



FOR IMMEDIATE RELEASE, MARCH 2016

SUMMARY

From 12th to 17th April 2016, during Salone del Mobile's 55th edition, Moooi invites you to explore an entirely new world of creations at via Savona 56, Milan. Moooi is eager to transform the 1.700 m² space into a universe of sophistication, surprising creativity and rebellious harmony.

ANGLES AND FACTS: MOOOI'S 2016 COLLECTION PRESENTATION

Care to dance? Marcel Wanders' Charleston Sofa is our dancing partner this year... a smooth and supportive friend to teach you today's most elegant moves! Charleston actually stands on its side as if enthralled in a dynamic dance.

Caution: Heavy! The marble version of the Compression Sofa designed by Paul Cocksedge for Moooi is made from six tons of Carrara Marble.

Making an entrance The Entrance to Moooi's presentation this year will be graced with the presence of *Rijks, Masters of the Golden Age*, an art publication that pays homage to the 17th-century Dutch masterpieces from the Rijksmuseum's Gallery of Honour. The project, entirely art directed by Marcel Wanders, was accomplished over three years with the same company who prints books for the Vatican. The publication combines the testimonies of 30 thought leaders and craft masters from around the world. "This book is about how the greatest masterpieces influence how we see the world today", says Marcel Wanders.

Business angle Robin Bevers, Moooi's new CEO, is eager to meet you personally in Milan! "2016 will be my most exciting Salone del Mobile yet, not only because of the new delicate yet poignant style of our presentation, but also as this will be my first year as CEO of Moooi", asserts Robin Bevers, appointed to his new role in September 2015.

Keep calm & carry on This year Moooi is going to open a Showroom & Brand Store in London, on the 19th of May, and another one in Tokyo just a month later.

Don't miss Arihiro Miyake, Barbara Broekman, Bertjan Pot, david/nicolas, Edward van Vliet, Klaus Haapaniemi, Kustaa Saksi, Lorenza Bozzoli, Marcel Wanders, Noortje van Eekelen, Paul Cocksedge, Rick Tegelaar, Ross Lovegrove, Sacha Walckhoff (Maison Christian Lacroix), Umut Yamac and Valerio Sommella who have all created new design for Moooi, will be available for interviews during the press preview on Monday 11th April, as will Moooi's new CEO Robin Bevers... *book now to be the first to speak to them!*

Did you know? Launched last year, Moooi's ground breaking carpet printing technology astonished visitors as one of the best in floor coverings during Salone del mobile 2015. The journey continues in 2016 with a rapidly growing portfolio that includes more designers and an even more extensive collection of signature and broadloom designs.





FOR IMMEDIATE RELEASE, MARCH 2016

FULL PRESS RELEASE

From 12th to 17th April 2016, during Salone del Mobile's 55th edition, Moooi invites you to explore an entirely new world of creations at via Savona 56, Milan. Moooi is eager to transform the 1.700 m² space into a universe of sophistication, surprising creativity and rebellious harmony.

A new, refined and distinct presentation style

The centre of this year's presentation is Moooi's new collection: 22 new pieces majestically presented in beautiful compositions on pedestals and carefully placed inside a mysteriously dark and seductive ballroom. Radiating from this nucleus, numerous side passages lead to 14 luxuriously captivating, and elegantly styled home settings, which embody the rebellious spirit of today's creative community. This surreal and imaginary world is integrated with 21 new Signature Carpets and 22 new broadloom wall to wall creations. Thanks to a high resolution printing technology, the carpets complete the home settings with a unique combination of vibrant colours, photo realistic images and magic three dimensional prints that draw you into their world. All these elements are combined under the theme of *Rebellious Harmony* - a timeless sense of poetry and harmony, qualities at the heart of Moooi's style since the brand's inception 15 years ago. "This year's somewhat paradoxical theme of *Rebellious Harmony* is perfectly in tune with our own core beliefs", says Moooi CEO Robin Bevers. "At Moooi, we strive to embrace the polarity between creativity and business, between chaos and order".

Surreal and imaginary photography

Moooi are proud to announce a partnership with the young British art photographer Rebecca Bathory. Oversized prints of Bathory's lost and illicit worlds will add depth into Moooi's home settings, complementing this year's presentation's message of silent rebellion and poetic harmony. Bathory's participation to Moooi's 2016 presentation will be the award winning photographer's first brand collaboration.

Revolutionary technologies for a bespoke approach to carpet design

This year, Moooi will present instruments that have been implemented to facilitate the realisation of individual requirements. For ambitious projects, clients are offered the freedom to draft their own carpet design, with the aid of a step by step guidance process that falls under the category *Your Own Design*. We have also been developing Moooi Works carpets *Configurator*, a clever digital tool meant mainly for private clients who want to customise a Moooi Works carpet by defining the colours, shape and sizes of its pattern. At this year's Salone del Mobile, we are looking forward to demonstrate how easily our Moooi Works carpets *Configurator* functions!

An ever growing mix of design talents

This year, Moooi is proud to reveal new furniture, lighting and carpet designs by 17 different designers, both acclaimed and emerging: Arihiro Miyake, Barbara Broekman, Bertjan Pot, david/nicolas, Edward van Vliet, Klaus Haapaniemi, Kustaa Saksi, Lorenza Bozzoli, Maison Christian Lacroix, Marcel Wanders, Noortje van Eekelen, Paul Cockledge, Rick Tegelaar, Ross Lovegrove, Tricia Guild, Umut Yamac, and Valerio Sommella.



Delve into innovative lighting pieces

The linear T Lamp by Marcel Wanders can gracefully swivel while subtly diffusing light where needed. In the same room, yet in a different dimension, stands another new creation from the designer, Space-frame Floor Lamp, a cable-less satellite of light supported by a wooden tripod that can rotate and move with weightless fluidity. Embrace the 'full of the joys of spring' with the Perch Lights by Umut Yamac, a family of lights which celebrates the beauty and poetry of a bird perched on a branch, rocking darkness away when set in motion. The ingenious Filigree Floor Lamp by Rick Tegelaar and Ox-id projected onto a wall or a ceiling creates a playful network of shadows, with its ornamental filigree structure. You might recognize Coppélia Small by Arihiro Miyake, a younger sister of last year's lamp, so graceful and flowingly radiant that it may make you want to dance around the room. Feel free to twirl under the gentler glow of Bertjan Pot's new Prop Light Soft White Suspended. And to conclude, a lamp that reminds you of Moooi's historical Non Random Light, but it's truly different: it's the new NR2 Medium also by Bertjan Pot, a bright bubble of fine, glossy fiberglass threads that form a symmetric, elongated network of clarity and lightness.

Enjoy a flourishing new furniture collection

Love and feel loved on Lorenza Bozzoli's Amami sofa, an elegant, cosy triumph of fringed, soft, light-hearted beauty to start your visit comfortably and in style. Then move onto Jackson, designed by Marcel Wanders with an elegant canvas of black leather to comfort you and put you in the right frame of mind. What next? A dancing sofa? Yes, Charleston by Marcel Wanders fits perfectly in the black ballroom, having decided to take dancing lessons to another level. The books on Paul Cockshedge's Direttore bookshelf are resting in compositions that defy the laws of physics, without any visible support. Inspired by the postmodernist, colourful bookshelves designed by Ettore Sottsass and the Memphis Group. To conclude your visit, follow the soft elegant lines of the Compression sofa by Paul Cockshedge, in luxurious Carrara marble. A humble foam counterpart coexists with this piece, in perfect and mirrored harmony.

A broad selection of new carpet designs

Maison Christian Lacroix envision different artistic styles connected to their historical moments in the Malmaison and Palais Royal carpets. Observe the fashion house's use of bright floral prints, hypnotizing patterns to create a touch of glamour.

A lighter flight to aerial views of contrasting iconic locations is illustrated in the VersaillesXBeijing rug by Marcel Wanders. In his next carpet piece, O.O.O., Wanders sketches a surprise plunge into the soft tones that form an ocean. With its decaying flowers and a more sombre air, Fool Paradise – also by Marcel Wanders – portrays a trip to the dark side of its alter ego, the already existing Eden Queen.

A journey into the constant action of nature over time, Ross Lovegrove's Clay Sediment embodies the symmetric beauty of complex deposits of clay.

Kustaa Saksi's Octocorallia take you to the deep blue sea, where patterns of fluctuating corals are partially concealed by sand and motion.

Moving from water to air, Edward van Vliet's Dutch Sky presents a fusion of east, west and typically Dutch delftware images, while his Clouds is an ornamental pattern of puffy clouds. Following the decorative path, the designer's Zigzag transforms the looks of a space with its fine webbing of geometric lines.

A collective oneiric world is revealed with David/Nicolas' Dreamstatic, a compilation of scattered images and details that resurface from a dream.

A frosty fairy-tale fantasy is depicted by Klaus Haapaniemi's Polar Byzantine, a series of rugs inspired by the original poetic story written by award winning author Rosa Liksom.

Back to our day-to-day reality, the importance of digital communication is explored by Noortje van Eekelen with the disguised emoticons in Dazzling Dialogues and a motif of wifi signals in Home is where the wifi is.

Time travelling to other dimensions is easy with Valerio Sommella's Furugs that combine traditional carpet patterns with a contemporary image definition, provoking the illusion of walking on soft and fluffy surfaces. Viewing a lifetime's worth of pictures can take a lot of time, but Barbara Broekman's Diary contains all the images she has sampled so far, arranged in a mesmerizing pattern.

Since spring is in the air, Tricia Guild will take you for a breath of fresh air to the vibrant floral arrangements of Couture Rose Fuchsia and Pomander Noir and Slate.

At last, enjoy stepping into the universe of bright colours and big geometric shapes of Bertjan Pot's 26 Stripes and Mini Tatami, which define a room's architecture with their daring designs.



Special editions

Umut Yamac's Perch Light Tree Lamp will stand tall in Moooi's ballroom space with its 2.5 m trunk and a friendly flock of birds on its branches to welcome and seduce you with their joyful swinging dance. Mesmerized by the sun-bathed birds, you might just need to cool down by leaning on something solid, strong and refreshing.

Paul Cockledge's Compression Sofa Marble, sophisticated and eccentric, is what you are looking for. An impressive sofa with soft cascading shapes, made of six tons of skillfully carved Carrara marble, it's a piece of art and a celebration of a wonderful material!

Want to be the first to see all these amazing new designs? Save the Date for our press preview on the 11th of April from 15.00h to 19.00h!

ENDS

NOTES TO EDITORS

Press Preview

Monday 11th April from 15.00 to 19.00hrs – via Savona 56

For interview request, please contact: Guillaume Giraud: guillaumegiraud@moooi.com

Full list of interviewees:

- Arihiro Miyake
- Barbara Broekman
- Bertjan Pot
- david/nicolas
- Edward van Vliet
- Klaus Haapaniemi
- Kustaa Saksi
- Lorenza Bozzoli
- Marcel Wanders
- Noortje van Eekelen
- Paul Cockledge
- Rick Tegelaar
- Robin Bevers (CEO, Moooi)
- Ross Lovegrove
- Sacha Walckhoff (Maison Christian Lacroix)
- Umut Yamac
- Valerio Sommella

Opening times during Salone Internazionale del Mobile 2016 at via Savona 56

Press Preview: Monday 11 April from 15.00 to 19.00hrs

Tuesday 12 April – Saturday 16 April from 10.00 to 21.00hrs

Sunday 17 April from 10.00 to 17.00hrs

Save the Date for the following events at the Moooi presentation space in Milan – invitation to follow

Wanted Design & Moooi breakfast | Wednesday 13th of April from 9.00 to 10.00hrs

Find out what to expect at the next edition of Wanted Design in New York in May, and what Moooi's showroom and brand store will be offering during the same period.

In the crossover between design and art | Wednesday 13th of April at 15:30hrs:

Marcel Wanders will discuss his latest publication 'Rijks, Masters of the Golden Age' with Angela Missoni. The award winning Italian fashion designer is one of 30 global opinion leaders to have contributed to the book with a very special and personal testimonial.



For interviews, press queries or imagery please contact:

Guillaume Giraud · T +31 (0)76 206 07 17 · guillaumegiraud@moooi.com

Images and information are available at our PRESS ROOM area at www.moooi.com/press

Disegno x Moooi Roundtable | Wednesday 13th April, 18:00hrs

In light of our upcoming London showroom and brand store launch, Marcel Wanders will be discussing the British capital with renowned guest speakers from the UK design scene.

Exclusive presentation of 'Rijks, Masters of the Golden Age' by Marcel Wanders | Thursday 14th April, 15:30hrs:

Marcel Wanders will personally talk guests through the pages of his latest art publication.

REBECCA BATHORY

Finding beauty in darkness, poetry and meaning in the forgotten and surreal, imaginary worlds amongst decay. Rebecca's artworks breathe life into forgotten historical locations, they reawaken old narratives, find beauty and meaning in their ruin and revive the memories of lost moments in places tainted by the indigenous.

Unseen to the ordinary public who pass their boarded windows and fenced walls, no trespass signs refrain communities from seeing the hidden world within, slowly being claimed back by nature unseen. Rebecca finds entry to these mystical places hidden to the world and sensitively captures them as a beautiful record, as they deserve to be recorded for posterity too, before they are lost as time rolls inexorably on. She captures the stories and characteristic through carefully composed images, to include the romanticism and memories of the ruins.

In reality these places will cease to exist very soon and as the memories fade, they will be forgotten and although derelict places have no appeal as tourist destinations, their value and place in cultural memory is fundamental to the history of the 20th century.

www.rebeccabathory.com

The presentation is realized in collaboration with:

EXPOSIZE • LARGE FORMAT PRINTING

EXPOSIZE is leading in Large Format Printing projects with a strong focus on interior, retail and design. For the 4th year in a row at 'Mooois Unexpected Welcome' in Milan, EXPOSIZE have proudly produced & installed the printed high quality scenography.

EXPOSIZE is a bespoke printing company employing highly skilled individuals that work as a team, using the latest large format graphic technologies to manage and produce your project, with an end result that will exceed your expectations.

Based in The Netherlands, EXPOSIZE takes complete responsibility for the whole of your project: from the project management, to complete production and installation by their skilled mobile installation teams, EXPOSIZE operates in the Netherlands as well as Internationally.

EXPOSIZE is here to help architects, designers and brand managers.

www.exposize.com

EXPOSIZE
LARGE FORMAT PRINTING



For interviews, press queries or imagery please contact:

Guillaume Giraud · T +31 (0)76 206 07 17 · guillamegiraud@moooi.com

Images and information are available at our PRESS ROOM area at www.moooi.com/press

BOS ICETEA • NOT JUST AN ICETEA

Bos likes to engage, have fun, give joyful experiences and share a sense of life and living.

The BOS ethos: Good health does not need to be at the expense of good let-your-hair-down living. One can have it all - brilliant looking packaging, a great tasting tea and robustly beneficial ingredients.

Our style represents a purity of purpose as well as the energy and spirit of the BOS brand. BOS operates in the realm of the cool and the contemporary, employing potent African mythology and rich symbolism to articulate its message. There's the Lion, striking emblem of Africa and first sign of the Zodiac; and above it, Sirius, The Dog Star, The Celestial Wolf, and The Leader, brightest star in the night sky. For ancient Egyptians, Sirius's heliacal rising heralded the annual flooding of the Nile, bringing with it sustenance, wellbeing and abundance. We hope our product brings you plenty.

bosicetea.com

