

# m o o o i c a r p e t s

## ANGLES AND FACTS: MOOOI CARPETS LAUNCH

Moooi Carpets' ace up the sleeve is an extremely big, fast, accurate and convenient machine! Because...

- **It's huge:** 100 meters length and means that it can print several unlimited coloured designs on 400 cm width without changing injectors.
- **It's fast:** It prints thousands of colours swiftly and with extreme precision.
- **It's accurate:** It generates super high definition, even photo realistic prints.
- **It's convenient:** In the past production batches of at least 100m<sup>2</sup> were requested in order to offer a convenient price. Only a very small minimum order is necessary with this machine!

### Business angle

This revolutionary machine is the cutting-edge result of a massive investment in terms of money and time. Several million euros and two years of building and testing have paid off!

### Did you know

That a large selection of the printed carpets is also available in wall to wall layout? Enjoy dressing your home, office or public space with the most amazing outfits!

### The best of all worlds

Interior design meets fashion, visual art meets design... in a carpet! Moooi Carpets works with the best of all worlds in terms of designers and their fields of competence, offering a colourful variety of signature prints for all tastes.

### Future fame

If you always wanted to design your own carpet pattern but never got the chance... be on the lookout! Your future fame might be around the corner...

### The big picture

Moooi Carpets thinks big! For major projects like hotels, restaurants and offices the design has to be installed lane by lane, in an elaborate process. By choosing for pre-backed materials (with exact matching of overall design) Moooi Carpets still guarantees an outstanding end result!



*'Design your own carpet, retouch a Moooi Works carpet with different colours or buy your favourite Signature carpet print. Moooi Carpets has it all. It's the reinvention of the carpet!'*

proudly announces Moooi's CEO Casper Vissers

## **COMPLETE PRESS RELEASE: MOOOI CARPETS LAUNCH AT VIA SAVONA 56 DURING SALONE DEL MOBILE**

Moooi is proud to announce the birth of Moooi Carpets, a brand new company that will be launched for the first time during Moooi's collection presentation at Il Salone del Mobile in Milan. Moooi Carpets offers a collection of outstanding quality and beauty, with a wide range of carpet designs and countless customizing possibilities to always find the perfect match for any kind of interior.

The Moooi brand has always been about bringing additional beauty to people's lives by decorating homes, offices and hotel rooms with iconic and innovative pieces of furniture and lighting. Now the moment has come for Moooi to launch a refined carpet collection with a rich assortment of unique, breathtaking designs, which accomplish the same 'Moooi' effect by generating beauty in an iconic way and fulfilling wishes in terms of quality, uniqueness, design variety and project specifications.

Moooi Carpets reinvents the carpet and opens up new horizons in the design world by introducing a technology that generates extremely high definition prints, which can even result in photo realistic flooring solutions. All the carpets combine an endless mix of colours thanks to the use of a groundbreaking high definition Chromojet printer and its accurate tones, which generate a playful illusion of depth. The collection counts on a broad variety of possibilities, being composed by three different families: the *Signature*, *Moooi Works* and *Your Own Design*. Each family group offers a number of different solutions to meet the many demands of projects and individual taste. 'Design your own carpet, retouch a Moooi Works carpet with 648 different colours or buy your favourite Signature carpet print. Moooi Carpets has it all. It's the reinvention of the carpet!' proudly announces Moooi's CEO Casper Vissers.

The surreal, eye-catching designs of the *Signature Carpets* convey a sense of depth, intensity and motion. 48 breathtaking, eccentric and playful carpets designed by renowned names of the design, fashion and visual arts worlds such as Bas Kosters, Bertjan Pot, Broersen en Lukács, Edward van Vliet, Front, Jurgen Bey, Klaus Haapaniemi, Maison Christian Lacroix, Marcel Wanders, Marian Bantjes, Neri&Hu, Ross Lovegrove, Sonya Pletes and Studio Job. Each creation represents its designer and the amazing world of his/her expertise and imagination. Next to these printed carpets, Moooi Carpets presents also 5 'jacquard' woven carpets by Marcel Wanders, which, with sophisticated and refined details, reproduce flat woven designs of 3D images that appear to be literally carved into the carpets.

The *Moooi Works Carpets* make for the best silent friends of any interior environment. They are a basic collection that includes a selection of straightforward yet refined designs. Helpful customizing options (colours and size) have been implemented in order to achieve 'the' perfect carpet match for all. Pleasant and elegant, these stylish carpets harmoniously blend into their surroundings, bringing along a final touch of colour, composition, structure and warmth.



*Your Own Design* offers the tools to develop and produce a tailor made carpet design. During this process the Moooi Carpets team follows clients' wishes step by step, proposing the best solutions to create a unique carpet match for each project and its individual needs. In this case the clients become the designers.

This is just the beginning of a new platform that will lead to the most unique ways of creating, customizing and developing flooring solutions. In the near future Moooi Carpets expects to grow in different directions by exploring even more options to offer carpets matching everyone's wishes and dreams.

Moooi Carpets proposes a vast, exclusive carpet collection, from signature jewels that always leave guests breathless to beautiful designs that finish off an interior with a dash of colour and heaps of style!

## **NOTES TO THE EDITOR**

### **Press preview**

Monday 13 April from 15.00 till 19.00hrs – via Savona 56

### **Interviews request**

The following designers will be available for interviews upon previous request via [press@moooi.com](mailto:press@moooi.com)

- Marcel Wanders (Moooi co-founder and Art Director)
- Bertjan Pot
- Broersen & Lukács
- Casper Vissers (Moooi co-founder and CEO)
- Front
- Ross Lovegrove
- Klaus Happaaniemi
- Sacha Walckhoff (Creative Director at Maison Christian Lacroix)
- Sonya Pletes

### **Press Announcement WantedDesign 2015 and Moooi New York Showroom & Brand Store**

Wednesday 15 April from 9.00 till 10.00hrs – via Savona 56

WantedDesign Co-Founders, Claire Pijoulat and Odile Hainaut, and Marcel Wanders, Founder and Art Director of Moooi, will co-host a VIP press breakfast event at the Moooi presentation in Milan from 9.00 till 10.00hrs. The event will update the media on WantedDesign's 2015 programming (May 15 to 18) and on the opening of the Moooi's New York Showroom & Brand Store.

[wanteddesignnyc.com](http://wanteddesignnyc.com)

### **Opening times during Il Salone Internazionale del Mobile 2015, via Savona 56**

Tuesday 14 April – Saturday 18 April from 10.00 till 21.00hrs

Sunday 19 April from 10.00 till 17.00hrs

