



MOOOI INTRODUCES

Enticing New Designs  
at ICFF & Debuts  
New Showroom  
Concept During  
NYC x DESIGN Week

2024

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PRESS RELEASE

NYC, 14 MAY 2024

Mooodi is set to awaken the senses and weave poetry into our lives with enticing new designs at ICFF, Welcome Lounge, booth 1003



Mooodi, the lifestyle brand that has been inspiring and seducing the world for more than twenty years, introduces enticing new designs at ICFF. The creative luxury brand continues to push boundaries, breathe life into design and bring the unexpected. This year's releases span lighting, surface, furniture, accessories, and scent, and are set to awaken the senses and weave poetry into our lives. Visitors can experience *A Life Extraordinary* at Mooodi's booth located at ICFF, Welcome Lounge, booth 1003.

*"Transcending traditional design boundaries and creating an immersive experience, our showcase activates all the senses. We elevate the sensory encounter with designs that enrich the touch, sight, scent, sound, and feeling, all converging to tell a deeply human and personal story."*

- MARCEL WANDERS, FOUNDER  
AND CREATIVE DIRECTOR MOOODI

**EXCLUSIVE ICFF OPENING PARTY AT MOOOI'S MIDTOWN SHOWROOM**

Celebrating ICFF and NYCxDESIGN Week, Moooi hosts the official ICFF Opening Party on May 17th at its showroom on 36 East 31st Street. This event promises an unforgettable evening filled with design inspiration, engaging networking, and music. Registration available on [Moooi.com](http://Moooi.com).

**ON VIEW AT MOOOI'S BOOTH AT ICFF, WELCOME LOUNGE, BOOTH 1003 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.

**PREVIEW: GREEN HOUSE COLLECTION BY MOOOI CARPETS**

The Green House Moooi Carpets Collection unveils a stunning array of designs inspired by the whimsical world of insects. Each motif captures the romantic



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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.

**EXCLUSIVE WILLIAM ZWIERS' LIMITED UNIQUES ON 1STDIBS**

William Zwierts introduces Transformed Remnants Side Table, a captivating fusion of sustainability and creativity, as part of Moooi Editions for 1stDibs. This 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 & SENSO JOINTLY CREATE NEW DESIGN HAVENS**

During the NYC x Design Week, Moooi & Senso are thrilled to announce a collaboration that will result in the opening of two joint showrooms in New York and Los Angeles. This venture will debut during ICFF, starting with the revamped location in Midtown at 31st & Madison. To the New York sneak peek of this new collaborative showroom set up follows the opening of the Los Angeles location in Culver City in June. In a landmark collaboration, Moooi, the creative luxury brand of exclusive, daring design, and Senso, a leader in recyclable flooring and innovative surfaces, join forces to offer design havens where to explore, imagine, and collaborate. Aimed at design professionals,



luxury customers and design enthusiasts, the new concept stores want to bring a fresh perspective to the lifestyle and interior design market.

Similar to Moooi, Senso has consistently pushed the boundaries of what's possible in the realm of interior design.

*“Our products are more than just surfaces; they are the foundation of the home, by joining forces, Moooi & Senso are setting the stage for a revolution in home design, combining sustainable materials with extraordinary aesthetics.”*

- DAVID BOLS, CEO OF SENSO.

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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 realizes their dreams. Eclectic and always on the edge of commercial reality and cultural interest. To trigger, to create conversation pieces that make your environment more special. With their multi-sensorial approach, the lifestyle brand merges the physical with the digital. A Life Extraordinary!

#### **ABOUT SENSO**

Senso has been renowned for its commitment to sustainable and fully recyclable materials since 2004, and offers natural poured flooring solutions that are seamless, sustainable, and innovative. With a focus on creating harmonious environments, Senso's products are designed to inspire and transform living spaces. For more information, visit [senso.com](https://senso.com).

#### **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 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.

#### **INTERVIEW & MORE INFORMATION**

Interested to learn more about Moooi at ICFF in New York? 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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