



## Press release | Moooi presents The Button

### Quote

*Innovation, provocation and poetry are the pillars of the Moooi brand*

*- Robin Bevers, CEO for Moooi*

### Pitch

In a world where mass production and counterfeiting are becoming more and more common, we at Moooi believe in investing in the future of good and authentic design. Therefore, we created The Button. A tiny digital superhero that provides Moooi products with an authentic digital identity.

### Summary

Moooi believes in good design and the sustainability of the creative processes that lead to good design. Design brands and designers deserve protection to keep creating new products and investing in marketing their designs.

Born in the secret labs of Moooi, we've created The Button. This charming Button is a personal safe-keeper of investing in authentic design. The Button is 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.

### Angles & Facts

#### **A unique digital identity**

The Button gives Moooi products a unique digital identity that marks the product as an authentic Moooi design.

#### **Investing in authentic design**

The Button is a digital safe keeper of the owner's investment in authentic design



## Protecting the future of design

With The Button, Moooi aims to protect the future of good and authentic design!

### Complete Press release

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Nowadays, mass production and counterfeiting are becoming more and more common. The process of designing, producing and marketing a new authentic design takes time. During that time, it's easy for counterfeiters to copy and reproduce the design and flood the market with cheap imitations. Fighting these malpractices often feels futile due to large counterfeit manufacturers and distributors keeping a low profile or countries where counterfeiters aren't prosecuted.

Moooi realized that instead of fighting off copies, the smarter choice would be to shift the focus on emphasizing their own designs. Protecting Moooi designs with clever technology, while providing proud Moooi product owners digital proof of their investment. And just like that, The Button was born. The digital safe keeper of an investment in the future of authentic design.

The button works with NFC-technology, that due new Secure Unique NFC message feature, cannot be copied. Scanning The Button can be done with an NFC compatible device (smartphone and/or tablet) and the Moooi app that can be downloaded from [iTunes](#) and the [Google Play Store](#). Scanning The Button is self-explanatory, but even so, a tutorial can be found on [Moooi.com/TheButton](http://Moooi.com/TheButton).

### Notes to the editor

#### About Moooi

For almost twenty years Moooi has inspired and seduced the world with sparkling and innovative designs. The venture founded in 2001 by Marcel Wanders and Casper Vissers is named after their native Dutch word for beautiful – the third 'o' in the brand name stands for an extra value in terms of beauty & uniqueness. Since 2013 the company's art direction is in the hands of Marcel Wanders. From 1 September 2015, Robin Bevers assumed the position of Moooi CEO, taking over this role from Moooi co-founder Casper Vissers.



### **Product information & High-res Images**

We are happy to direct you to our Online Press Room to download the most accurate and up-to-date information on the products and designers here: [www.mooodi.com/press](http://www.mooodi.com/press)

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