



Press release
9 April 2019

Moooi presents A Life Extraordinary

Have you ever heard a chandelier sing? Or walked on clouds? Certainly not! So, make sure you don't miss A Life Extraordinary presented by Moooi during Salone del Mobile 2019. Hosted at a new location in Brera: Mediateca Santa Teresa, via della Moscova 28 Moooi showcases novelties, such as The Party, the world's first singing chandelier, by Kranen/Gille, The BFF Sofa by Marcel Wanders and the Meshmatics Chandelier Small by Rick Tegelaar. Discover also Moooi Tokyo Blue, an exploration of innovative and extraordinary denim fabrics and leathers, plus novelties by Moooi Carpets and Moooi Wallcovering. A Life Extraordinary is another sense-tickling experience by Moooi. Taking place at Mediateca Santa Teresa during Salone is the Mendini Tribute Cinema, a personal initiative of Marcel Wanders, in honour of Alessandro Mendini.

Angles & Facts

Moooi in 2019 at a new location

In Milan's design district Brera, lies Mediateca Santa Teresa, the new location for Moooi's 2019 presentation. Moooi will present A Life Extraordinary in the Mediateca from 9 – 14 April.

Novelties: The Party, a singing chandelier, by Kranen/Gille

Get ready for the world's first singing chandelier! Listen closely to enjoy some enlightened harmonies. The Party is a family of five (Ted, Coco, Bert, Ted and The Mayor) and is designed by Kranen/Gille.

Novelties: The BFF Sofa by Marcel Wanders

The BFF Sofa by Marcel Wanders for Moooi is a new sofa system that comes in many colours, shapes and forms. The BFF Sofa consists of 17 modules plus a footstool. This sofa is designed to be the BFF you always wanted.

Novelties: The Meshmatics Chandelier Small by Rick Tegelaar

The sophisticated Meshmatics Chandelier by Rick Tegelaar is now available in two sizes. The Meshmatics Chandelier Small is made from the same material and in the same way as its elegant big brother.

Moooi Carpets & Moooi Wallcovering

Moooi Carpets will make you walk on clouds, literally, with their carpet by Front, which is part of their new Nordic Collection. Also new during Salone del Mobile is the Yarn Box Collection by Claire Vos, the Indigo Macaque signature rug and the display of their printing technique with The Menagerie of Extinct Animals patterns.



For all press inquiries and imagery please contact:
Moooi HQ press@moooi.com +31 (0) 76 20 60 717
All information available at our press room area at www.moooi.com/press

Moooi Wallcovering presents the complete Extinct Animals Collection where every design in every colour of the collection will be on display.

Moooi presents the Indigo Macaque

The Indigo Macaque is the brand-new family member to the Extinct Animals. It was named after the sheen of deep blue Indigo embedded in its thick furs.

Moooi Tokyo Blue

Moooi Tokyo Blue is an exploration of a new denim fabric collection, especially made for lighting and furniture. The protagonist in Moooi Tokyo Blue is a revolutionary Japanese denim that is suitable for interior design purposes.

New designs within a new strategy

At Moooi we believe in the beauty of surprise. Therefore, we started More Moooi Moments, a strategy to launch novelties year-round. This new way of launching provides the opportunity to create momentum plus a worldwide stage for all our new products and their designers.

Moooi's commitment to innovation

Visitors can explore the possibilities of Moooi's new fabrics and leathers in special workshops hosted by ECCO Leather, Shin-Denim and Denim City in the Indigo Experience Lab.

NEW! A Singing Chandelier

*'The Party is a novelty that is unheard of, especially during Salone del Mobile'.
Kranen/Gille*

The Party, a singing chandelier, is a family of five, consisting of Ted, Coco, Bert, Ted and The Mayor. Each family member has an intriguing backstory that connects them to each other. During Salone del Mobile Moooi presents an extension of the Party Wall Lamps who were introduced earlier in December 2018. The Party brings all family members together and will surprise every passer-by with their enlightened harmony, so listen closely!

NEW! The BFF Sofa

*'BFF, a sofa that is your friend, that embraces you if you are tired, that cheers with you when your national soccer team scores a goal, that makes your mother-in-law feel welcome, that comforts you when you receive bad news, that stays with you also when you move cities, that never skips your birthdays, that never talks too loud, yet supports you if you do.
A true Best Friend Forever'.
Marcel Wanders*

The BFF Sofa by Marcel Wanders for Moooi is a high quality, soft yet firm modular sofa system, consisting of 17 modules plus a footstool. The quilted appearance of The BFF Sofa is inspired by the capitone technique, known for its characteristic deep buttoned upholstery. The capitone technique in The BFF Sofa is blown-up, so one fragment becomes a full module. The technique is synonymous with elegance and class, and with its modern approach the modular BFF Sofa is an eyecatcher that radiates great comfort. Be sure to use the configurator during Salone del Mobile to match The BFF Sofa to your desire.



NEW! The Meshmatics Chandelier Small

It's great to see the Meshmatics chandelier evolve in a new size, which is even more versatile to introduce people to the elegance of wire mesh

Rick Tegelaar

Surprise! The sophisticated Meshmatics Chandelier by Rick Tegelaar is now available in two sizes! The Meshmatics Chandelier Small is made from the same material and in the same way as its elegant big brother, of humble wire netting and with a machine that, with a set of tools, models it with perfect accuracy. The full potential of the material is then stretched and captured within three smaller layers of beauty. The Meshmatics Chandelier and Meshmatics Chandelier Small, separately or combined, elevate any room and interior with their ethereal gracefulness.

Moooi Tokyo Blue

In the space where Moooi presents Tokyo Blue, as part of A Life Extraordinary visitors are introduced to an exploration of a denim fabric collection for Moooi's lighting and furniture. Protagonist in Moooi Tokyo Blue is a revolutionary denim from Japan with high durability and resistance to fading, making it suitable for interior design purposes. Next to denim, the collection consists of other indigo inspired fabrics and indigo-dyed leathers suited for upholstery. Visitors can explore the possibilities of Moooi's new fabrics and leathers in special workshops hosted by ECCO Leather, Shin-Denim and Denim City in the Indigo Experience Lab.

Nordic Collection and Yarn Box Collection

Walk on clouds during Moooi's presentation in Milan, literally. Moooi Carpets Nordic Collection, including the design Walking on Clouds by Front, will be heavily present in Mediateca Santa Teresa. The nature of the carpet is consistent with the former destination of the Mediateca Santa Teresa, accentuating the building's historical origin.

Next to the Nordic Collection, Moooi Carpets displays the possibilities of their printing techniques with The Menagerie of Extinct Animals pattern. Their novelties also include the new Yarn Box Collection by Claire Vos and the Indigo Macaque rug, the latest addition to the Extinct Animals carpet collection. The design depicts the Indigo Macaques favourite pastime; bathing in the indigo-coloured hot springs at the foot of the Japanese mountains.

Extinct Animals Wallcovering

Moooi Wallcovering presents the complete Extinct Animals Collection during Salone del Mobile. Every design in every colour in the collection will be on display including a presentation of a new wallcovering inspired by the Indigo Macaque. The new wallcovering is made of Moooi Tokyo Blue's revolutionary denim and completed with intricate Japanese inspired stitching.

The Extinct Animals Wallcovering was officially released in January 2019. Each pattern is inspired by the characteristics of one animal and comes in various colours. Some designs narrate a story; others stimulate our senses using imagery and textures. Moooi wallcovering is a collaboration between renowned Belgium brand Arte and Moooi.

Moooi introduces the Indigo Macaque

During Salone del Mobile 2018 Moooi presented the outcome of their year-long search into long lost animals that are still an inspiration today. This year Moooi presents their newest member to the Extinct



Animals family: The Indigo Macaque. With this addition there are now twelve Extinct Animals. The Indigo Macaque was named after the sheen of deep blue Indigo embedded in its thick furs. The unusual colour of their fur came from the Indigo plants growing on the edges of their favourite relaxing spot: the hot springs at the foot of the mountains outside Tokyo.

Year-round designs releases within a new strategy

'Moooi has rocketed in getting closer to our audiences worldwide. When Salone opens its doors, Moooi novelties will be on display at over 20 locations around the globe. A huge milestone for our brand, and a phenomenal accomplishment of our team and our partners in the market'

Robin Bevers, CEO Moooi

Ever since Moooi started in 2001 the lifestyle brand launched its novelties during Salone del Mobile. One big bang every year. But Moooi believes in the beauty of surprise. Therefore, it surprised the world with a brand-new introduction in December. This global launch of Moooi's new wall lamp family The Party represented the kick off of their More Moooi Moments strategy, to launch novelties all year round. This new strategy provides the opportunity to create momentum and a worldwide stage for all Moooi's novelties and their designers. In March Moooi celebrated the worldwide launch of the Iconic Eyes by Bernhard Dessecker at the Bavarian National Museum in Munich.

Salone del Mobile is the stage for the worldwide launch of a singing chandelier, a world's first, plus The BFF Sofa by Marcel Wanders. The BFF Sofa is simultaneously launched in 20 showrooms and brand stores of selected Moooi dealers around the world. This way, everyone can experience the world of Moooi! The Party and The BFF Sofa are immediately available the moment they are presented during Salone del Mobile 2019. The next launch will take place in May in New York.

Moooi's commitment to innovation

The Indigo Experience Lab is an exciting place to be during Salone del Mobile. It's here that Moooi partners with ECCO Leather, creators of a premium leather range, Shin-Denim, and Denim City, Amsterdam based denim innovators. Together they share insights on how they work their magic. Visitors can join in for the interactive workshops held at the Indigo Experience Lab and learn more about the secrets behind Moooi's favourite materials and revolutionary techniques.

The Button

Moooi believes in original design and the sustainability of the creative processes that lead to good design, especially in a world where mass production and counterfeiting are becoming more and more common. Therefore, Moooi incorporates The Button in all its new lighting and furniture.

The Button is a personal safe-keeper of investing in authentic design. It's a hi-tech superhero with NFC-technology that will accompany every Moooi design. It may be small, but don't let its size fool you as it gives designs their unique identity and acts as proof of authenticity.

About Moooi

For almost 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 & 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.

24/7 access to Product information & High-Res Images

Download the most accurate and up-to-date information on all products and designers on our website:
<https://www.Moooi.com/press>

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Notes to the editor

Moooi - A Life Extraordinary

Mediateca St. Teresa
Via della Moscova 28, Brera
Milan, Italy

Opening hours

Tuesday 9 April to Saturday 13 April: 10.00 - 20.00

Sunday 14 April: 10.00 – 17.00

Please contact Loes Wijnstekers - loeswijnstekers@moooi.com for interview requests for:

People from Moooi

Robin Bevers, CEO Moooi
Christie Wright, art direction Moooi
Merantine Patee, brand manager Moooi
Paul Molenschot, CXO Moooi

Designers

Kranen/Gille: Jos Kranen & Johannes Gille, designers The Party
Rick Tegelaar, designer Meshmatics
Bernhard Dessecker, designer Iconic Eyes
Umut Yamac, designer Perch Light
Simone Bonanni, designer Obon Tables
Front: Sofia Lagerkvist & Anna Lindgren, designers Walking on Clouds carpet
Note Design: Daniel Hecksher, designer of Maze carpet
Nichetto Studio: Luca Nichetto, designer of Reflection carpet
Ingimar Einarsson, designer of Chrystal carpet
Claire Vos, designer of Yarn Box carpet collection

New location

In Milan's design district Brera, lies Mediateca Santa Teresa, the new location for Moooi's 2019 presentation. Moooi will present A Life Extraordinary in the Mediateca from 9 – 14 April.



PR Contacts

Contact Moooi

Worldwide · Loes Wijnstekers · loeswijnstekers@moooi.com · +31 (0) 6 112 82 505

UK · Ivana Lindgren · ivanalindgren@moooi.com · +44 (0)2089625691

Contact Moooi Carpets

Worldwide · Cieleke van Houten · cieleke@moooicarpets.com · +31 (0)35 628 28 62

Contact Moooi Wallcovering

Worldwide Arte NV · Winie Fransen · winie.fransen@arte-international.com · +32 0800 - 235 2783

