

Lost Recordings



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PRESS RELEASE

17 DECEMBER 2019

The original Lost Recordings unveiled



Moooi is releasing a series of short films, called 'Lost Recordings'. The series revolves around your senses with each film relying on the profound use of sound, light and textures to unveil a 'Lost Recording'. The first film premieres on December 17th. The full series unfolds on our platforms in the upcoming months. The campaign is a collaboration between Moooi and The Apiary, produced by Adult.

LOST RECORDINGS

For this series of short films Moooi collaborated closely with Berlin-based directing duo, The Apiary. Through working with The Apiary Moooi chooses to keep moving in a contemporary direction, excited to go beyond the definition of design. In the 'Lost Recordings' you are invited to eavesdrop on intimate messages left for someone else, as the Apiary's camera travels through dreamlike worlds created from Moooi pieces. Led by the far-away voices of people from the past, the 'Lost Recordings' films explore tactility, memory and the senses.

MULTI SENSORIAL

Moooi focuses on rich visuals and tactility. This development is strongly featured in their textiles, surfaces and carpets, as shown during last year Salone del Mobile. The focus on sensory aspects of design is the inspiration behind the campaign. The materials Moooi uses invoke a multisensory experience, which is translated on screen via the series of film. The 'Lost Recordings' highlights all the elements and tactility (sound, sensation, image, etc.) that is incorporated with Moooi's designs.

ON THE FOREFRONT

Moooi has a new digital platform: Moooi.com. With this platform Moooi continues to operate on the forefront of innovation, just like they did with The Button; digital proof of authenticity. On Moooi.com the brand shares stories of creative individuals who inspire them and hopefully more people around the globe.

ABOUT MOOOI

For 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 – the third 'O' in the brand name stands for an extra value in terms of beauty and uniqueness. Moooi 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.

ABOUT THE APIARY

The Apiary are Australian-born, Berlin-based directing duo Lily Coates and Gavin Youngs. Working across fashion, design, advertising and the arts, they're acclaimed for their high-concept approach to filmmaking and fanatical eye for detail. Their diverse clientele includes Nowness, Vice, The Australian Ballet and I-D Magazine but permeating all The Apiary's films is an obsession with ritual and process, a sense of still life in motion, and a richly seductive quality that collapses viewers into their world. www.theapiary.com.au

ABOUT ADULT

Adult is an international operating production agency, producing high end films, photography and music videos. The house represents artists, directors and photographers with an authentic signature. www.adult-image.tv

INTERVIEW & MORE INFORMATION

Interested to learn more about Moooi? Want to do a (virtual) coffee? Or have a burning question about a different topic? Contact Stèphanie de Kanter, global PR at Moooi, via press@moooi.com or call +31 (0)6 11 28 25 05.

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