



Milan Design Week 2024

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PRESS RELEASE

MILAN, 15 APRIL 2024

Moooi entices the senses with immersive 'Living Room' concept



At A Life Extraordinary, visitors can Experience a world where lighting, scent and surface tease and awaken our imagination and senses. During Milan Design Week, Moooi exhibits an immersive and inspiring display. The lifestyle brand continues to breathe life into design and bring the unexpected.

In this year's exhibition, tactility is set to take centre stage. Moooi's promise of 'A Life Extraordinary' can be felt in every touch, weaving poetry into our lives. Get ready to embark on an unforgettable journey from 16 to 21 April at Salone dei Tessuti at Via San Gregorio, 29, 20124, Milan.

"Our showcase embodies the essence of 'The Living Room' a dynamic concept that transcends traditional design boundaries. At Moooi, we influence senses to create an immersive experience, infusing rooms with vitality and poetry. This year, we invite visitors to explore a multisensory journey where touch, sight, scent, sound and feeling converge to tell a uniquely human and personal story. Making tactility palpable, we are transforming every space into a living work of art infused with life."

- MARCEL WANDERS, FOUNDER
AND CREATIVE DIRECTOR MOOOI

MOOOI PRESENTS THE GREEN HOUSE WALLCOVERING COLLECTION

Adorned with refined and elegant flora and fauna, the Green House is a bespoke wallcovering collection. This exquisite modern take on floral motifs and insects is set to furnish any wall with sophistication and tactility. With five distinct designs available, the collection encapsulates the essence of nature's beauty and elegance.

Each wall covering is a tribute to the intricate wonders found in the Green House, rendering ferns and flora into daily masterpieces. Available in high-quality materials such as wood veneer, boucle fabric, silk and jacquard textures, the Green House Wallcovering Collection exudes ethereal beauty akin to a Victorian conservatory. Featuring a tapestry of floral yet abstract patterns, each wall covering promises a sensory journey.

NEW: BIG GEORGE BY CRISTIÁN MOHADED

Visitors uncover generous seating with Big George by Cristián Mohaded. With its plush curves and genuine radiance, this gentle giant is ready to embrace you. Big George is set to transform any living room into a world of retreat and unwind.

Breaking away from conventional design, Big George renders character and cushiness to any home. Its casual yet voluminous shape adds an elegant touch to any interior. Available in a variety of upholstery options, this bespoke masterpiece caters to individual taste and lifestyle.



NEW: TUBELIGHT BY BCXSY

Designed by collective BCXSY, Tubelight is a modern take on fluorescent light. Born from a fascination with fluorescent tubes, and transcending them, Tubelight offers style and functionality and bends all the rules. Simple yet surreal, suspended yet fleeting, Tubelight sets itself apart from traditional lighting fixtures. It comes available in a 1,5-meter fixed or 5-meter flexible LED tube. Its design adapts and adorns any space to become the eye-catching narrator of all stories.



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NEW: NEW GREEN HOUSE BEDDING COLLECTION

Moooi's new Green House Bedding is a botanical capsule collection set to elevate routine. Each design within the collection transforms the bedroom into a sanctuary and the bathroom into a spa. Featuring lush and comfy duvet sets, decorative pillows, bedspreads, bed scarves, kimonos, plush towels and royal robes, this collection is crafted for indulgence and functionality. The bedroom items deliver a blend of cushy comfort and romantic charm. Exuding creative luxury, Moooi's Bedding Collection features lush details, mesmerising patterns, and responsibly sourced fabrics such as silk, wool, and sustainable cotton.



MOOOI'S SUSTAINED PARTNERSHIP WITH LG ELECTRONICS

Moooi and LG Electronics continue to celebrate the fusion of technology and creativity and reshape our perception of home appliances. In an exciting union of technical prowess and artistic ingenuity, Moooi and LG Electronics proudly extend their collaboration. In 2024, both companies team up to showcase LG Puricare AeroFurniture in a bespoke Moooi design, LG's latest shoe styler, Insta View, and Mood-Up. Together, Moooi and LG Electronics aim to push the limits of appliance design and curate a sophisticated home experience.

NEW: SHAPE RUGS CARPET COLLECTION BY NIKODEM SZPUNA

The Shape Rugs Carpet Collection by designer and painter Nikodem Szpunar is a testament to the fusion of artistry and functionality. Szpunar's vision transforms carpets into expansive canvases where strokes evolve and scale amplifies, blurring the boundaries between everyday objects and masterpieces.

*"The carpet has always been
a well-balanced combination of art
and an everyday item."*

Szpunar emphasizes the seamless integration of creativity and utility. With the Shape Rugs collection, Nikodem Szpunar's daring exploration of scale reaches new heights, allowing for strokes to expand boldly, and transcend conventional boundaries.



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PREVIEW: PEAKS BY YVES BÉHAR IS TRANSFORMING THE COUCH FOR HUMAN PLAY AND CONNECTION

Renowned designer Yves Béhar unveils his latest creation, the Peaks Sofa for Moooi, a revolutionary piece that reimagines the concept of seating. Inspired by the desire for human connection amidst the isolation of the Covid era, Béhar seeks to blend nostalgia for 1970s modular sofas with contemporary needs for intimacy and versatility.

The Peaks Sofa features dual foam triangles interconnected by fabric hinges, allowing for seamless rotation and quick reconfiguration into various seating arrangements. From lounging platforms to conversation pits, the possibilities are endless. Symbolism abounds in the design, with the stacked triangles representing opposing forces of creation and transformation. With its adaptable nature and endless potential for play, the Peaks Sofa promises to be more than just furniture – it's an invitation to spontaneous moments of connection and joy in the home.

PREVIEW: GREEN HOUSE COLLECTION BY MOOOI CARPETS

In a celebration of nature's intricate beauty, the Green House Moooi Carpets Collection unveils a stunning array of designs inspired by the whimsical world of insects. From the Beetle Grain and Beetle Wood's homage to wood patterns to the Techno Bee's rhythmic movement of lines, alongside other motifs like Dibble Dabble, Flitter Flutter, Aqua Flora, and Silk Bombis, and others, the collection offers a captivating exploration of insect-inspired design. Each motif captures the romantic essence of Victorian aesthetics with a modern twist, evoking the delicate charm and intricate details found in the natural world.

Complementary to the Green House Wallcovering Collection, these carpets showcase versatile designs, digitally printed in neutral hues, offering a broad interpretation of insect motifs suitable for residential and hospitality projects. With the option to customize sizes and scale through the Moooi carpets configurator, this collection encourages personal expression within living spaces, harmonizing individuality with enchanting designs.

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MOOOI EDITIONS EXCLUSIVELY ON 1STDIBS

Moooi Editions for 1stDibs presents an enticing selection of design collectibles, featuring notable contributions from designers Piet Hein Eek and Willem Zwiers. For this year's edition of Milan Design Week, the Eek Dresser by Piet Hein Eek undergoes a transformation. It re-emerges in an exclusive limited art series comprising of 10 impeccably crafted pieces adorned in Moooi's Woodblock Beetle Fern (on show in Milan) and Menagerie of Extinct Animals in Raven (already available on 1st Dibs).

William Zwiers introduces Transformed Remnants Side Table, a captivating fusion of sustainability and creativity. A Limited Unique edition of ten tables is crafted from repurposed old books, meticulously soaked in a blend of water and glue to create a solid, stone-like material with an organic relief that mesmerizes the eye. Each piece offers a thought-provoking reflection on our production and consumption habits while blurring the line between handcraft and mass production.

MOOOI PUSHES BOUNDARIES WITH EVERYHUMAN AI-INFUSED PERFUMERY

For Milan Design Week 2024, Moooi X EveryHuman has crafted a unique fragrance, powered by AI, to intermittently perfume the exhibition space. Visitors able to sign up for scent coaching sessions.

"We are on a mission to empower everyone to explore, create and play with scent. To let you connect more deeply with who you are and how you perceive yourself."

- ANAHITA MEKANIK & FREDERIK DEURINCK,
FOUNDERS EVERYHUMAN



PREVIEW: IDEO'S PIRO II BRINGS A PERFORMATIVE DIMENSION TO ROOM FRAGRANCE

From the creative minds of IDEO, comes Piro II in collaboration with Moooi. This scent diffuser captivates with its water-based scent diffusing technology, elegantly puffing scented vapor rings into living spaces. Like a tiny, domesticated volcano, Piro II brings a performative dimension to room fragrance.

Crafted with Moooi's signature high-end materials and finishes, this appliance transcends utility to become a veritable sculptural object. Piro II, compatible with any essential oil-based fragrance, synergizes perfectly with Moooi X EveryHuman's curated selection of bespoke scents.

From personalized room fragrances to a handpicked Spotify playlist, Moooi is orchestrating an immersive sensory experience, and ensuring that every moment brims with inspiration and wonder.



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ABOUT MOOOI

For over 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 - Mooi. The third 'O' in the brand name stands for an extra value in terms of beauty and uniqueness. Moooi does not tell designers what to do, but listens to what designers want to make, and realises 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. With their multi-sensorial approach, the lifestyle brand merges the physical with the digital. A Life Extraordinary!

ABOUT CRISTIÁN MOHADED

Cristián Mohaded, born in 1980 in Argentina, embodies the seamless fusion of art and design. A graduate of the National University of Córdoba, Mohaded's creative journey transverses boundaries, from Buenos Aires to Milan. Deeply rooted in his homeland's traditions, he collaborates closely with local artisans, bridging the gap between design and artistry. Recognized with prestigious awards, including a place in the permanent collections of institutions like the Philadelphia Museum of Art and Musée Les Arts Décoratifs in Paris, Mohaded stands as a vanguard of Latin American design. Named an Ambassador of the Marca Pais of Argentina, his work celebrates the nation's cultural richness and indigenous heritage, resonating globally.

ABOUT BCXSY

BCXSY, a design collective founded in 2007 by Boaz Cohen (IL/NL) and Sayaka Yamamoto (JP), epitomizes the power of collaboration and interdisciplinary dialogue. Their creations, spanning from furniture to installations, evoke a sense of pause, connection, and interaction. Infused with subtle surprises, wit, and humour, BCXSY's work invites viewers into an immersive experience, rooted in emotion and human connection. Renowned for socially responsive projects, their award-winning designs grace the permanent collections of prestigious institutions like the V&A and the Shanghai Museum of Glass. Partnering with global entities such as Kvadrat, Philips Lighting, and Wallpaper* Magazine, BCXSY continues to push boundaries, offering representations of distinct perspectives and shared values through their conceptual aesthetic.

ABOUT LG ELECTRONICS HOME APPLIANCE & AIR SOLUTION COMPANY

The LG Home Appliance & Air Solution Company is a global leader in home appliances, air solutions as well as smart home solutions featuring LG ThinQ. The company is creating various solutions with its industry leading core technologies and is committed to making life better and sustainable for consumers and the planet by developing thoughtfully designed kitchen appliances, living appliances, HVAC and air purification solutions. Together, these products deliver enhanced convenience, superb performance, efficient operation and sustainable lifestyle solutions. For more news on LG, visit www.LGnewsroom.com.

ABOUT PIET HEIN EEK

Piet Hein Eek, a Dutch designer born in 1967, is renowned for his innovative approach to craftsmanship and sustainability in design. Graduating from the Design Academy Eindhoven in 1990, Eek swiftly gained international recognition for his pioneering use of salvaged materials and his rejection of mass production in favour of handmade, bespoke creations. His signature pieces, characterized by their raw, organic aesthetic and meticulous attention to detail, have earned him a prominent place in the contemporary design landscape. Eek's commitment to environmental responsibility is evident in his studio's practices, where waste materials are repurposed into new, functional works of art. With a career spanning over three decades, Piet Hein Eek continues to push the boundaries of design, inspiring a new generation of creatives to embrace sustainability and craftsmanship in their work.

ABOUT WILLEM ZWIERS

Willem Zwiers is a designer and graduated with honours from the esteemed Design Academy Eindhoven in 2023. Nominated for the prestigious Melkweg Award with his ground-breaking project 'Willem's Ceramics Atelier,' Zwiers exemplifies a commitment to pushing the boundaries of traditional craftsmanship and experimentation. His intuitive and experimental approach to design fosters a deep connection with materials, forms, and colours, leading to the discovery of new possibilities. By crafting his methodologies and tools, Zwiers defies conventional limitations, ushering in a new era of limitless creativity and exploration in design.

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ABOUT EVERYHUMAN

EveryHuman is the creator of the world's first public AI scent design platform: Algorithmic Perfumery. Their endeavours sit at the crossroads of art, science, and technology. It was born out of the encounter between artist-technologist Frederik Duerinck and scent designer Anahita Mekanik. Together, they aim to offer a new way to interact with scent by placing users at the heart of the creation process. This shift in perspective radically challenges the current model offered by the industry and questions why 800 people decide how the world smells for 8 billion humans.

ABOUT IDEO

IDEO, a global design and innovation company founded in 1991, has become synonymous with pioneering approaches to creativity and problem-solving. Established by David Kelley, Bill Moggridge, and Mike Nuttall, IDEO has grown into a beacon of innovation, blending human-centered design with cutting-edge technology to tackle challenges across various industries. Renowned for its interdisciplinary teams and design thinking methodology, IDEO has left an indelible mark on the world, shaping products, services, and experiences that resonate with users on a profound level. From the iconic Apple mouse to life-saving medical devices, IDEO's legacy is etched in its relentless pursuit of innovation, empathy, and collaboration, empowering organizations to navigate complex problems and unlock new possibilities.

ABOUT YVES BÉHAR

Yves Béhar, Founder and CEO of fuseproject, is a designer and entrepreneur who believes that integrated product, brand and experience design are the cornerstones of any business. Béhar has pioneered design as a force for positive social and environmental change. His humanitarian work includes the One Laptop Per Child and See Better to Learn Better, which has distributed 6 million free corrective eyeglasses to schoolchildren in Mexico for the last 10 years. He received the INDEX Award for these projects, making him the only designer to have received the award twice.

Yves has also been at the forefront of entrepreneurial venture design, co-founding TELO, FORME Life, August, and Canopy, as well as partnering with numerous start-ups such as Happiest Baby Snoo, Cionic, Uber, Cobalt, Desktop Metal, Sweetgreen and many others. Other notable collaborations with renowned partners such as Herman Miller, Movado, Samsung, Puma, Issey Miyake, Prada, SodaStream, Nivea, The Ocean Cleanup and many others have also received international acclaim.

INTERVIEW & MORE INFORMATION

Interested to learn more about A Life Extraordinary 2024 by Moooi in Milan? Would you like to schedule an interview with any of the designers, or do you have any questions about the designs, collaborations, or a different topic?

Contact:

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