 'A Life Extraordinary'.



About Mooodi

For almost twenty years Mooodi 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. Mooodi 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. Mooodi doesn't tell designers what to do, but listens to what designers want to make, try 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.

More information

Interested to learn more Mooodi? Want to set up a zoom interview with one of the designers? Talk to us over the phone? Don't hesitate to send an email to Loes Wijnstekers, global PR at Mooodi via press@mooodi.com or call +31 (0)6 112 82 505.