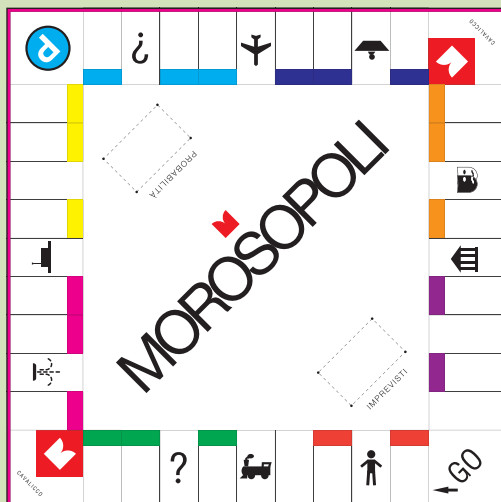


MOROSO

around
the beauty
of design



MOROSO® Morosopoli

Incipit



The game becomes a metaphor for the world, a way of living.

Morosopoly is the subtle reworking (transcription) of the design vision, in all its complexity, which takes shape and comes to life in the project.

The game, the concept, which if taken as something illustrative, is an invitation to let yourself go and be led on a journey to discover some truly beautiful places; if taken as something more informative, it aims to inspire comparison and exchange; to share the intentions and purpose that each project communicates.

Morosopoly is the story of the affinity between design and architecture in imagining landscapes, the relationships that exist between space, time and people; the intrinsic ability of every single product to undergo a continuous metamorphosis to adapt to a multitude of spaces which differ in function, size and environment. It is also the story of how Moroso is always able to actively participate in architectural projects, to understand their purpose and help define these relationships of space and function.

Page after page, project after project, Moroso products are assimilated into different contexts and settings, they give up the role of protagonist in favour of aesthetic harmony, to become one with the identity of the space. The projects are all made to measure, where every detail, every choice, is the result of an exchange of ideas and dialogue between the architect and Moroso.

Moroso offers creativity in assisting designers and architects, giving and sharing the knowledge and experience which it has accumulated in its 60 years in the furniture-design sector and stand out in the market because of its ability to combine design, aesthetic sensibility, production quality and proven expertise in textiles.

Un gioco come metafora del mondo, come forma dell'abitare.

Morosopoli è la sottile trasposizione (trascrizione) di una visione progettuale, di una complicità che si manifesta e realizza nel Progetto.







Un gioco, un concetto che, se inteso come rappresentazione, è un invito a lasciarsi coinvolgere e guidare in un percorso alla scoperta di luoghi semplicemente bellissimi; se inteso come approccio formativo, è volto al confronto, alla condivisione dei valori che ogni singolo progetto esprime.

Morosopoli è la narrazione dell'affinità tra il design e l'architettura nell'immaginare innanzitutto paesaggi, geografie di relazioni tra lo spazio, il tempo e le persone; della qualità intrinseca a ogni singolo prodotto di operare continue metamorfosi adattandosi trasversalmente a luoghi diversi per funzione, dimensione ed ambiente. È la narrazione, infine, della capacità di Moroso di intervenire in continuità alla struttura del progetto architettonico, di comprenderne i valori e contribuire a definirne le forme di relazione.

Pagina dopo pagina, progetto dopo progetto, i prodotti Moroso, assorbiti e assimilati nei diversi contesti, dissolvono il proprio protagonismo in favore di una sintonia plastica e visuale, fondendosi con l'identità dei diversi ambienti. Progetti sempre su misura, dove ogni scelta, ogni dettaglio, rappresentano sempre la conclusione di un confronto progettuale e dialettico tra l'azienda e l'architetto.

Un'attitudine creativa che Moroso offre a supporto del lavoro del progettista, per condividere e trasferire la conoscenza e l'esperienza sviluppata in più di 60 anni di presenza nel settore dell'arredo-design, e sottolineare la sua unicità nel mercato, costituita dalla compresenza di cultura progettuale, sensibilità estetica, qualità produttiva e da una radicata competenza tessile.

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pg. 150-215		OFFICE, BANK, CONFERENCE CENTER
pg. 216-235		AIRPORT TERMINAL, RAILWAY STATION, CRUISE SHIP, LUXURY YACHT
pg. 236-265		EXHIBITION







hospitality

HOTEL, RESTAURANT, CAFE, PRIVATE, RESIDENCE

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Radolfzell	pg. 50		Hotel Bora Hot Spa Resort
Budapest	pg. 52		Lanchid 19 Design Hotel
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educational

UNIVERSITY, LIBRARY, THEATER, MUSEUM

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Mont du Marsan pg. 112		Pole culturel du Marsan
Amsterdam pg. 114		Amsterdam University College
Wageningen pg. 116		Wageningen University
Riffa pg. 118		Riffa Fort
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shop

STORE, SHOPPING MALL

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Novate Milanese pg. 149		Metropoli

corporate

OFFICE, BANK, CONFERENCE CENTER

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Milano pg. 180		Microsoft
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Houten pg. 204		E-office
Maastricht pg. 208		Rabobank Maastricht e.o.
Balneario Camburiù pg. 212		Studio Lupa Arquitetos

travel

AIRPORT TERMINAL, RAILWAY STATION, CRUISE SHIP, LUXURY YACHT

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Wien pg. 222		VIA Vienna International Airport
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Moroso

EXHIBITION

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MOROSOPOLI

*A new tour
around Moroso
and the beauty
of design.*

*A tour around
the very varied
places*

*of our amazing,
tenacious*

agents

*who battle against
the blowing winds*

and the doings

of the competition

to carry the

rare gems of

our production

to those who

know their worth

and know

our passion

and care

for the present, the past

and the future...

Nuovo tour
tra la bellezza
del design Moroso,
un giro fatto
nei luoghi
più vari
dai nostri straordinari
e tosti
agenti,
sfidando la forza
dei venti e
gli accidenti
dei concorrenti,
per portare
le perle più rare
della nostra
produzione,
da chi sa apprezzare
il loro valore
e il buon sapere
della nostra
passione, cura,
passata, presente
e futura...

hospitality



HOTEL
RESTAURANT
CAFE
PRIVATE RESIDENCE



Architecture: Emil Schaud Interiors: Patricia Urquiola

Das Stue Hotel

Berlin, Germany



P. Urquiola
Bohemian, Redondo, Klara, Silver lake



Ostriches, giraffes, and gorillas... viewed from the picture windows of the ex Royal Danish Embassy building, dated 1930, are the central theme of this luxury hotel.

Struzzi, giraffe, gorilla... visto attraverso le panoramiche finestre del ex reale ambasciata danese del 1930, sono l'elemento centrale di questo lussuoso albergo









Trio Apartamenty

Warsaw, Poland

Architecture: Jems architekci

P. Urquiola
Bloomy, Phoenix



Best residential
development 2010.
Top Builder 2011.

Trio: lusso eleganza ed élite.
La magia dell'arte
è la crème de la crème
di questa straordinaria
architettura triangolare.

*Trio: luxury, elegance
and exclusivity.
The art of magic
is at the soul of this
extraordinary work
of triangular architecture.*



TB

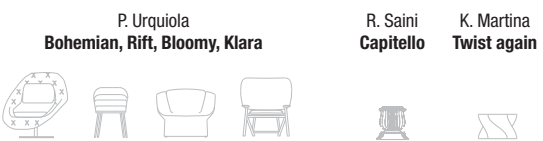


Hotel Muchele

Postal, Bolzano, Italy



Photo credit: Gregger Edl







Hotel Miura

Čeladná,
Czech Republic

Architecture: Labor13

T. Kita
Saruyama Island





**25h hamburg
number one**

Hamburg, Germany

Architecture: Studio Dreimeta
Interiors: Sibylle von Heyden

P. Urquiola
Fjord



Photo credit: Stephan Lemke, © 25hours Hotel



*Retro-chic
with playful elements
in spaces
with 1960s and 70s vibe.*

*Rétro-chic
con elementi giocosi su spazi
e stilistica
degli anni '60 e '70.*



Milano, Italy

The Hub Hotel

P. Urquiola
Lowseat, Bloomy



R. Arad
Victoria and Albert collection



A. Quinze
Deer



K. Grcic
Osorom





The Nordic Light Hotel

Stockholm, Sweden

Interiors: Lars Pihl

*Design using seasonal light:
natural or artificial...*

*Design di luce stagionale:
naturale o artificiale...*



Photo credit: Alexander Lagergren







Photo credit: Stephan Lemke, © 25hours Hotels

25h hotel Zurich

Zurich, Switzerland

Interiors: Alfredo Häberli

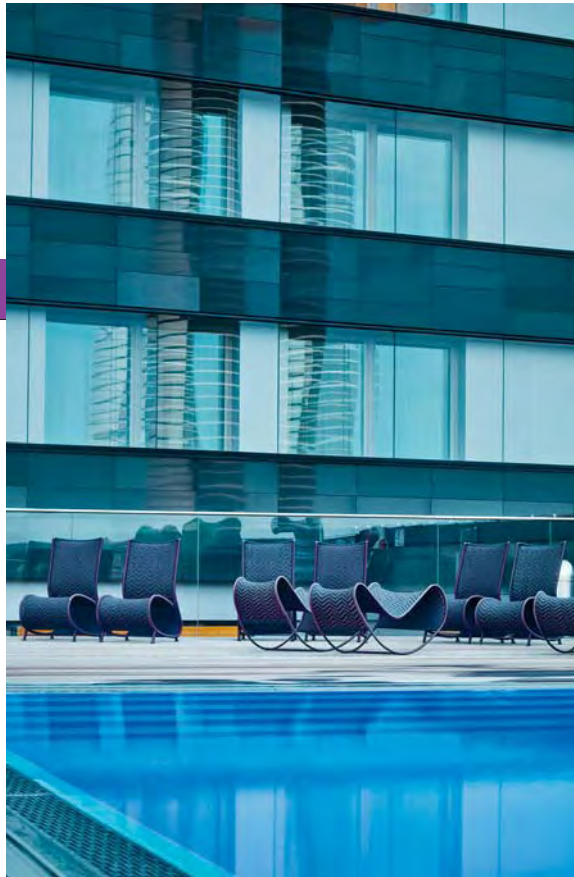
A. Häberli
Take Off, Take a line for a walk, Take Two-line







Photo credit: Alexander Lagergren



Clarion Arlanda Hotel

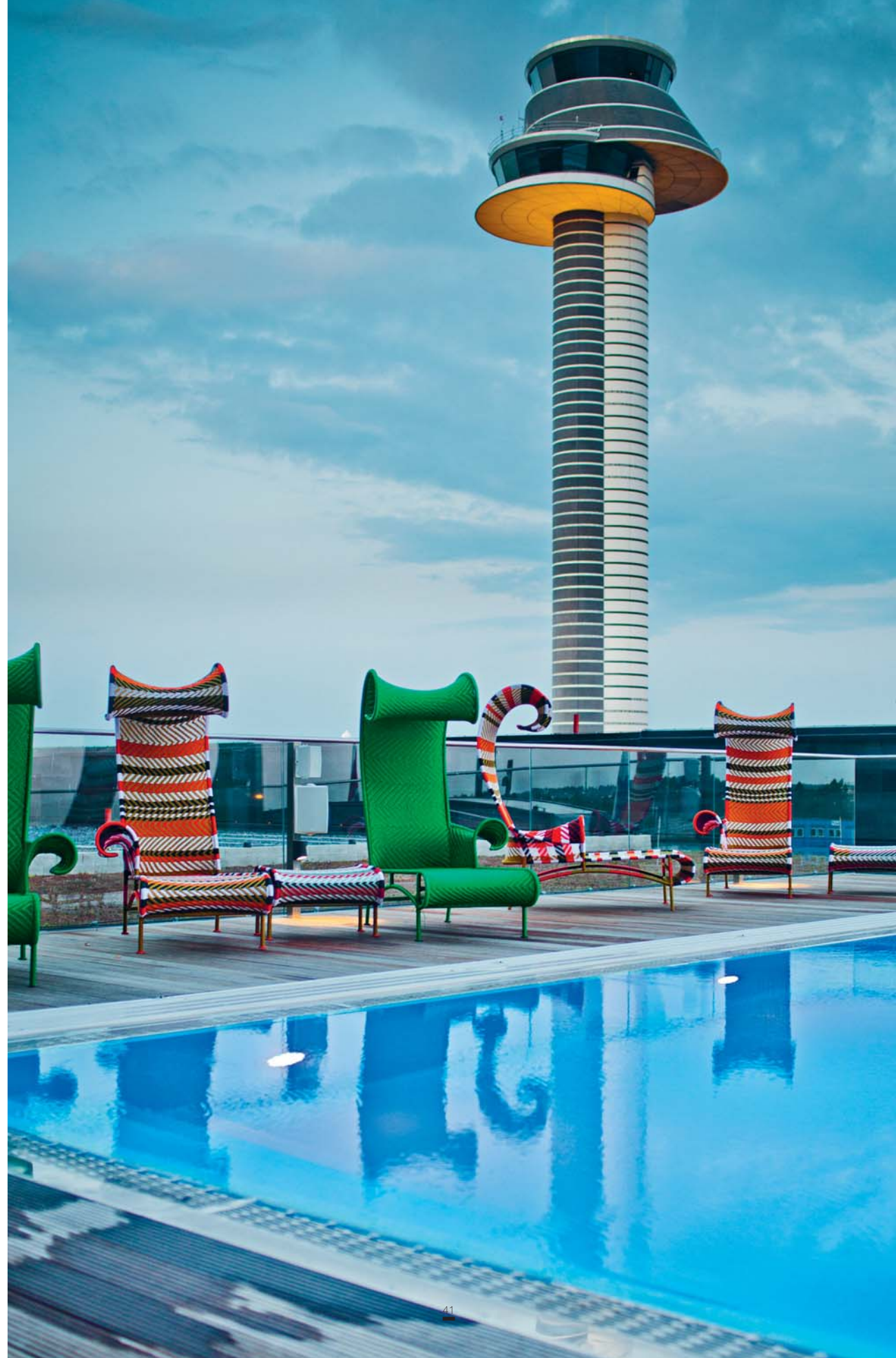
Stockholm, Sweden

Architecture/Interiors: Anders Björkén

Birsel & Seck
 Bayekou, Toougou



T. Boontje
 Shadowy





P. Urquiola
Spring

R. Saini
Capitello





N. Doshi & J. Levien
My Beautiful Backside



P. Urquiola
Fergana



Hotel Leitlhof

San Candido (BZ)
Italy

Architecture/Interiors: Wilfried Kofler

P. Urquiola
Phoenix



M. Iosa Ghini
Big Mama





UNA Hotel Mediterraneo

Milano, Italy

Interiors: UNA Hotels creativeLAB

M. Newson
TV-chair



P. Urquiola
Bloomy, Fjord



D. Gomez
Village



K. Martina
Buba



T. Boontje
Rain



Photo credit: Alberto Ferrero





**Hotel Bora
Hot Spa Resort**

Radolfzell,
Germany

Architecture:
Franchi & Dannenberg
Architecture & Design
Interiors: Biquadra



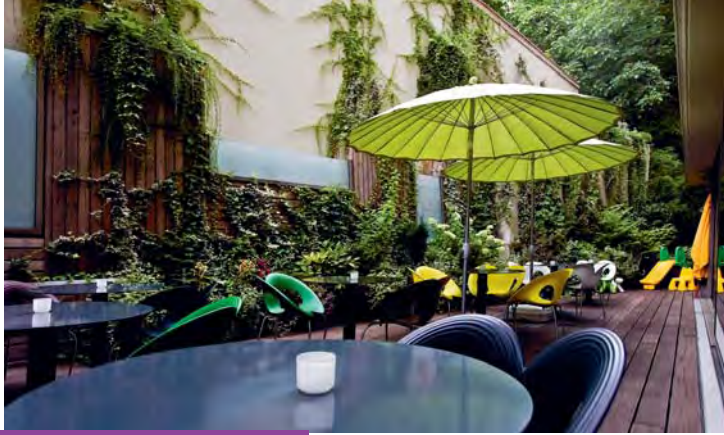
A. Citterio
Berlin

P. Urquiola
Fjord



Photo credit: Hansse Knödle





**Lanchid 19
Design Hotel**

Budapest, Hungary



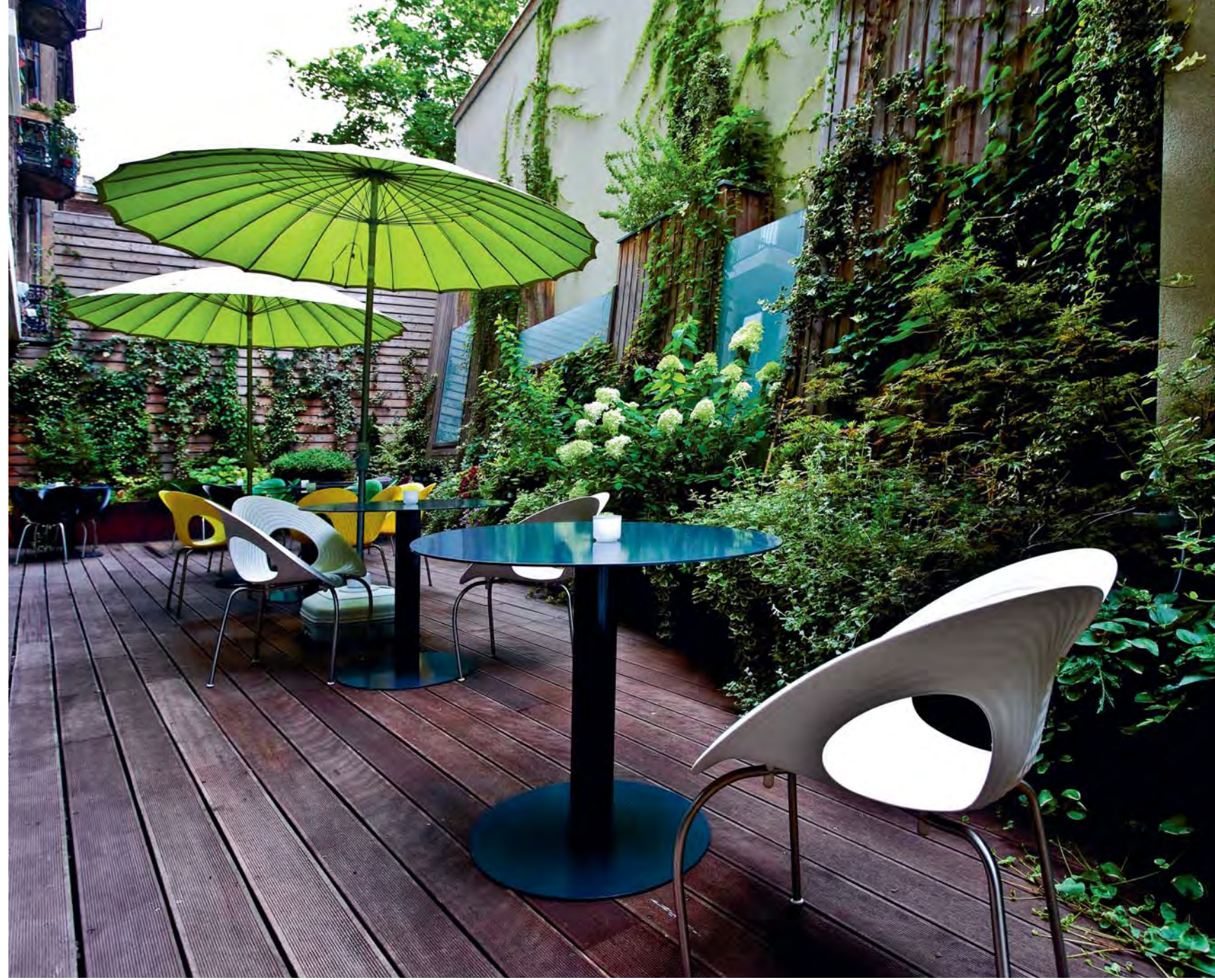
P. Urquiola
Bloomy



V. Robinson
Oblio



R. Arad
Ripple chair



**Motel One
Hauptbahnhof**

Duesseldorf,
Germany

P. Urquiola
Fjord



Hotel Crowne Plaza

Milano, Italy

Interiors: Elisabetta Motta



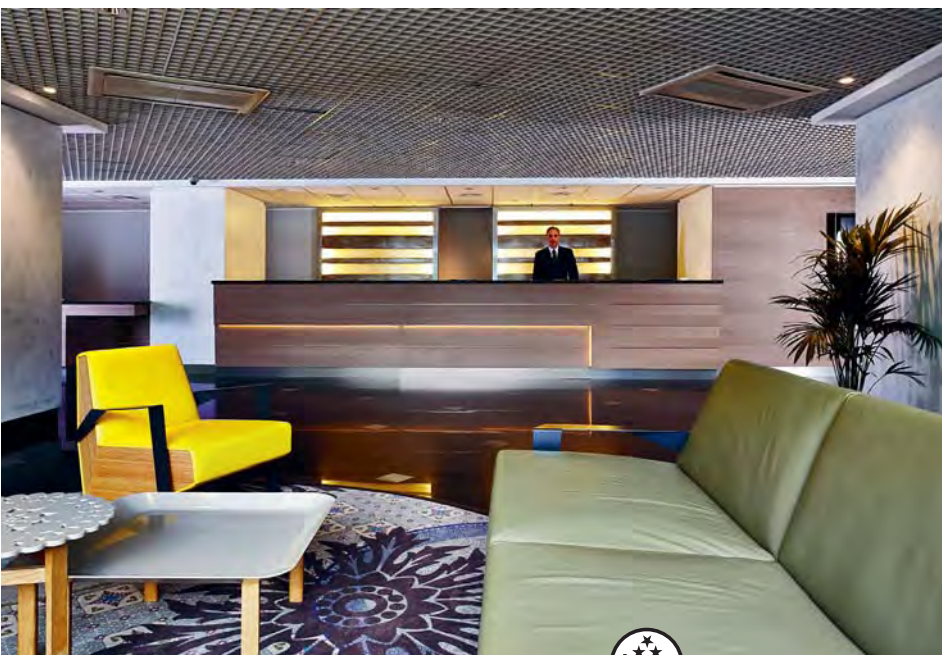
P. Urquiola
Klara



Silver Lake



Fergana





P. Urquiola
Fjord, Bloomy, Phoenix

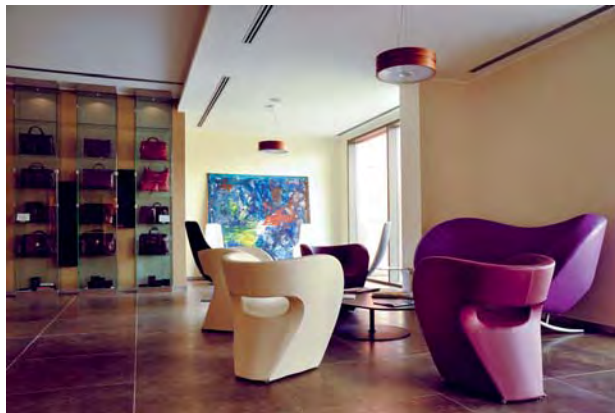
R. Arad
Victoria & Albert collection



AS Hotel Limbiate

Milano, Italy

Interiors: Studio De Paoli



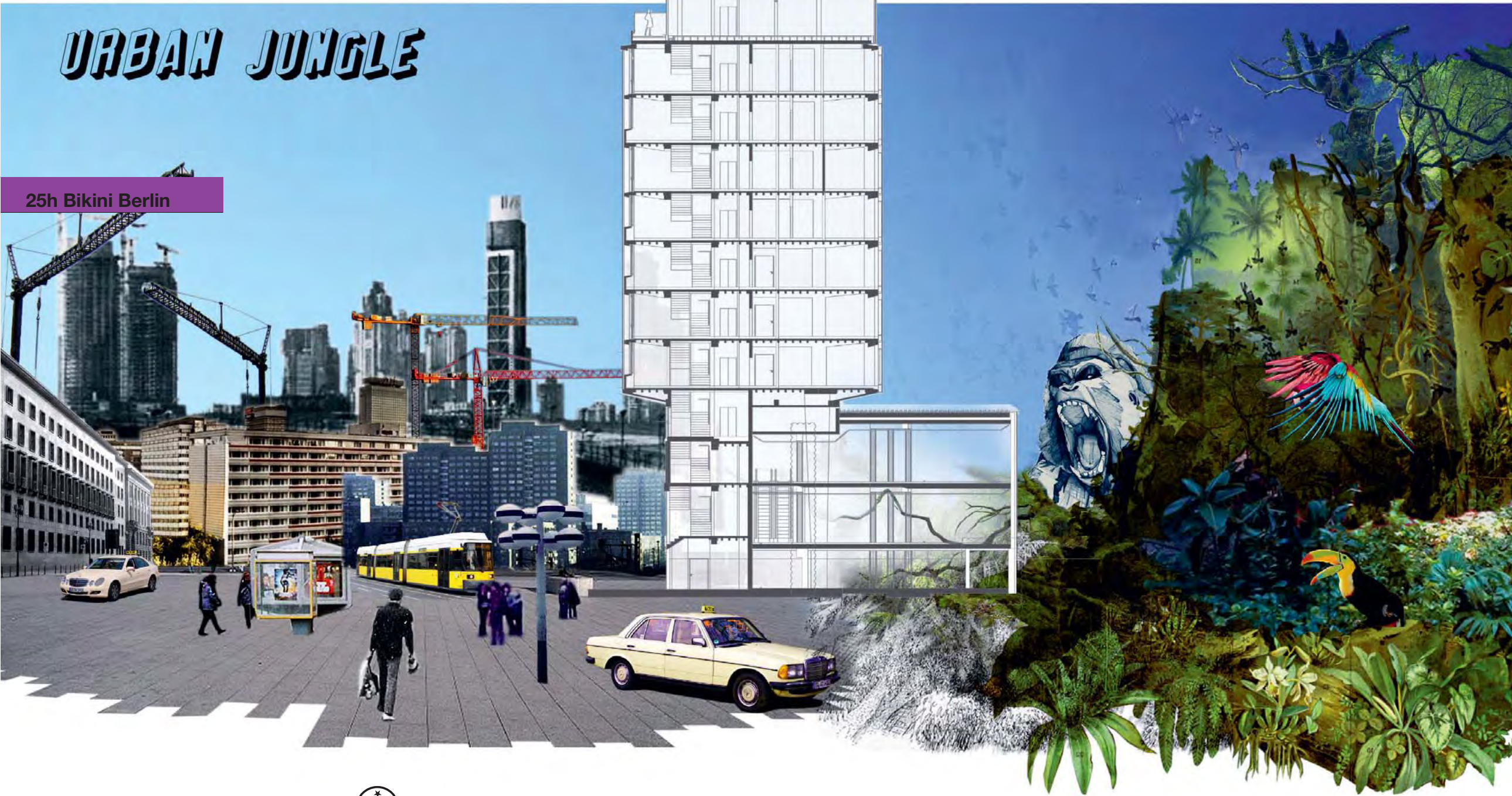


25h BIKINI BERLIN

TWENTY FIVE HOURS

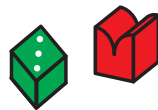
URBAN JUNGLE

25h Bikini Berlin



Collage

...read, ...leggere
download, scaricare file,
write, scrivere,
play, giocare,
text, chattare,
watch a film, guardano film
relax, chat, rilassarsi, parlare,
think, pensare,
meditate... meditare...



Interiors: Studio Morgen

Walon & Rosetti

Frankfurt,
Germany

Diesel
Bar stud stool



Photo credit: Ralph Hillert





Photo credit: Shooting lab

oneapple

Monte Carlo

Interiors: Fulvio Fantolino

P. Urquiola
Spring



E. Franzolini
Tia Maria



Diesel
Rock, Overdyed



oneapple

Torino, Italy

Interiors: Fulvio Fantolino



Photo credit: Ralph Hillert

L. Nichetto - M. Gardone
Around the roses



P. Urquiola
Rift, Fjord, Bloomy





QuBiK



Photo credit: Marco Corvi

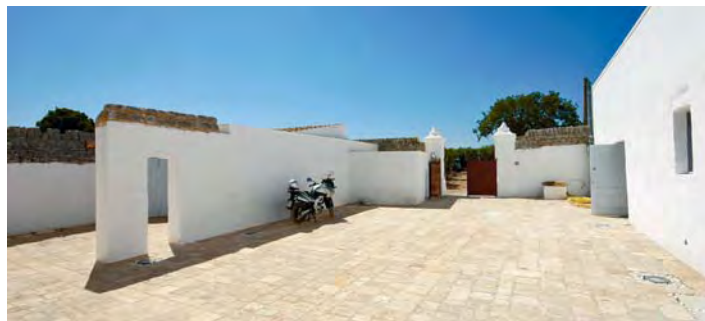
Gorizia, Italy

R. Lovegrove
Supernatural



Architecture:
Dimitri Waltritsch





Masseria Santa Chiara

Conversano, Bari,
Italy

Architecture: Kubico srl
Interiors: Enrico Surdo

R. Arad
Big Easy, Ripple chair

D. Gomez
Village



Vander Urbani Resort

Ljubljana, Slovenia

P. Urquiola

Smock, Bohemian, Bloomy, Lowland



Photo credit: Miran Kembc



Architecture: Sadar + Vuga architects



The loft project

Athens, Greece

Architecture: EseStudio



P. Urquiola
Smock



T. Boontje
Shadowy

Photo credit: Iwanna Rouloppoulou





Diesel
Nebula Nine sofa



P. Urquiola
Antibodi



private residence

Jaraguà do Sul, Brasil

Architecture / Photo credit:
Studio Lupa Arquitetos
Luciana Blagits + Paulo Rosentosck



P. Urquiola
Smock



R. Arad **Misfits, Soft Little Heavy, No Waste**



N. Doshi & J. Levien **Impossible wood**



P. Bestenheider **Nanook**



P. Urquiola **Antibodi, Lowland**



private residence

New York, USA

Interiors: Rami Riad



Photo credit: Kon







Villa Katarina

Ljubljana, Slovenia

Architecture/interiors:
Multiplan Arhitekti,
Aleš Žnidaršič, Katja Žlajpah



For Use/Numen
Transform

Photo credit: Miran Kambič and Peter Glodani







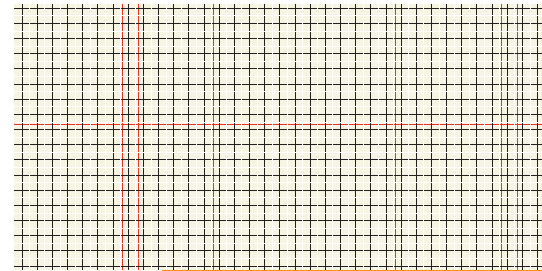


N. Doshi & J. Levien
Paper planes

Nendo
Kub



Architecture/Photo credit: Woods Bagot



ACU

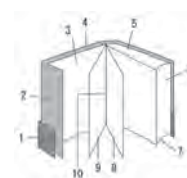
**Australian Catholic University
Raheen Library**

Melbourne, Australia

A. Häberli
Take a line for a walk



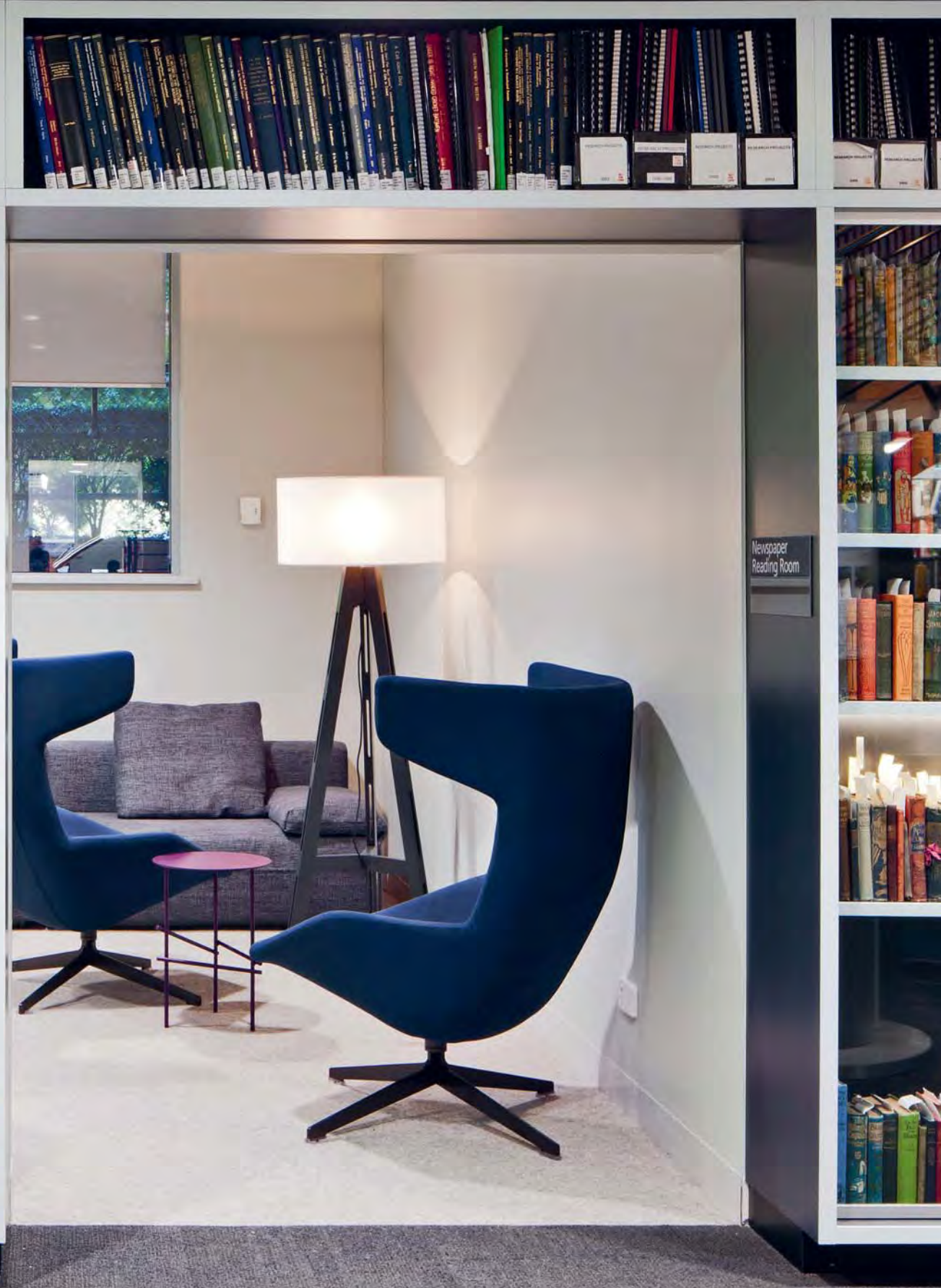
P. Urquiola
Klara, Shanghai Tip



Dall'ispirazione cartacea
alla materialità degli spazi.

Material spaces
from paper inspiration.







Architecture: Laura van der Net and Jeroen Hermans
Interiors: Aarts & Co

Photo credit: Tommy de Lange, © Aarts & Co



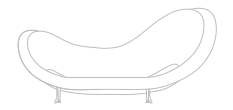
Theaters Tilburg

Tilburg,
The Netherlands



P. Urquiola
Fjord

R. Arad
Victoria and Albert





Mabic

**Maranello
biblioteca cultura**

Modena, Italy

Architecture:
Arata Isozaki and Andrea Maffei



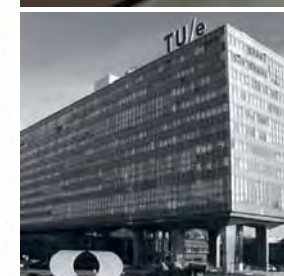
T. Boontje
O-nest



R. Lovegrove
Supernatural







TU Eindhoven

The Netherlands

Architecture:
Ector Hoogstad Architecten Rotterdam.
Interiors: Hetty Mommersteeg.




-  For Use/Numen
Transform
-  T. Kita
Saruyama Island
-  A. Häberli
**Take a line
for a walk**







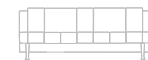
Photo credit: JC Meauxsoone

Pole culturel du Marsan

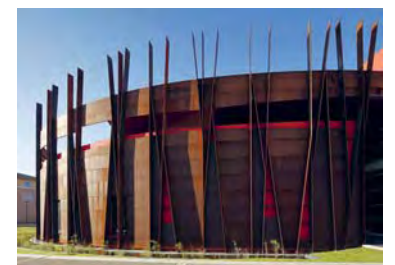
Mont du Marsan, France

Architecture: Cardete & Huete Architects

R. Dordoni
Waiting



R. Arad
Victoria and Albert collection



P. Urquiola
Fjord, Phoenix





Photo credit: Christian Richters and Mecanoo

Amsterdam University College

The Netherlands

Architecture: Mecanoo Architecten



R. Arad
Victoria and Albert





Wageningen University is the only Dutch university to focus specifically on the theme of 'healthy food and living environment' through working closely with governments and the business community.

Wageningen University è l'unica università in Olanda che si concentra specificamente sul tema 'cibo sano e ambiente di vita'. Lo fa lavorando a stretto contatto con i governi e la comunità imprenditoriale.



Photo credit: Kasia Gatkowska, © Workshop of Wonders



Wageningen University

The Netherlands

Interiors:
Eijs Ontwerpt / Workshop of Wonders



T. Dixon
Serpentine







Architecture: PAD – Plan Architecture Design

Riffa Fort

Riffa, Bahrain


 R. Lovegrove
Supernatural

Photo credit: Marco Boria





Photo credit: John Lewis Marshall

Architecture: Mecanoo Architecten

Library of Birmingham

England



A. Häberli
Take a line
for a walk



Un memoriale a Shakespeare,
un nido d'aquila in cima
al "palazzo del popolo".
Un omaggio
alla tradizione locale,
la filigrana.

*A memorial to Shakespeare
like an eagle's nest
perched atop a civic building.
The metal filigree
a tribute to local artisan
heritage.*





G. Guillaumier
Freeflow



R. Lovegrove
Supernatural



Von Robinson
Oblio



Photo credit: Alessandro Pederni

The Hangar Bicocca Foundation

Milano, Italy

Architecture: April Architects

I principi fondatori sono:
l'innovazione,
la valorizzazione
dei talenti,
il dialogo
tra le discipline.

*The founding principles are:
innovation, showcasing
talent and encouraging
interdisciplinary dialogue.*





IMG College



Photo credit: Nigel Manson Photography

Atlanta, USA

Interiors:
Perkins + Will

N. Doshi & J. Levien
Paper planes







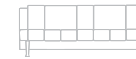
E. Franzolini
Steel



A. Quinze
Deer



T. Dixon
Serpentine



R. Dordoni
Waiting



M. Iosa Ghini
Plana



Biblioteca di Scandicci

Scandicci, Firenze,
Italy

Architecture: Annalisa Barocchi





MassArt

Boston, USA

Photo credit: Chuck Choi, Peter Vanderwarker, Lucy Chen

G. Guillaumier
Freeflow



Ispirato da albero della vita di Gustav Klimt, la torre è già un punto di riferimento nello skyline della città.

Inspired by Gustav Klimt's tree of life, the tower is a landmark on the city's skyline.



Photo credit: Andrea Mantiradonna



P. Urquiola
Silver lake



Bohemian



M. A. Torpe
Mark



Boutique Santoni

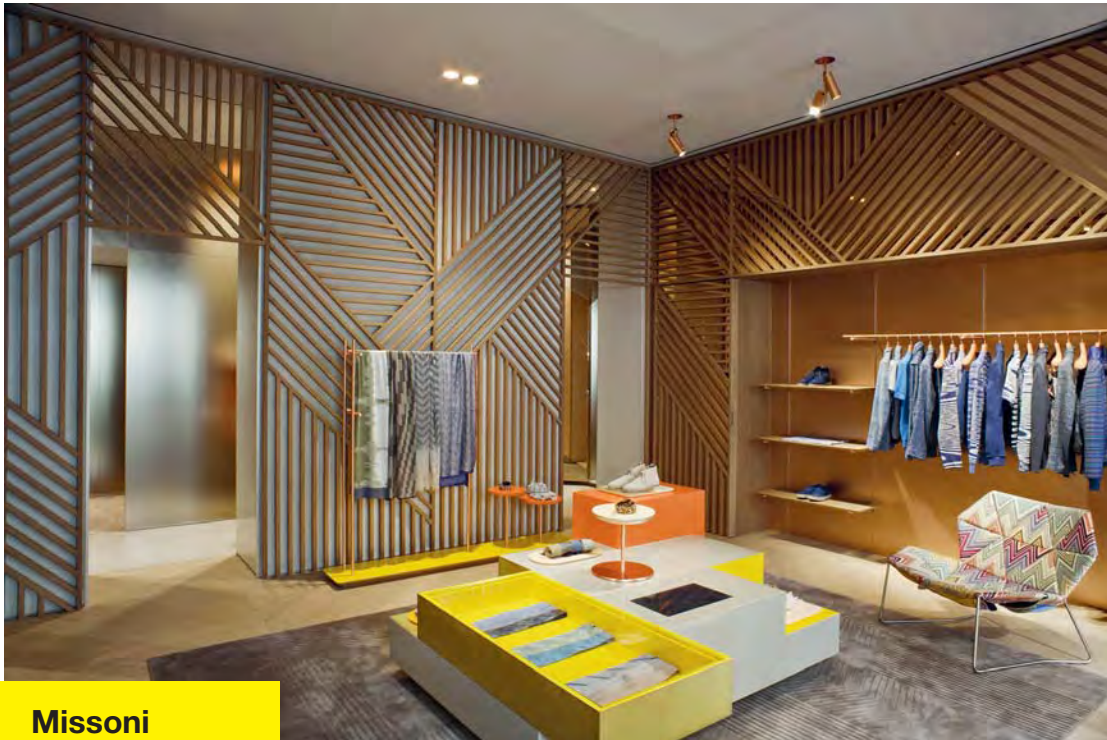
Milano, Italy

Architecture/Interiors:
Patricia Urquiola





P. Urquiola
Bloomy, Antibodi



Missoni

Milano, Italy

Interiors: Patricia Urquiola



140



141



Photo credit: Daniele Iodice



Kiko

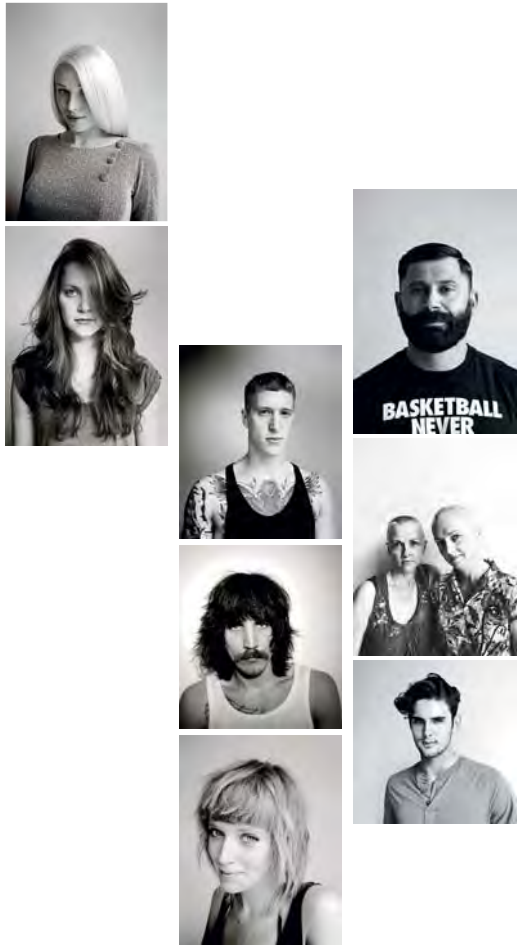


P. Urquiola
Rift

Stores in Europe

Interiors: Valeria Lombardo





Architectura: Studio karhard®
Photo credit: Stefan Wolf Lucks

Viktor Leske International

Berlin, Germany

Diesel
Bar stud stool



144

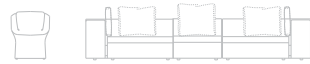




billion
 1 000 000 000
 giga
 1000 milioni
 10⁹
 billion

Billionaire

Saint Tropez, France



P. Urquiola
Bloomy, Spring





Pescara Nord

Pescara, Italy

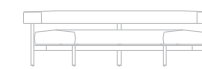
Architecture: BM Engineering

R. Dordoni
Waiting



Metropoli

Novate Milanese, Milano,
Italy



G. Guillomier
Freeflow



P. Urquiola
Fjord
R. Lovegrove
Supernatural

corporate



OFFICE
BANK
CONFERENCE
CENTER



Photo credit: Pietro Savorelli

The tour, which takes about an hour, is a 'journey' into the history of the Antinori family, Tuscan wine producers since 1385.

La visita, di circa un ora, è un 'viaggio' nella storia della famiglia Antinori, che fin dal 1385 produce vino in Toscana.



Architecture: Archea and Hydea

Cantine Antinori

Bargino, Firenze, Italy

T. Kita
Saruyama Island

P. Urquiola
Bohemian, Fjord

R. Arad
Misfits

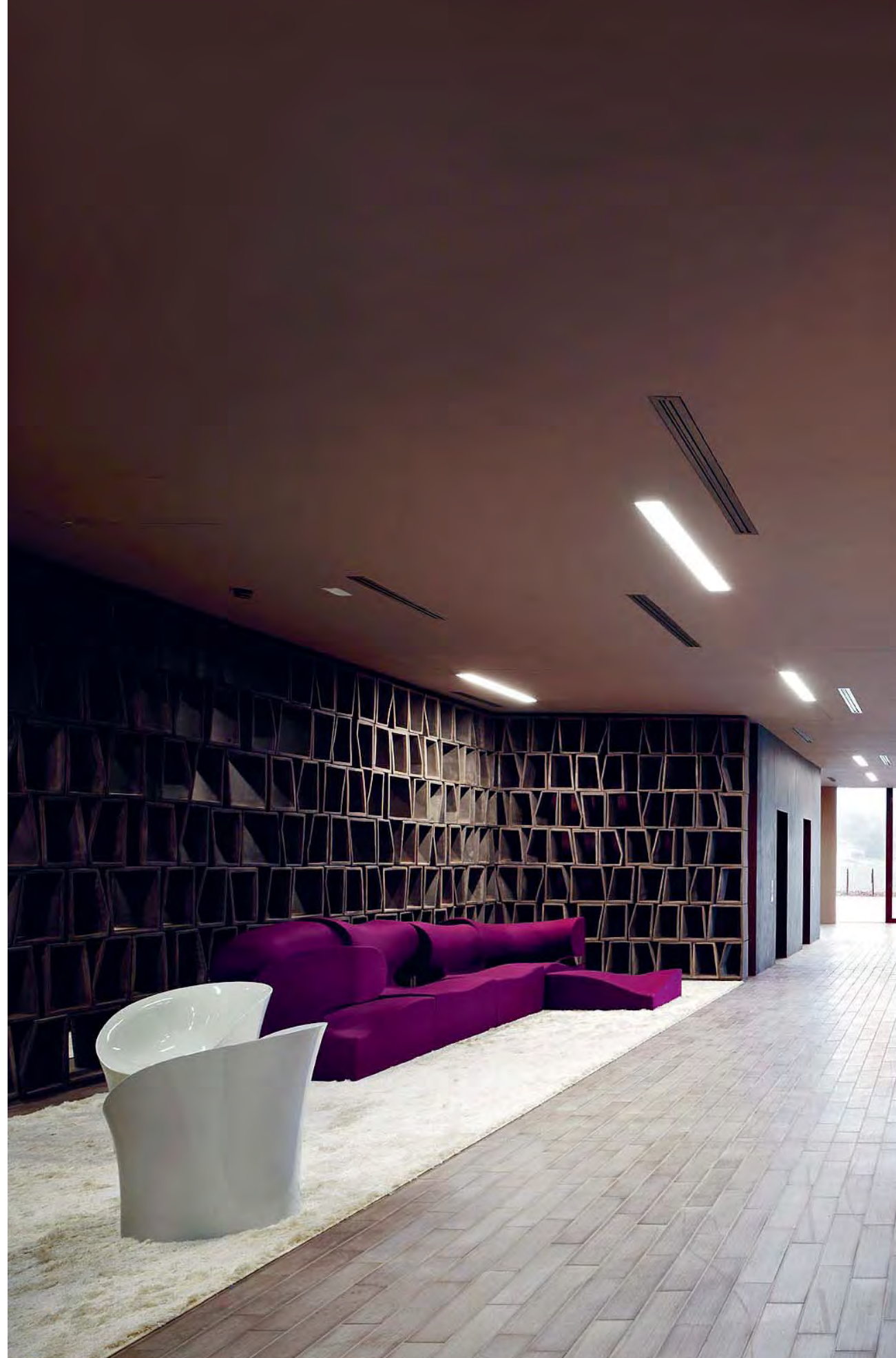
For Use/Numen
YY Chair

T. Yoshioka
Moon











Una fortezza parte dello Stelling di Amsterdam, patrimonio UNESCO, che ora è architettura contemporanea per un centro culturale.

A fort, part of Stelling van Amsterdam, UNESCO, heritage site, now a cultural centre with contemporary architecture.



Architecture: Emma. Photo credit: John Lewis Marshall



Puur Paviljoen

Diemen,
The Netherlands



P. Urquiola
**Cocoon
Rift**



T. Yoshioka
Moon chair



R. Lovegrove
Supernatural







Architecture: GMP, Hamburg
and Eduard Mijic, Rimini



Palacongressi



Rimini, Italy



P. Urquiola
Fjord, Phoenix

F. Laviani
Ginevra





Architecture: Studio HAK Co.
 Interiors: Daniel Albizu and Mahmoud A. Nour



Al Mukmal Tower

Jeddah,
 Kingdom of Saudi Arabia

Photo credit: Mahmoud A. Nour



E. Franzolini
Jules

L. Nichetto - M. Gardone
Around the Roses





Poggenpohl Office

Hong Kong, China



P. Urquiola
Lowseat





Photo credit: Marco Boria



بنك عُمان العربي

Architecture: D&A Interior architects

**OAB
Oman Arab Bank**

Muscat, Oman



P. Urquiola
Shanghai Tip
Lowseat



R. Arad
Victoria and Albert



E. van Vliet
Joy





E. Franzolini
Steel



P. Urquiola
Silver lake



L. Nichetto-M. Gardone
Around the roses



A. Citterio
Rich





P. Urquiola
Fjord, Malmö, Highlands

P. Urquiola
Springfield



R. Arad
Do-lo-rez





P. Urquiola
Lowseat



Microsoft

Milano, Italy

Architecture: Studio Revalue,
Cristiana Cutrona





P. Urquiola
Lowland, Lowseat





K. Martina
Helix



P. Urquiola
Bohemian, Bloomy





P. Urquiola
Phoenix, Bloomy



R. Lovegrove
Supernatural



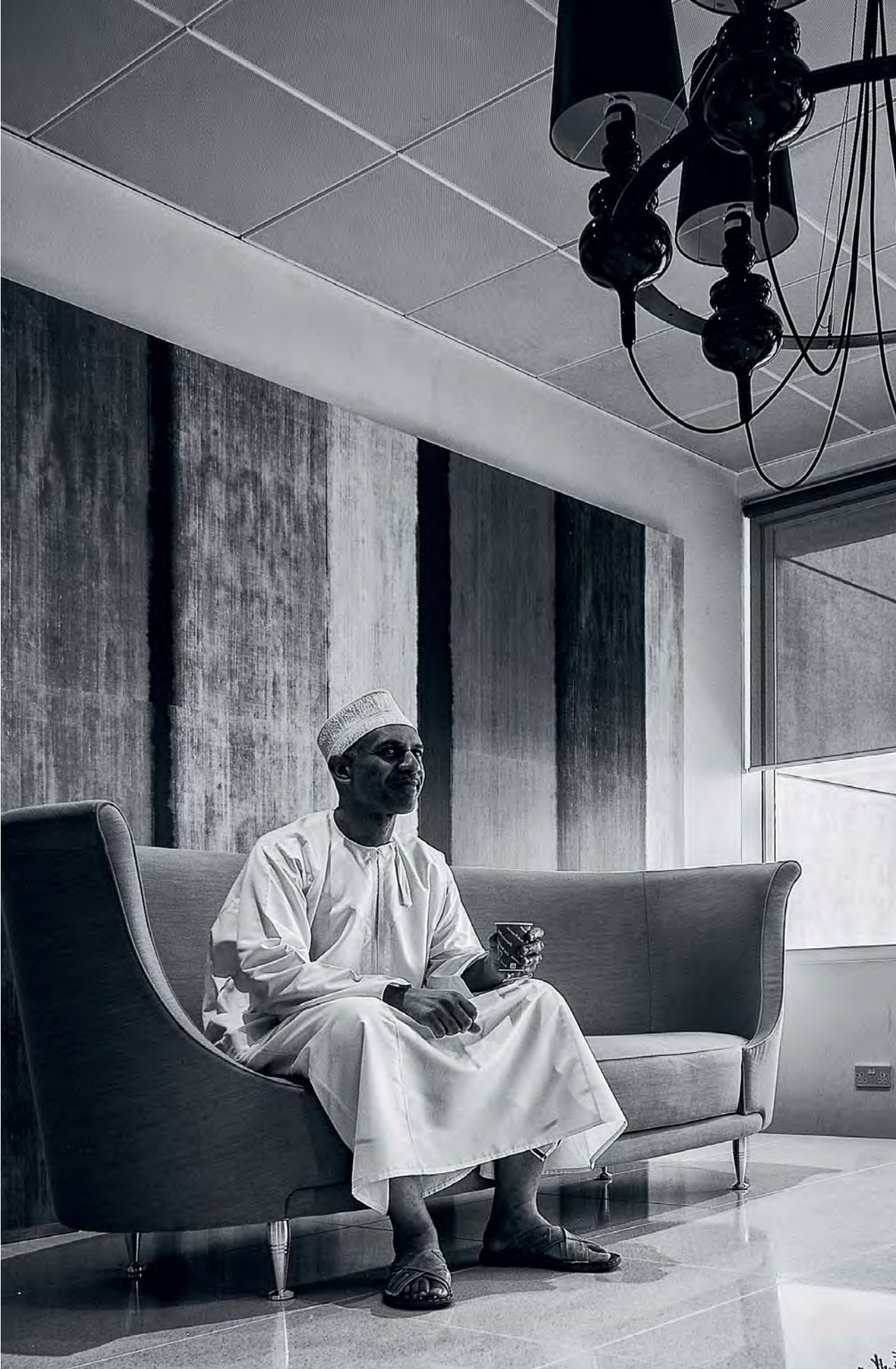


Photo credit: Marco Benin. Photos courtesy Petroleum Development Oman

M. Iosa Ghini
Newtone



P. Urquiola
Highlands



PDO
Petroleum
Development
Oman

Muscat, Oman
Architecture: D&A Interior architects



N. Doshi & J. Levien
Paper planes



Photos courtesy Perlebourt Development Oman



Photos courtesy Petroleum Development Co.




P. Urquiola
Fergana


Diesel
Bar Stud Stool


R. Lovegrove
Supernatural



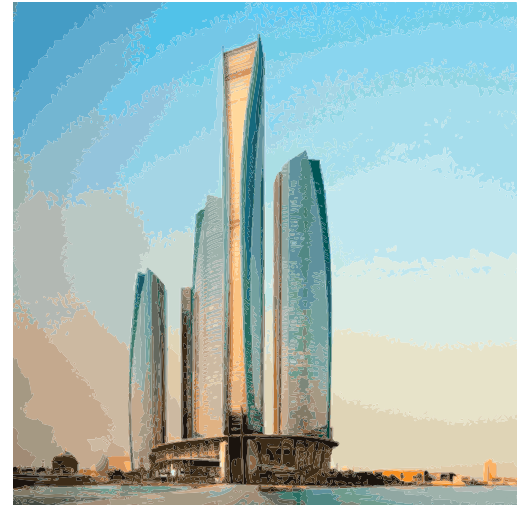


Photo credit: Venetkivi Photography



A. Häberli
Take a line
for a walk

Etihad Towers

Abu Dhabi,
United Arab Emirates

Architecture: Dbi Brisbane







E. Franzolini
Stainless



A. Häberli
**Take a line
for a walk**



P. Urquiola
**Fjord
Bloomy
Springfield**



**Law firm
Rolex tower**

Dubai,
United Arab Emirates

Interiors:
Delfina Cortese, Danijel Pocanic
Woods Bagot, Dubai





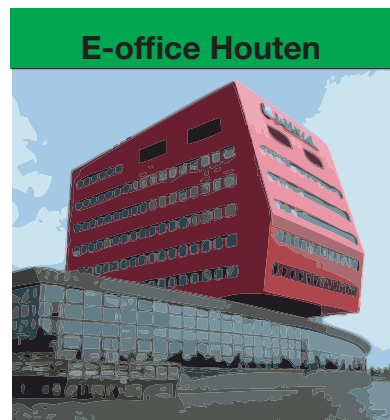
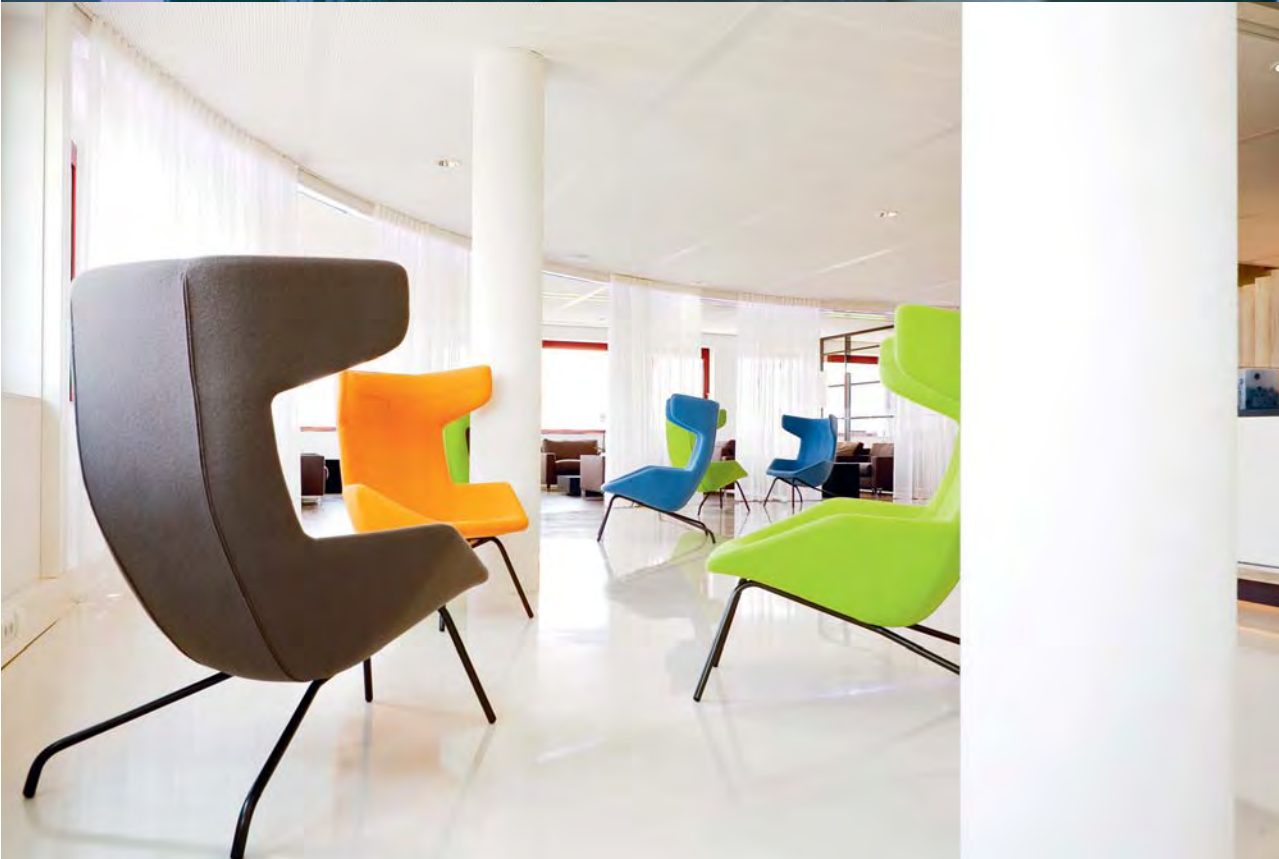
Photo credit: Gerrit Schreurs and Jansje Kitzinga

e-office specializzata
 nella condivisione della conoscenza
 e di collaborazione

**Headquarters
 of “the human software company”**



A. Häberli
**Take a line
 for a walk**



E-office Houten

Houten, The Netherlands

Interiors: Quub Interior Concepts







Photo credit: Tommy de Lange, © Aarts & Co

T. Kita
Saruyama



A. Häberli
Take a line
for a walk

Maastricht,
The Netherlands

**Rabobank
Maastricht e.o.**

Architecture: Laura van der Net and Jeroen Hermans
Interiors: Laura van der Net







Architecture / Photo credit:
Studio Lupa Arquitetos
Luciana Blagits + Paulo Rosentosck

**Studio Lupa
Arquitetos**





P. Urquiola
Redondo, Smock, Rift, Fergana, Phoenix







P. Bestheinder
Nanook



J. Wagner
Yo-yo



-  AIRPORT TERMINAL
-  RAILWAY STATION
-  CRUISE SHIP
-  LUXURY YACHT

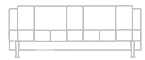
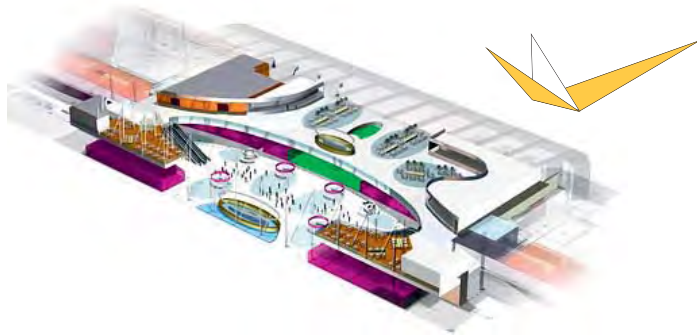
travel



BUD

Airport Skycourt,
Budapest, Hungary

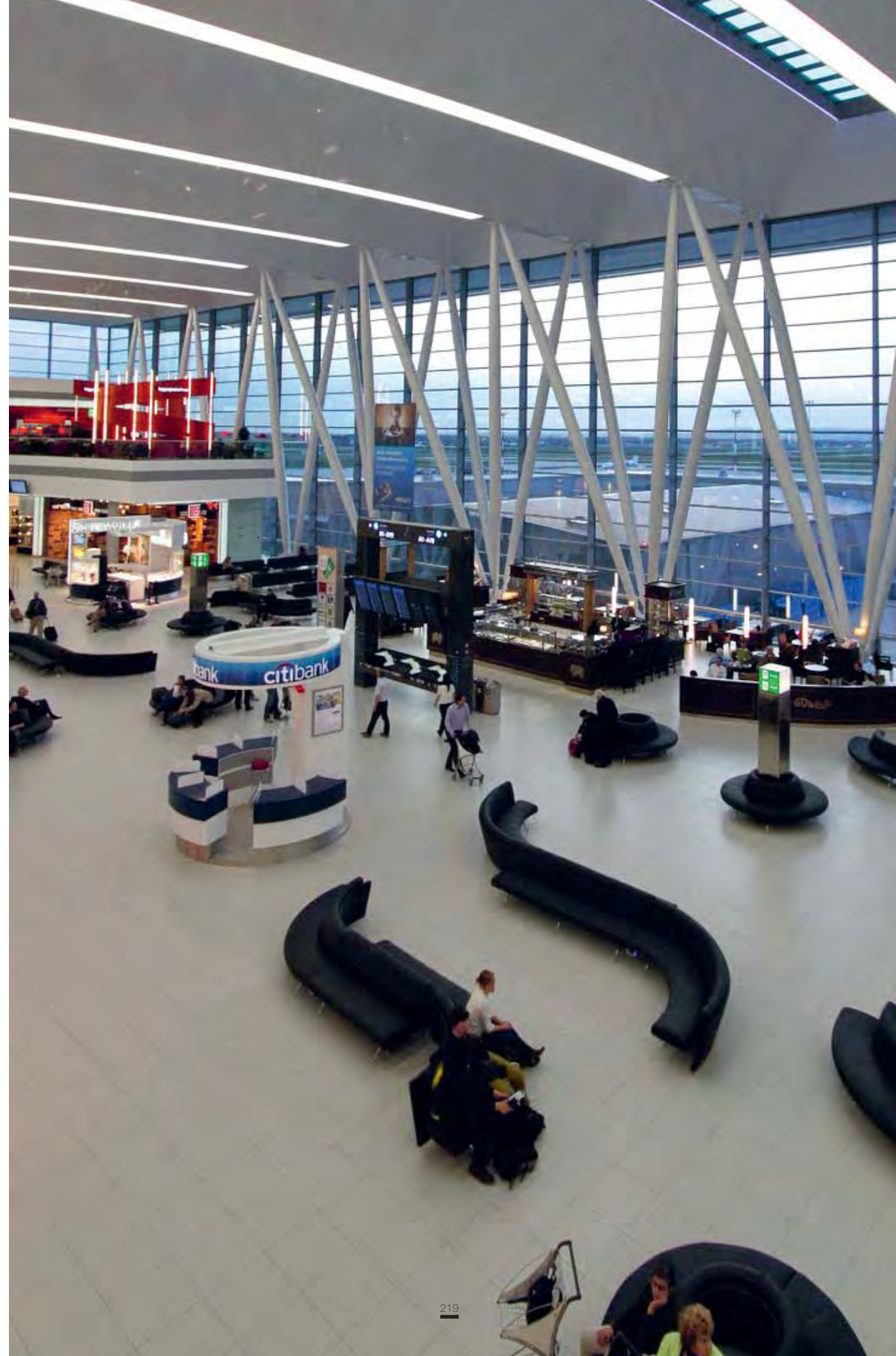
Architecture: Közti Zrt – Tima Stúdió



R. Dordoni
Waiting

È l'aeroporto del 21° secolo.
In Europa è il maggiore modello
di business comune non aeronautico.

The 21st century airport.
In Europe it is the very model
of a non-aviation business model.



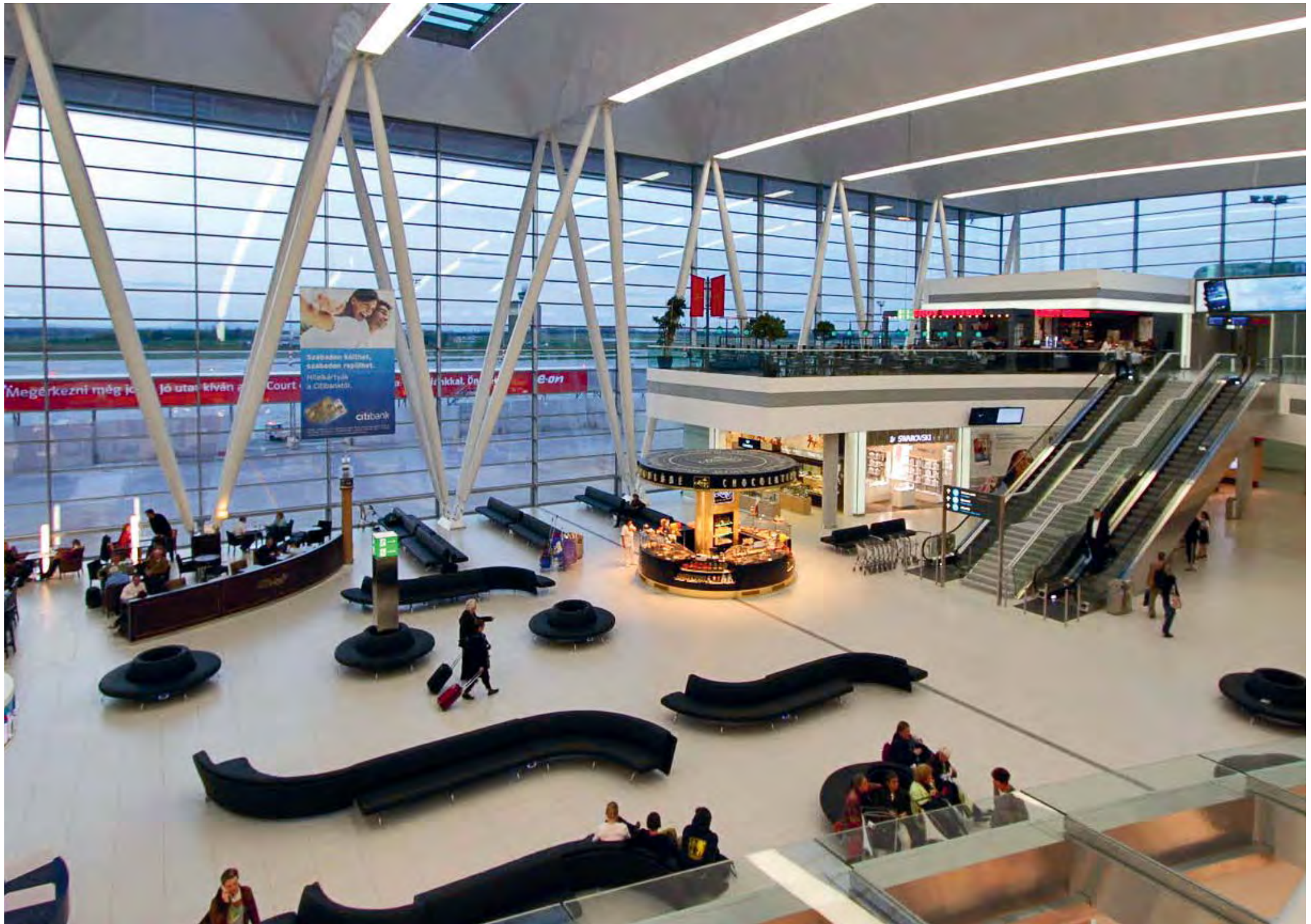




Photo credit: Werner Hutmacher Photography

Architecture: Itten-Brechbühl, Moser Architekten, Baumschlager-Eberle, Neumann und Partner

Architecture Sky lounge area: Ohnmacht Flamm.

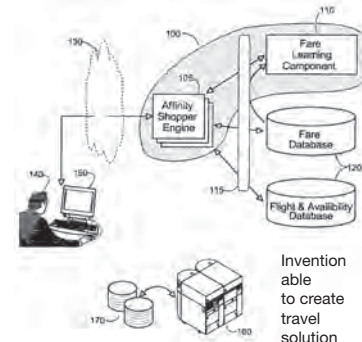


A. Häberli
Take a line for a walk

VIA

Vienna International Airport Area SKY Lounges

Austria



Invention
able
to create
travel
solution
for end users.

*Trasparente, traslucido e luminoso,
è il motto degli architetti
che hanno pensato ad un aeroporto città,
espressione di mobilità.*

*Transparent, translucent and luminous:
the motto of the architects who thought up
an airport city, an expression of mobility.*

*Invenzione
in grado
di costruire
soluzioni
di viaggio
per utenti finali.*

Photo credit: Henning Koeplke



Amsterdam Airport Schiphol



Privium lounge - Schiphol G7 gate

Interiors: Studio Linse Amsterdam

Amsterdam, The Netherlands



P. Urquiola
Fjord



R. Arad
Three skin

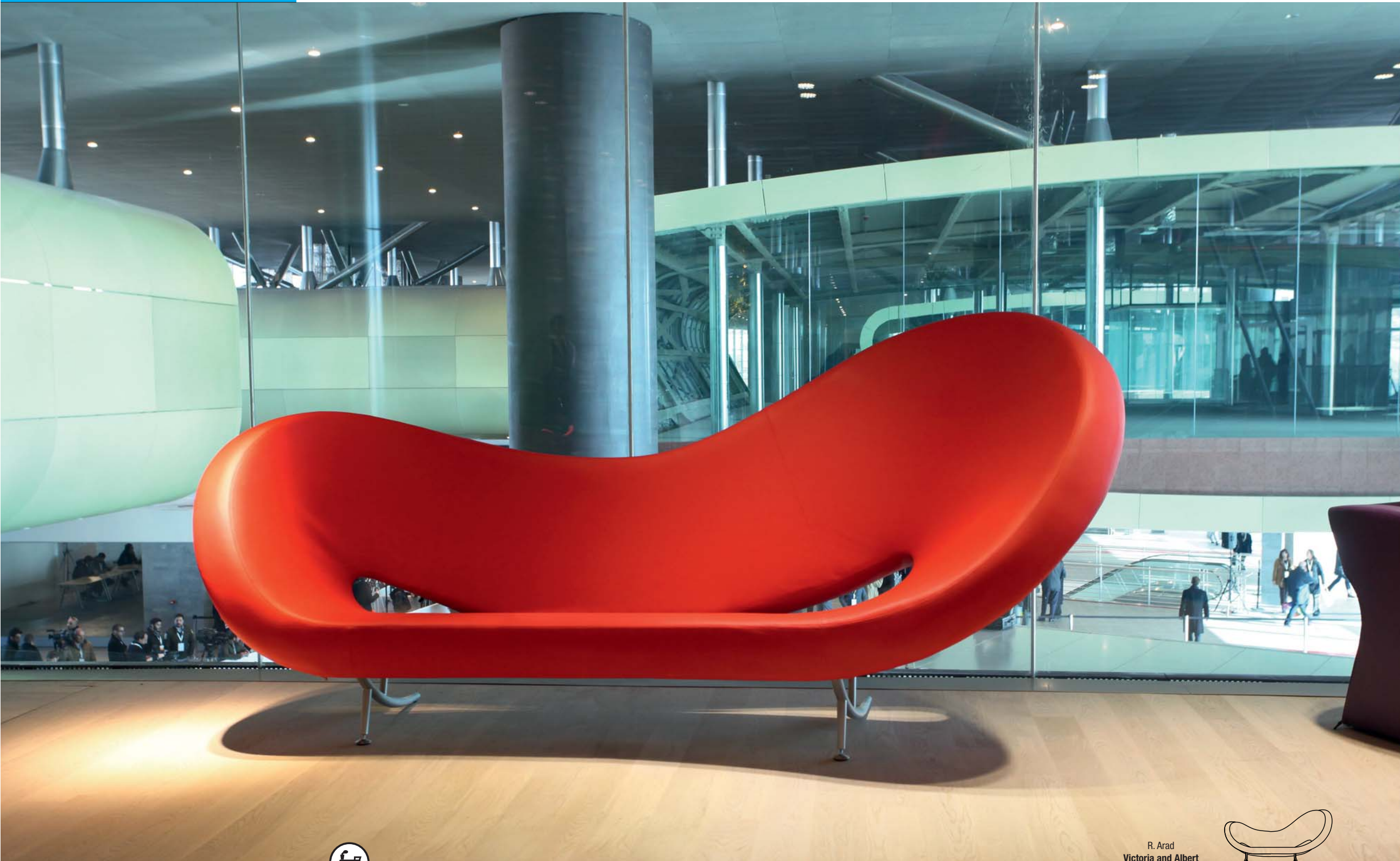


A. Häberli
Take a line for a walk



Rome, Italy

Freccia Club Roma Tiburtina



R. Arad
Victoria and Albert



Moroso on board in



Interiors: Gem srl

By courtesy of Fincantieri S.p.A. - All right reserved

Costa Crociere

Costa Classica
Costa Tropicale
Costa Deliziosa
Costa Romantica
Costa Europa
Costa Allegra
Costa Deliziosa
Costa Luminosa

Cunard

Queen Victoria
Queen Mary
Queen Elizabeth

Holland America Line

Zaandam
Volendam
Veendam

P&O Cruises

Ventura
Azura

Princess Cruises

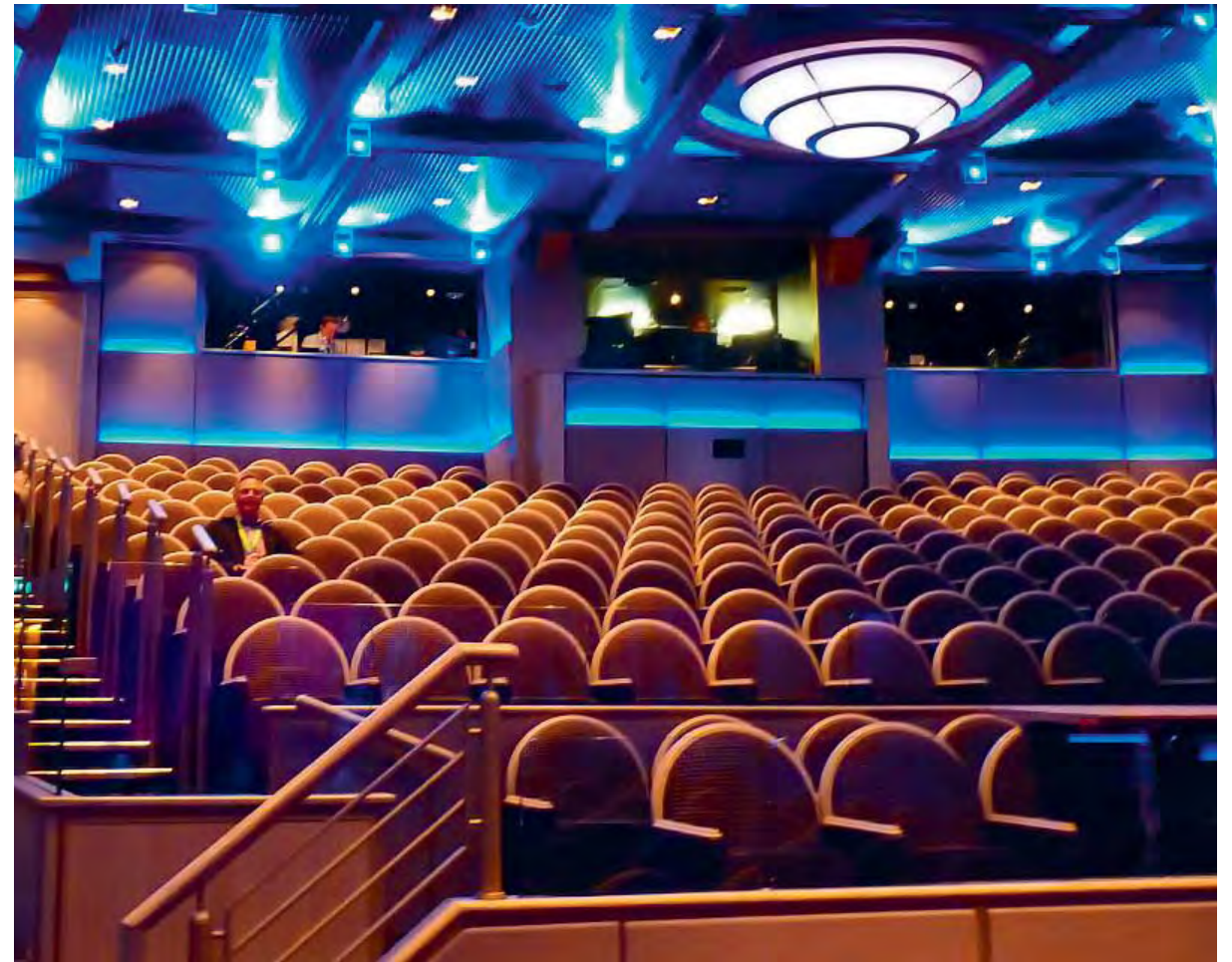
Crown Princess
Regal Princess
Sun Princess
Dawn Princess
Pacific Princess
Grand Princess
Sea Princess
Ocean Princess
Golden Princess
Star Princess
Tahitian Princess
Sky Princess
Diamond Princess
Island Princess
Sapphire Princess
Caribbean Princess
Coral Princess
Crown Princess
Emerald Princess
Pacific Princess
Ruby Princess
Royal Princess

Seabourn Cruise Line

Seabourn Spirit

Silja Line

Silja Europa





JoyMe

Architect: Marijana Radovic,
studio Standby Milano

P. Urquiola
Bohemian



Field



Smock



Phoenix



private yacht

Project: Hot lab Milano



Diesel
Nebula Nine



A. Citterio
Rich





Moroso 60°

Metamorphosis
Museo d'arte moderna
e contemporanea

Udine, Italy





Moroso 60°

Lo sguardo laterale

Musée des Tissus
et des Art décoratifs

Lyon, France





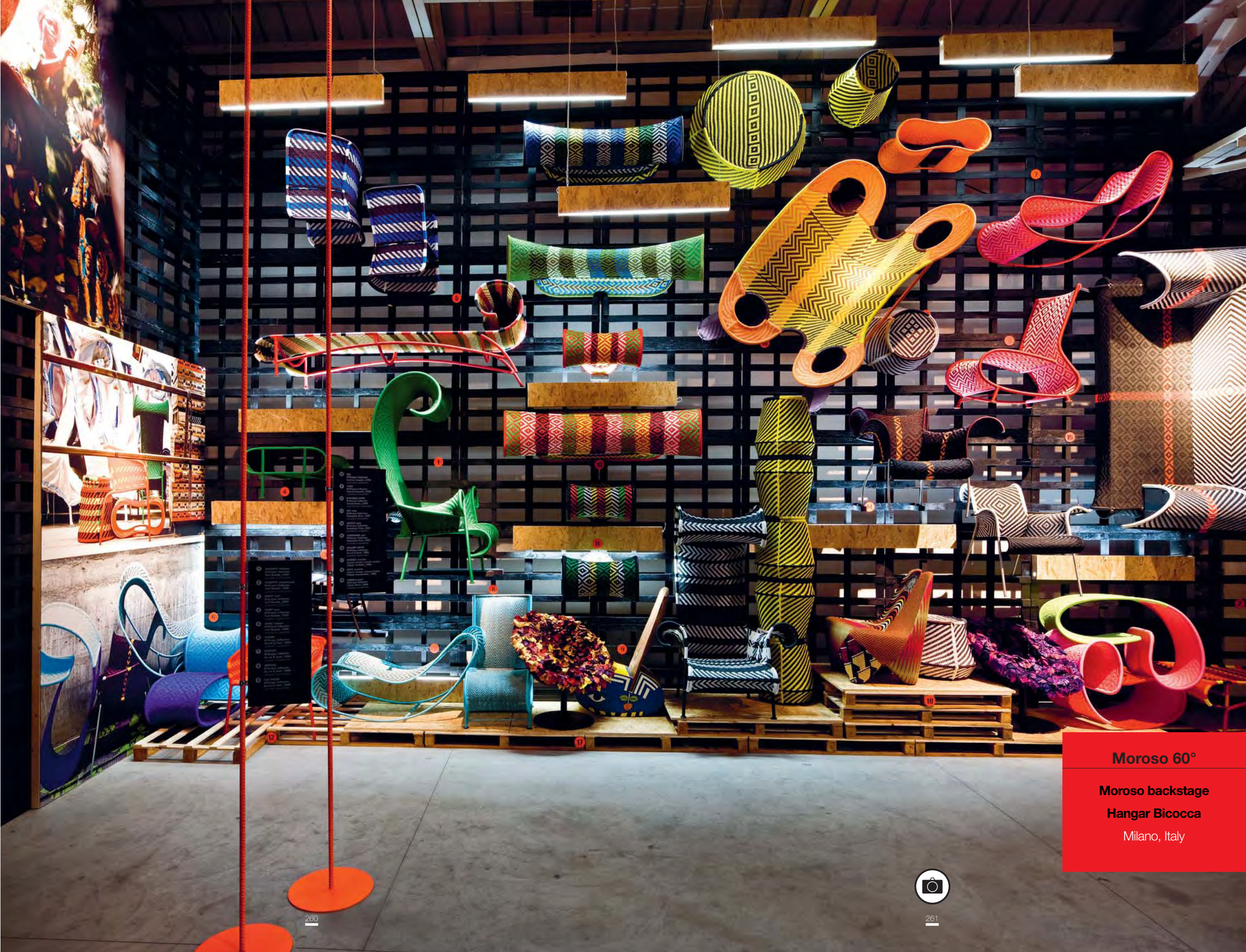












Moroso 60°

Moroso backstage
Hangar Bicocca

Milano, Italy



Photo credits: Futura Tittaferrante
Scenography artwork: Giulio Calderini



La Biennale
di Venezia

Festival del cinema 2013

Venezia, Italy





MOROSO™ Design service

Moroso Design service

Moroso has been active in the sofa and seating manufacturing sector since 1952, combining their vocation for interior design projects with the world of Italian and international design.

Moroso is a guiding presence for the international Retail and Contract market, using the many years of commitment, skill and care of the master artisans who, working side by side

Dal 1952 Moroso opera nel settore produttivo degli imbottiti e delle sedute per l'arredo intrecciando la propria vocazione progettuale con quella del design italiano e internazionale.

Una presenza tangibile e autorevole, costruita giorno dopo giorno sull'impegno, la bravura e l'attenzione che i maestri artigiani, coinvolti nel dialogo diretto con i designers più interessanti e influenti,

with the most important and influential designers, are able to transform ideas and concepts into products and projects which satisfy the design and customization demands of the sector. We are able to offer furnishing solutions with a unique identity and style, thanks to the distinctive character of the Moroso Creative Team's talent for imagining, anticipating and interpreting the conceptual space of the project, venturing beyond the confines of industrial design into the neighbouring spheres of art and architecture.

Moroso offers this exclusive service to its customer-partners, sector professionals and everyone who believes that design is above all a question of interaction and relationships.

hanno saputo tradurre in prodotti e progetti destinati a soddisfare le differenti esigenze di customizzazione e progettazione del mercato Retail e del Contract internazionale.

Soluzioni di arredo uniche per identità e valore estetico.

Una qualità distintiva (e differenziante) fondata sulla capacità del Moroso Creative Team di immaginare, anticipare e interpretare

lo spazio concettuale del Progetto, allargando i confini del design industriale verso gli ambiti limitrofi dell'arte e dell'architettura.

Un servizio esclusivo che Moroso propone ai propri clienti-partner, ai professionisti e a quanti credono che il design sia innanzitutto progetto di relazioni.



Index

CHAIRS



FHO 050 Fjord
Patricia Urquiola



FHO 106



FJO 106



RCO 0FT Ripple



WVO 068 Wavy



T30 050 Thre Skin



TRO 464 Tropicalia



RF0 050 Rift



RF0 338



TWO 050 Tv chair
Marc Newson



IWO 0FU Impossible wood
N. Doshi e J. Levien



IWO 0FV



LEO 0FT Leaf
Carlo Colombo



YCO 050 YY-chair
For Use/Numen



SUO 061 Supernatural
Ross Lovegrove



SUO 156



SUO 050



TBO 136 + TBO 131 Doll chair
Tord Boontje



TBO 132 Witch chair



RAO 050 Rain



SWO 050 Sunny



TIO 0FS Tia Maria
Enrico Franzolini



TIO 0FL



TIO 0FB

ARMCHAIRS



FJO 001 Fjord
Patricia Urquiola

FJO 0V6

FJO 03K

FJO 03G

BHO 061 Bohemian

BHO 001



Spring Collection
SKO 061 Soft Heart
Ron Arad

SFO 050
Soft Little Heavy

SZO 061
Size Ten

SB0 061
Soft Big Heavy

TZO 001
Big Easy



KLO 001 Klara

KLO 490

KLO 491

KLO 478



VAO 001 Victoria and Albert

VAO 061

VAO 042 Little Albert

NN0 042 O-Nest
Tord Boontje

BS0 001 Boston
Enrico Franzolini

BS0 0TU

RO0 061 Rodolfo



SLB 091 Silver lake

SLC 208 + SLB 017

RFO 061

RFO 001



Los Muebles Amorosos
HTO 061 Hotel 21
Javier Mariscal

HTO 001 Lobby

AEO 001 Alessandra

AEO 050

GLO 0V6 + GLO 0V7 Gluon
Marc Newson



BMO 050 Bloomy

BMO 061

BMO 001

RDO 001 Redondo



SMO 0VT Smock



ZBO 001 Zabuton
Nendo

ZBO 061



Sushi collection
S30 061 Ju-ju fauteuil
Edward van Vliet

S30 001 Karmakoma



CO0 001 Coat
Sebastian Herkner



ABO 456 Antibodi

ABO 256

TR0 458 Tropicalia

TR0 462

V00 295 Volant



MU0 042
Tokujin Yoshioka

MU0 361

MU0 042

MU0 161

MM0 061 Memory



BQ0 050 Bouquet



PC0 001 Panna chair



TKO 079 Take a line for a walk
Alfredo Häberli

TKO 0V7

TKO 0V6

TKO 389



SC0 001 Skate



PP0 365 Paper planes
N. Doshi & J. Levien

PP0 374

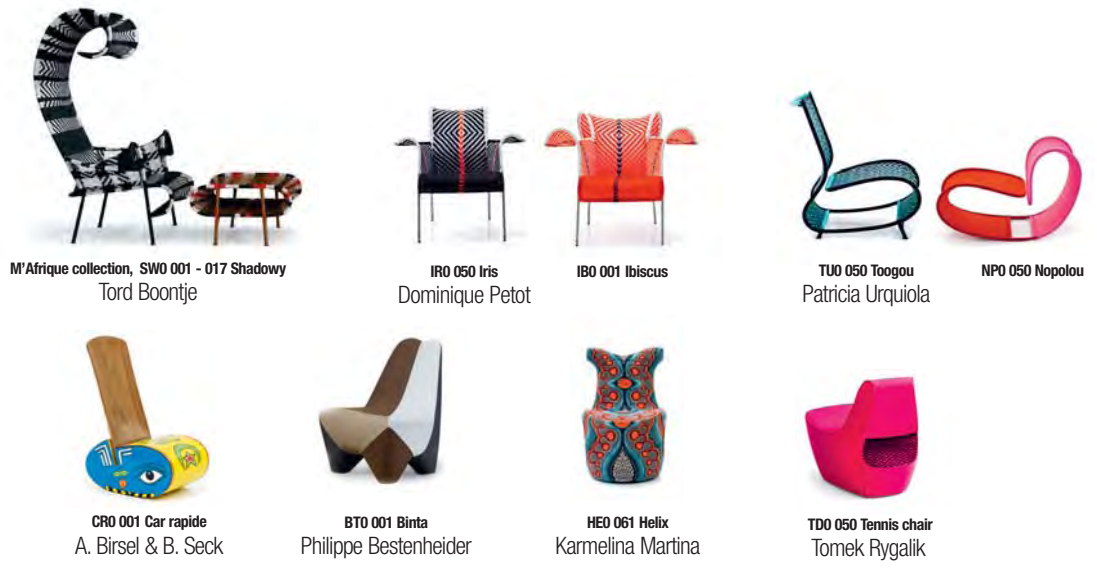


CH1 001 Chandigarh



CM0 061 C-chair
For Use/Numen

BENCHES, STOOLS



M'Afrique collection, SW0 001 - 017 Shadowy
Tord Boontje

IRO 050 Iris
Dominique Petot

IBO 001 Ibiscus

TUO 050 Toogou
Patricia Urquiola

NPO 050 Nopolou

CRO 001 Car rapide
A. Birsel & B. Seck

BT0 001 Binta
Philippe Bestenheider

HEO 061 Helix
Karmelina Martina

TDO 050 Tennis chair
Tomek Rygalik



Dinamic collection PKO 06N Plana
Massimo Iosa Ghini

LLO 077 Lowland
Patricia Urquiola

S70 017 Steel
Enrico Franzolini



M'Afrique collection, TVO 017 Touti
Patricia Urquiola

REO 06N Reii

GAO 177 Gaal
A. Birsel & B. Seck

TSO 017 + TSO 077 Twist again
Karmelina Martina



FJO 077 + FJO 017 Fjord
Patricia Urquiola

OSO 057 Osorom
Konstantin Grcic

STO 020 Shitake
Marcel Wanders

OBO 148 Oblio
Von Robinson

CP0 017 Capitello
Rajiv Saini



Sushi collection, S30 0M7 Donut
Edward van Vliet

S30 0TU

S30 0P5 Joy

KUO 328 + KUO 327 KUO 325 + KUO 326 Kub
Nendo

DW0 077 Dew

DW0 017



S40 076 Saryama Isand
Toshiyuki Kita

S40 214

BVO 06N Buba
Karmelina Martina



RF0 112 Rift
Patricia Urquiola

FJO 111-112 Fjord

ATO 112 Around the roses
M. Gardone & L. Nichetto

Dinamic Collection, GUO 07N Guizzo
Massimo Iosa Ghini

S20 07N Steel
Enrico Franzolini

RLO 07N Rich
Antonio Citterio

CHAISE LONGUE



SW0 066 Shadowy
Tord Boontje

TIO 0FD Tia Maria
Enrico Franzolini

BHO 036 Bohemian
Patricia Urquiola

ABO 257 Antibodi

TR0 470 Tropicalia

BAO 036 Bayekou

TIMELESS



RLO 050 Rich
Antonio Citterio

RLO 03Z



RIO 06S



RLO 061



NSO 061 Novecento



RIO 06T Rich
Antonio Citterio



NSO 078 Novecento



BEO 06S Berlin



BEO 06R



BIO 015 Papy
Massimo Iosa Ghini



BIO 0N1 Big Mama



NTO 05X Newtone



BIO 0N3 Big Mama
Massimo Iosa Ghini



NTO 05E NewTone



Jules et Jim,
JUO 06F Jules
Enrico Franzolini



JUO 0N5 Jules



JUO 040 Jules



JMO 001 Jim



MSO 001 Miss



MSO 061



MSO 050



Jules et Jim, JUO 002 Jules
Enrico Franzolini



JMO 003 Jim



MSO 003 Miss



S70 0DB Steel



S70 0DA



S20 001



S70 0DG Steel



S20 003



S20 050



S20 0S3



S20 0SW



S70 0DD



S70 0DF



S70 0DE



ORO 003 Orazio
Moroso Design Center



ADO 003 Adriano



AGO 003 America

SOFAS



MA1 003 M.a.s.s.a.s.
Patricia Urquiola



GEO 599 Gentry



SLB 087 Silver lake



MJ0002 Miss Sarajevo
Karmelina Martina



ZBO 003 Zabuton
Nendo



PEO 003 Paper cloud
Tokujin Yoshioka



RDO 003 Redondo



SHO 003 Shanghai Tip



FEO 506+506 Fergana



CH1 003 Chandigarh
N. Doshi & J. Levien



MDO 078 My beautiful backside



PDO 003 Print
Marcel Wanders



BHO 018 Bohemian



BMO 018 Bloomy



SMO 261 Smock



MAO 001 Madame Dakar
A. Birsel & B. Seck



MNO 179 Meridienne
Dominique Petot



BL1 003 Blur
Marc Thorpe



V00 296 Volant



LLO CA1 Lowland



HLO 003 Highlands



DUO 930 Doodle
Front



S12 003 Soft Wood Sofa



Los Muebles Amorosos, S10 027 Saula Marina
Javier Mariscal



FLO 018 Field



S11 336 + S11 330 + S11333 Spring



Dinamic collection, ENO 003 Ellittico
Massimo Iosa Ghini



SCO 078 Skate
Alfredo Häberli



ROO 018 Rodolfo
Enrico Franzolini



SSO 002 Double Soft Big Easy
Ron Arad



VAO 048 Victoria and Albert Collecton



CEO 003 Closer
Tord Boontje



BSO 078 Boston



Sushi Collection, S30 0M1 Karmakoma sofa
Edward van Vliet



T40 001 Transform
For Use/Numen

SEATING SYSTEMS



S40 018 Saruyama Island
Toshiyuki Kita



S40 001



S40 078



S40 076 S40 214



SY0 04N Saruyama



D00 104 + 102 Do-lo-rez
Ron Arad



MF0 272 + 273 + 270 + 275 + 274 Misfits



Tropicalia, TR0 060 Cocoon
Patricia Urquiola



TR0 128 Day bed



PRO 145 Principessa
N. Doshi & J. Levien



CHO 123 Charpoy



FH0 119 Fjord
Patricia Urquiola



LS0 04Q + LS0 001 + LS0 001 + LS0 036 Lowseat



WMO 481 + 484 + 480 + 483

Freeflow
Gordon Guillaumier



WMO 487



RFO 349 Rift
Patricia Urquiola



SRO 04H + 04I Serpentine
Tom Dixon

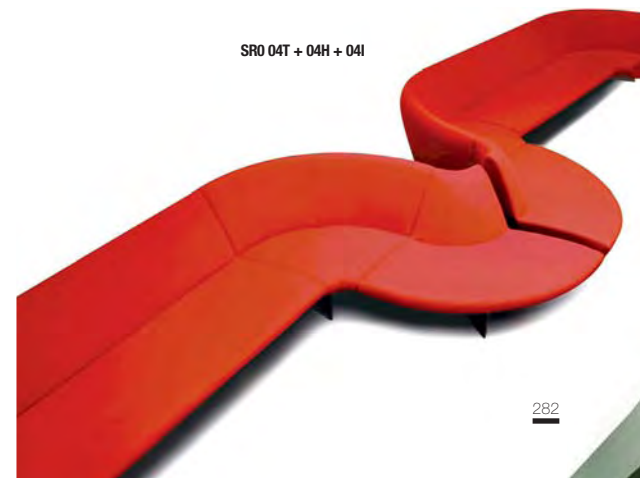


WAO 0S9 Waiting
Rodolfo Dordoni



SRO 04T + 04H + 04I

DE0 212 + 211 + 210 Dee
Arne Quinze



DIESEL collection



DL2 F39 Gimme Shelter
Diesel



DL2 H40



DL2 H05 Longwave



DL2 F27 Pylon



DL2 F27 Shortwave



DLO F05 Cloud Atlas sofa



DLO F05 Cloudscape



DLO F01 Overdyed



DLO F02



DLO F16 Chubby Chic



DLO 024



DLO F37 Rock



DLO F30 Stud



DLO F35



DLO Total Flightcase



DLO F04 Overdyed



DLO F03



DLO F21 Xraydio



DLO F20



DL1 090 Mr. Softy



DL1 001



DL1 T27 Piston table



DL2 H68 Cloudscape Platform



DL2 H68 Gimme Shelter

BEDS



HL0 177 Highlands
Patricia Urquiola



LL0 177 Lowland

RUGS

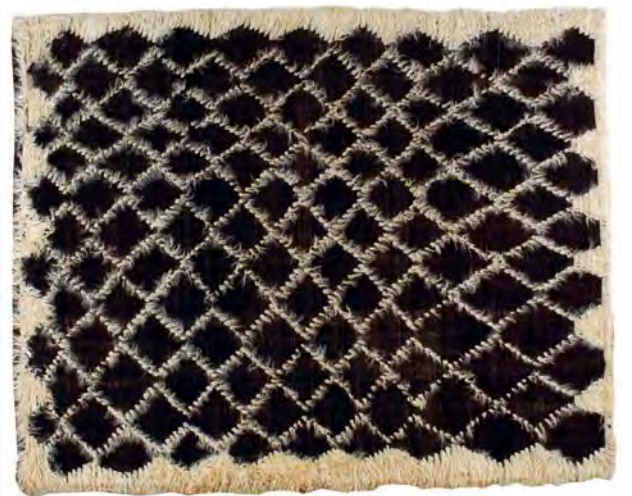
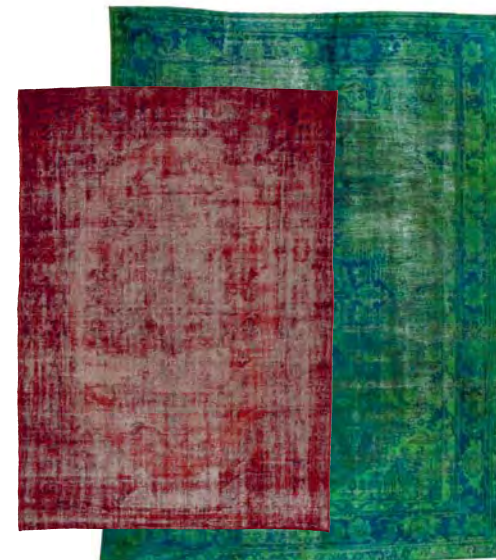


6T0 310 + 313 Sardinian Rugs
Patricia Urquiola



1L0 D0042 Lumina
|+|

1L0 Wavelength



01G 298 Carpet Reloaded
Golran

LOW TABLES



KLO 657 + KLO 654 Klara
Patricia Urquiola



FBO T40 + FBO T38 + FBO T39 Fishbone



FE0 546 + FE0 549 Fergana



PHO OHG + PHO OHZ Phoenix



BMO OHV Bloomy



FLO SLOCH Field



SH0 242 + SH0 243 Shanghai Tip SH0 445



SD0 OA5 Steel SD0 OA3
Enrico Franzolini



BY0 T32 Byobu
Nendo



BY0 T30 + BY0 T31



CL0 T60 + CL0 T61 + CL0 T62 Cloud



CH1 T09 Chandigarh
N. Doshi & J. Levien



RO1 T20 + RO1 T14 Roger
Monica Armani



YOO OHS Yo-yo
Jakob Wagner



UKO OS1-UKO OS2 Ukiyo
Tomita Kazuhiko



MKO 016 Mark table
Marc Thorpe



NAO 06H Nanook
Philippe Bestheinder



VAO Victoria and Albert
Ron Arad



BB0 234 + BB0 220 Bob bon
Tord Boontje



ATO 238 ATO 237 Around the Roses
M. Gardone & L. Nichetto

TABLES



TBO 016 Oval table
Tord Boontje



NWO 016 No-waste
Ron Arad



FJO 05A Fjord
Patricia Urquiola



CUO 016 Countach
C. Weisshaar & Reed Kram



TNO 323 Tred
Monica Armani



RAO 016 Rain
Tord Boontje



RO1 T20 + RO1 T14 Roger
Monica Armani



VIO 163 + VIO 164 Village
Didier Gomez



SUO 051 Supernatural
Ross Lovegrove



FJO 06P Fjord
Patricia Urquiola



VAO 03W Victoria and Albert
Ron Arad



ATO 266 ATO 265 Around the Roses
M. Gardone & L. Nichetto

HISTORICAL ATLAS OF THE PROJECT

hospitality



HOTEL, RESTAURANT, CAFE, PRIVATE, RESIDENCE

ALGERIA Sheraton Club Despins, Algiers / 2003; **AUSTRALIA** Sydney Harbour Casino, / 2002; **AUSTRIA** Josefenhof Thermen Park Hotel, Warmbad, Villach / 2004; **BAHRAIN** Hotel Palace, Manama / 2007; Regency Intercontinental / 2002; Café Italia, Manama / 2010; **BELGIUM** Golf Club, Ostende / 2002; Léopold Tennis Club, Bruxelles / 2002; Parnasse Gardens Hotel, Bruxelles / 2002; **BULGARIA** JJ Bar, Sofia / 2012; **CROAZIA** Villa Flores, Povlja, Isola Brač / 2011; Plaza Bar, Zagreb / 2010; Americas Cup, / 2007; **CZECH REPUBLIC** Mladé Buky, Grand Resort, golf club / 2010; **CHINA** Hotel Peninsula, Hong Kong / 2002; 3meal Restaurant, Pangu 7 Star Hotel, Beijing / 2008; **CYPRUS** Four Seasons Hotel, Limassol / 2008; Hotel Mermaid, AYIA NAPA / 2007; Hotel Eden, Maistra gurg, Rovinj / 2006; Room 27 Caffee - Bar, Nicosia / 2009; **DENMARK** SAS Hotel, / 2002; **EGYPT** Allegria Club House, El Cairo / 2010; **FINLAND** Grotesk Bar, Helsinki / 2008. **FRANCE** Bar oneapple, Monte Carlo / 2013 68; Domaine de Verchant, Montpellier / 2007; Hotel Frontaur, Nice / 2002; Hotel Mercure Prado / Marseille / 2004; Le Pavillon Bastille, Paris / 2002; L'Escorial, Marseille / 2004; Antidote Café, Montpellier / 2002; Aut Aut, Salerno, Italy / 2009; **IRELAND** Alexander Hotel, Dublin / 2009; **GERMANY** Das Stue Hotel, Berlino / 2012 12; 25h hamburger / number one, Hamburg / 2003 26; Dueseldorf, Hotel one Hauptbahnhof / 2013 54; Frankfurt am Main, Walon & Rosetti / 2013 66; Hotel Bora Hot Spa Resort, Radolfzell am Bodensee / 2013 50 Amador suite, Frankfurt / 2009; Art & business Hotel, Nürnberg / 2010; Art'otel, Berlin / 2004; Carlton Grand Hotel, Kaiserslautern / 2002; DOM Hotel, Koeln / 2005; Dorint Kongress Hotel, Koeln / 2002; Dorint Kongress Hotel, Berlin / 2002; Hotel Atlantic, Hamburg / 2002; Hotel Kempinsky, Berlin / 2002; Hotel Metropol, Berlin / 2002; Hotel Schloß Blücher, Göttingen / 2002; Inside Hotel Munich Parkstad Schwabing, München / 2005; Intercontinental Hotel, Koeln / 2004; Mövenpick Airport Hotel Stuttgart, Stuttgart / 2007; Penta Hotel, Lübeck / 2002; Seidler Hotel Pelikan, Hannover / 2002; Seidler Hotel Residenz, Rügen / 2002; Sport Scheck Hotel, Muenchen / 2004; Taschenberg Palais, Dresden / 2002; Bar Hotel Mövenpick, Berlin / 2004; Bad Waldsee / 2010; **GREAT BRITAIN** Hempel Hotel, London / 2003; Hotel The Hempel, London, / 2003; One Aldwyck Hotel, London / 2004; **GREAT BRITAIN** UK Supreme Court, London / 2009; **GREECE** The Loft Project, Athens, 2012 78; Club Hotel Lautraki, Lautraki / 2003; **HUNGARY** Marriott Hotel, Budapest / 2010; **INDIA** Galaxy Hotel Shopping SPA, Gurgaon, New Delhi / 2007; Hotel Le Méridien, New Delhi / 2005; India Terroir Winebar, New Delhi, Gurgaon / 2007; **ISRAELE** Crown Plaza City Center, Tel Aviv / 2009; **INDONESIA** Hotel Med 2, Polinesia / 2002; **ITALY** Hotel Leitthof, San Candido / 2013 46; UNA Hotel Mediterraneo, Milano / 2013 48; The Hub Hotel, Milano / 2010 28; Hotel Crown Plaza, Milano / 2013 56; oneapple, Torino / 2011 70; Gorizia, QuBik / 2006 72; Conversano, Masseria Santa Chiara / 2012 74; Borgo di Fuzzi Hotel & spa, Praia a Mare, Cosenza / 2011; Castello Ceconi, Vito D'adio / 2012; Four Season Hotel, Milano / 2012; Gran Hotel Nagari Boutique & spa, Vigo, Spagna / 2010; Holiday Inn Milano Nord Zara, Milano / 2010; Hotel I Point, Bologna / 2007; Hotel Palazzo Fortunato, Sant'Agata di Millitello, Mestre / 2011; Kitzcorner Tiroli, 2011; Hotel Leane di Messapia, Cavallino, Lecce; Ora Hotel City Bresso, Bresso, Milano / 2010; Tizzy's NY Milano / 2011; GruppoM, Assago / 2012; UNA Hotels & Resorts, Firenze, UNA Hotel Tocca e all'UNA Hotel Napoli / 2012; T HOTEL, Cagliari / 2006; Hotel Nhow, Milano / 2009; DuoMo Hotel, Rimini / 2006; Urban Hotel, Trieste / 2007; BHR Hotel, Treviso / 2008; Biba Show Dinner C/O Masseria D'Anela, Castellaneta (TA) / 2006; BJC, Bergamo / 2007; Black Hotel, Roma / 2005; Byblos Art Hotel Villa Amistà, Verona / 2003; Casa De Astis, Rivo di Puglia / 2003; Casa Fracchiolla, Bari, 2003; Class Hotel Fiera, Piacenza / 2003; Dal Moro Assisi Gallery Hotel, Assisi (PG), Italy / 2004; Eurocongress (Cavajon), Verona / 2003; Firenze Hotel Cristina, Limone del Garda / 2002; Grand Hotel, Verona / 2002; Discoteca Ayers Rock, Lamezia Terme / 2006; Holiday Inn Express, Milano / 2006; Holiday Inn Hotel, Cosenza, 2004; Hotel Admiral Palace, Chianciano Terme, 2007; Hotel Antares, Milano / 2002; Hotel Aqua, Abano Terme (PD) / 2009; Hotel Astoria Italy, Udine / 2002; Hotel Bad Moos, Val Pusteria, 2002; Hotel Bellevue, Sorrento / 2002; Hotel

Castello di Carimate, Carimate (CO) / 2009; Hotel Centrale, Cosenza / 2004; Hotel Cipriani, Venice / 2002; Hotel Clocchiatti, Udine, 2007; Hotel Costa del Salento, Lido Marini (LE) / 6.09.06; Hotel Courtyard Marriott, Venezia Tessora Aeroporto / 2006; Hotel Crystal Palace, Ivrea - Banchette, Torino / 2009; Hotel del Cavaliere, Milano / 2002; Hotel Excelsior, Catania / 2002; Hotel Farnese, Parma / 2002; Hotel Hilton, Roma Aeroporto / 2002; Hotel Klass, Castelfidardo (AN) / 2007; Hotel Laurin, Bolzano / 2002; Hotel Laurint Saib, Brescia / 2002; Hotel Oasi di Kufra, Sabaudia (LT) / 2010; Hotel Paraggi, Portofino / 2002; Hotel Prometeo, Siracusa / 2009; Hotel Ramada, Reggio Emilia / 2004; Hotel Rende, Cosenza / 2009; Hotel Resort Tanca, Cardedu Ogliastra / 2006; Hotel Savoy Gardone, Brescia / 2002; Hotel Village, Aosta / 2009; Hotel Watt, Milano / 2007; Hotel Z3, Roma / 2010; Hub Hotel - Concerto Hotels, Milano / 2010; Laguna Palace Hotel, Venezia / 2003; Locanda di Palazzo Cicca, Genova / 2002; Monte Alba Motel, Alba (CN) / 2007; Novotel, Bologna / 2002; Novotel, Torino / 2007; Palace Hotel, Bari / 2002; PARC HOTEL PARADISO, Limone sul Garda / 06; Point Hotel - Suite 53, Piove di Sacco, Padova / 2008, Postumia Hotel Design, Oderzo (TV) / 2006; Quinto Assio Hotel, Rieti / 2003; Romantic Metropolitan Hotel, Venice / 2002; Savoy Palace Hotel, Brescia / 2002; Sorrento Palace, Sorrento / 2002; Sporting Hotel Villa Maria, Francavilla / 2006; StarHotels - Michelangelo, Firenze / 2004; Tenuta Polvere delle Rose, Bari / 2003; T -Hotels Lamezia Terme, Lamezia Terme / 2009; T-Hotel Trezzano sul Naviglio, Trezzano sul Naviglio / 2009; Verona Hotel Metropol, Venice / 2002; Villaggio Gattarella, Vieste / 2004; Villaggio Valentino, Taranto / 2002; Villa privata, Scopello - Castellamare del Golfo (TR) / 2007; Windsor Hotel, Milano / 2003; La Biennale di Venezia, sede di Ca' Giustinian La caffetteria / 2009; Bar Grifo, Arzignano (VI) / 2010; Bar Plaza, Lignano (UD) / 2003; Enoteca Manfrè, Alcamo (TP) / 2007; Factory, Treviso / 2003; MOMART Restaurant Café - Roma, Roma / 2005; Oro Colato, Paese - Treviso / 2003; Restaurant Quick Food, Livorno / 2009; Victory Bar, Lodi / 2007; Victory Restaurant, Sanremo / 2004; Vigilius Mountain Resort, Lana Sudirol (BZ) / 2004; **JAPAN** Osaka City Dome / 2002; Otani Tower Hotel, Japan / 2002; Urawa Royal Pines Hotel, Tokyo / 2002; Ferranini Restaurant, Tokyo / 2007; **LATVIA** Casa a Riga, Riga / 2008; **THE NEDERLANDS** Golfclub De laage Vuursche, Den Dolder / 2002; Pieter Eijffhuis Centrum, Eindhoven / 2006; The Blakes Hotel, Amsterdam / 2002; Restaurant 11 on Stedelijk Museum cs, Amsterdam / 2004; Smoking club HiLo, Utrecht / 2012; **NORWAY** Radisson Garden Hotel / 2004; **MEXICO** Mosquito Beach, Playa del Carmen / 2010; **PUERTO RICO** W Hotel, Isla de Vieques / 2010; **PORTUGAL** Hotel Dias Barbosa Funchal, Madeira / 2002; **POLAND** Trio Apartmets, Warsaw / 2012 18; **QATAR** La Cigale Hotel, Doha / 2009; Kempinski Residence and suites tower, Doha / 2010; **TUNISIA** Le Must - Bar à salade et salon de la Hammamet / 2009; **REPUBLICA CECA** Hotel Miura, Celdaně / 2011 24; **ROMANIA** Clermont Hotel, Covasna / 2008; **RUSSIA** Hotel Mirage, KAZAN / 2004; Mega Center Italy, Moscow / 2005; **SINGAPORE** Singapore, Fortino Italian restaurant / 2009; **SLOVENIA** Vander Urbani Resort, Ljubljana / 2012 76; Villa Katarina, Ljubljana / 2013 90; **SWEDEN** The Nordic Light Hotel / 2012 30; Clarion Arlanda Hotel / 2012 40; Nordic Sea Hotel, Nordic Choice Hotels Group, Stockholm / 2012; Stockholm, Yasuragi Hasseludden / 2004; Hotel Selma, Sunne / 2005; Radisson Garden Hotel / 2002; SAS Hotel / 2002; **SWITZERLAND** 25h Hotel Zurich / 2012 34; **SPAIN** Hotel The Mirror, Barcelona / 2010; Casino' di Lugano, Lugano / 2003; Hotel Chesa, Mulin Pontresina / 2002; Hotel des Alpes, Luzern / 2002; Hotel Allegro, Bern / 2002; Hotel Montana, Luzern / 2002; Hotel Saratz, Pontresina / 2002; Hotel Seedamm, Pfärfikon / 2002; Wilerbad Hotel am Samersee / 2002; Alden Restaurant, Zurigo / 2004; Bar Greulich, Zurigo / 2004; Bar Hotel Crown Plaza, Genève / 2004; Kongress Kultur Zentrum - Restaurant, Lucerna / 2005; Pur Bar-Restaurant, Losana / 2004; Restaurant privé Haute, Zürich / 2004; Grand Hotel Domine, Bilbao / 2003; Hotel Mandarin Oriental Barcelona / 2009; Silken Puerta America Madrid / 2006; Hotel Barcelò Torre Arias, Madrid / 2006; Hotel Claris, Barcelona / 2002; Hotel Rey Juan Carlos Primero, Barcelona / 2002; U.A.E. Yas Marina Hotel, Abu Dhabi; Hotel Burj Al Arab, Dubai / 2004; Forte Grand Hotel, Abu Dhabi, 2002; Forte Grand Jumeira Beach, Dubai, 2002; Garde Royal, Abu Dhabi, 2002; Golf Club, Dubai, 2002; Golf Course, Abu Dhabi, 2002; Hilton Beach Club, Dubai / 2002; St George Hotel, Dubai / 2002; Yas Marina Hotel, Abu Dhabi; **HUNGARY** Lanchid 19 Design Hotel, Budapest / 2012 84; **CALIFORNIA** Andaz West Hollywood Hotel, Hollywood - Los Angeles / 2010; Colony Hotel, Miami / 2002; Bourbon Steak, Miami / 2007; Restaurant Marea, New York / 2009; Zorzi Restaurant, New York City / 2008.

educational



UNIVERSITY, LIBRARY, THEATER, MUSEUM

AUSTRALIA ACU Australian Catholic University Raheen Library, Melbourne / 2012 96; City Recital Hall, Sydney / 2004; Canberra National Museum of Australia / 2007; **BAHREIN**, Riffa Fort, Riffa 2012 / 118. **BRASIL** private residence, Jaraguá do Sul, / 2013 82; Manama, Bin Matar House / 2010; **DENMARK** Aller Media Building, Copenhagen / 2010; **FRANCE** Pole culturel du Marsan, Mont du Marsan / 2007 112; Médiathèque André Malraux, Béziérs; ENSAM Bibliothèque de Ecole Nationale Supérieur d'Architecture de Montpellier, Montpellier; Grand Palais, Paris; Palais de Tokyo/Site de création contemporaine, Paris; Théâtre d'Angers / 2002; **ENGLAND** Library of Birmingham, Birmingham / 2013 120; **ITALY** Mabic, Biblioteca Maresanolo, Modena / 2011 104; Biblioteca di Scandicci / Firenze, 2008 130; Hangar Biococa Foundation, Milano / 2000 124; Museo del vetro, Altare, Savona; Centro Espositivo d'Arte Moderna e Contemporanea - ex Pescheria Centrale di Trieste; Castello di Udine, Salone del Parlamento Udine; Teatro Giovanni da Udine, Udine / 1997; Ca' Giustinian, Venezia; Auditorium Parco della Musica, Red Restaurant Roma; Università del caffè, Trieste / 2004; **SPAIN** Università del País Vasco San Sebastian; Tenerife, Magma Arts Center, Palacio de Congreso / 2010; **THE NETHERLANDS** Amsterdam University College / 2012 114, Theaters Tilburg, Tilburg / 2012 102; TU Eindhoven, Wageningen / 2012 112; Park theater, Eindhoven / 2011; Groninger Museum, Groningen / 2011; Stedelijk Museum, Amsterdam / 2006; **QATAR** Qatar Foundation, Carnegie Mellon University / 2009 - Texas A&M University / 2009; **USA** MassArt, Boston 2013 / 132; IMG College Office, Atlanta / 2013 128; NEW YORK, MoMA "Ron Arad. No discipline" New York / 2009; TEXAS Dallas AT&T Performing arts center Dee and Charles Wyly Theatre / 2009.

healthcare



WELLNESS, HOSPITALS

AUSTRIA Graz, Physikalisches ambulatorium / BKK Kindberg; **BELGIUM** Brussel Hospital César De Paepae; **GREAT BRITAIN**, Circle Health Bath, London / 2010; **ITALY** Terme di Chianciano Spa / 2007; Modena, Cream, Centro di Medicina Regenerativa di Modena / 2008; Abano Ritz Hotel, Abano Terme / 2008; Hidron Centro Benessere, Campi Bisenzio, Firenze / 2006; Klab Marignolle, Firenze / 2006; Terme di Monticelli, Parma / 2002; Terme e Hotel Continental, Sirmione / 2002; Palestra Virgin Active, Bologna, Genova / 2004; Salute e cultura, Treviso / 2007; Mirabilis Centro benessere, Verona / 2005; **NORWAY** Drammensbadet, Drammen / 2008 **USA** GEORGIA, Children's Healthcare of Atlanta; **THE NEDERLANDS** Astellas pharmacy, Leiderdorp / 2012.

shop



STORE, SHOPPING MALL

EUROPE Kiko / 2000 142; Billionaire / 2000 146; **BELGIUM** Liege, Médiacité / 2009; Shopping Center Louvain La Neuve, Louvain La Neuve / 2005; **CZECH REPUBLIC** Shopping centre Černý most, Prague / 2013; **DENMARK** Bison - Shop / 2005; Sand Shop, Copenhagen / 2004; **FRANCE** Boutique Marie-Hélène de Taillac, Parigi / 2004; Boutiques Pomellato, Parigi / 2004; Showroom Patrizia Pepe, Parigi / 2002; **ITALY** Centro Commerciale Pescara Nord / 2010 148; Boutique Santoni, Milano, 2013 136; Showroom Missoni, Milano / 2013 140; Metropolis, Novate Milanese / 2012 149; Calzaturificio FABI spa Showroom donna; Atelier Gian

vito Rossi, Milano / 2008; Trend Group Headquarters, Villa alle Scalette, Vicenza; Arteni Abbigliamento, Tavagnacco (UD) / 2008; Aspesi, Milan / 2009; Boutiques Pomellato, Roma / 2008; Boutiques Pomellato, Milano / 2005; Calzature ed abbigliamento Mammo, Alcamo (TP) / 2007; Calzaturificio Fabi, Monte San Giusto / 2006; Calzaturificio Marco, Prato / 2004; Calzaturificio Strategia srl, Civitanova Marche (MC) / 2006; Concessionaria BMW, Firenze / 2004; Mani & Piedi Spa, Milano / 2005; Negozio calzature, San Benedetto del Tronto (AP) / 2007; Palazzo Fendi, Roma / 2006; **GREAT BRITAIN** Camper store, London / 2009; Boutiques Pomellato, London / 2008; Capital Radio, London / 2004; Mexx, London / 2005; **GERMANY** Hairdresser Salon Viktor Leske International, Berlin / 2013 144; Bacino Shop, Kehl, Germany, 2004; Lacoste Frankfurt, Frankfurt / 2004; **JAPAN** Showroom A-Poc, Tokyo / 2006; **KUWAIT** Showroom Vivre, Kuwait City / 2008; **SAUDI ARABIA** Lo Spazio, Jeddah / 2007; **SPAIN** Aspesi, Madrid / 2009; Boutiques Pomellato, Barcelona / 2004; Proletos, Peñafiel - Valladolid / 2009; **RUSSIA** Moscow, Pomellato, GUM, Glavnyi Universalnii Magazin; U.A.E. Nissan Showroom, Musafah industrial area, Abu Dhabi / 2009; Nissan Showroom, Abu Dhabi / 2004; Showroom FABI, Dubai / 3006; Showroom Le Reve / 2005; **USA** CALIFORNIA Boutiques Pomellato, Miami / 2009; Car Corporate, Miami / 2003; NEW YORK Sisis Showroom, SoHo/New York / 2006.

corporate



OFFICE, BANK, CONFERENCE CENTER

BRASIL Baineirio Camburiú Studio Lupa Arquitetos / 2013 212; **ARABIA SAUDITA** Jeddah, Al Makkal Tower / 2013 168; **AUSTRIA** Donau Bank, Vienna / 2002; **AUSTRALIA** Sydney Convention Centre / 2002; TDF, Chifley Tower, Sydney / 2002; **AUSTRIA** Musikschule Meidling, Vienna / 2004; Physikalisches Ambulatorium, Kindberg / 2004; Zentrum fuer Medizinische Grundlagenforschung, Graz / 2004; **BAHRAIN**, Manama, MGA+CO Office / 2010; **BELGIUM** Generale Bank, Bruxelles / 2002; A.B.B., Louvain / 2002; GSER, Bruxelles / 2002; European Parliament, Bruxelles / 2002; Heilig-Hartziekenhuis, Liert / 2002; Provinciehuis Vlaams Brabant - Leuven plannen, Leuven / 2003; Showroom Sergio Rossi, Bruxelles / 2002; **CHINA** Hong Kong Poggenpohl Office / 2013 170; **CZECH REPUBLIC** Czech National Bank, Praha / 2004; Komercni Bank / 2002; **DENMARK** Bang & Olufsen A/S, 2002; Nykredit A/S / 2002; **FRANCE** Banque Indosuez, Paris / 2002; Budapest Aeb Bank, Paris / 2002; Kulkerskedelmi Bank, Paris / 2002; Mutuel du Mans, Vichy / 2002; OTP Bank, Paris / 2002; Postbank, Paris, 2002; Crédit Agricole / 2002; Crédit Mutuel, Vichy / 2002; **FRANCE** AGF, Paris / 2002; Andersen Consulting, Paris / 2002; Archives départementales de Marseille, Marseille / 2007; Archives Municipales, Marseille / 2002; Assemblée Nationale, Paris / 2002; AT & T, Paris / 2002; Carbone, Paris / 2002; Cegetel, Paris / 2002; Centre Congrès, Vichy / 2002; CFD, Paris / 2002; Barilla, Paris / 2002; Bibliothèque de Montpelier et de la Rochelle / 2002; Christian Dior, Paris / 2002; Ciba Geigy, Paris / 2002; CNIT Compagnie Générale des Eaux, Paris / 2002; Compaq, Paris / 2002; Conseil d'Europe, Strasbourg / 2002; Coopers & Lybrand, Paris / 2002; Czech Embassy, Paris / 2002; Défense, Paris / 2002; Ecole Centrale, Lyon / 2002; EDF, Paris, France / 2002; Emi-Pathé, Paris / 2002; Etam, Paris / 2002; Eun Grupo, San Sebastian, Spain / 2310; Eurodisney, Paris / 2002; Eye Center, Paris / 2002; FNAC, Paris / 2002; France 2, Paris / 2002; Generali, Paris, / 2002; Groupe Pinault, Paris / 2002; Guerlain, Paris / 2002; Hospital, Massy / 2002; Hungar Television, Paris / 2002; IBM, Paris / 2002; Magasins ETAM, Vichy / 2002; Mairie de Toulon et de Nantes / 2002; Ogilvy, Paris / 20.02. Omega, Zürich, Switzerland / 2002; Renault, Paris / 2002; Stade de rugby Yves du Manoir, Montpellier / 2007; Sybase, Paris / 2002; TFI, Paris / 2002; Thierry Mugler, Paris / 2002; Université, Toulouse / 2002; Walt Disney Company, Paris, 2002 / Wind, Italy / 2002; **GERMANY** Bremer Landsbank / 2002; Deutsche Bank, Bonn / 2002; Dresdner Bank / 2002; Santander Consumer Bank, Moenchenglabach / 2007; Daimler-Benz, Stuttgart, 2002; Neue Messe, München / 2004; Nokia, Berlino / 2002; Städtische Bibliothek, Karstadt Duisburg, Flensburg, Rosenheim / 2002; Paris, France / 2002; Telecom, Bonn / 2002; Universal, Berlin / 2003; Kiefernorthopedische Praxis, Bad Saulgau, Baden / 2003;

BRITAIN BBC, television center, Dress Room, London / 2007; Apple Computers Showrooms, London / 2002; Cable & Wireless, London / 2002; European Agency, London / 2002; McGraw-Hill, Canary Wharf, London / 28.05.04; Medical Product, London / 2002; New Mercury House, London / 2002; P&O Reception Area, London / 2004; Procter & Gamble, London / 2002; Rolls Royce Lexus Showrooms, London / 2002; Circle Health, Bath, London / 2010; **MAASTRICHT** Rabobank Maastricht e.o. / 2009 209 **GERMANY** Fitnessstudio für Frauen "Rückgrad Freiburg", Freiburg / 2011; Stilwerk Hamburg, Hamburg / 2011; **ITALY** Rimini Palacongressi / 2012 166; Cantine Antinori, Bargino Firenze / 2013 152; Milano Microsoft / 2011 180; Sede IBM, Roma / 2007; NGI Busto Arsizio, Busto Arsizio, Varese, 2012; Palacongressi Rimini / 2011; Hypo Alpe-Adria Bank, Udine / 2006; Banca del Monte Credito Italyno, Milan / 2002; Banca di Laiatico, Prato / 2004; Banca d'Italy, Milan / 2002; Banca Fideuram, Milan / 2002; Cassa di Risparmio (various branches), Milan / 2002; Unicredit Banca Mobiliare / 2002; Diesel Headquarters, Brenzange / 2010; Palazzo Costa, Genova, / 2010; Stadio Olimpico, sala stampa, Roma / 2007; Palacrocire, stazione marittima, Savona / 2003; Mac 9, Zurich insurance company, italian headquarter, Milan / 2009; Ambasciata dei Paesi Bassi a Roma, Roma / 2007; Ca' Giustinian, Venezia / 2009; Camera di Commercio, Udine / 2009; Casa privata, Mantova / 2009; COIN Department stores / 2002; Confindustria Udine, Udine / 2009; Gattinoni Travel Network, Pavia, Voghera / 2007; Fondazione Cassa di Risparmio di Tortona / 2000; Index Europea Spa, Stezzano (Bergamo) / 2007; Infostada / 2002; Light and colors, Alcamo (TP) / 2007; Lloyd Adriatico / 2002; Mandarina Duck, / 2002; Mirabilis Centro Benessere, Verona / 2005; Panasonic / 2002; R.A.I. Italian Television, / 2002; Ras Assicurazioni, Milan / 2002; RT Riviera Trasporto, Imperia / 2008; Ass.ne Industriali Pordenone, Pordenone / 2004; Showroom Dolce & Gabbana, Milan / 2002; Telecom Italia / 2002; Università di Salerno, Salerno / 2002; Villa alle Scalette, Vicenza / 2005; Cliniche e Ospedali, Centro Diagnostico Biocontrol, Cosenza / 2004; Centro medicina rigenerativa, Modena / 2008; JAPAN Tokyo Fire Agency, Tokyo / 2002; MALTA Tal-Milgi Farmhouse, Burremad / 2013 06; **SINGAPORE** Rolex, Singapore / 2002; **SPAIN** Eun grupo, San Sebastian / 2010; Mandarina Duck (various shops) / 2002; Morgan Stanley Dean Witter / 2002; Palacio de Congressos, Barcelona / 2002; Sede Social de Sanitas / 2002; **SWITZERLAND** Pädagogische Hochschule in Gollauis, Kanton SCHWYZ / 2006; P.T.T. Generaldirektion, Zürich / 2002; SCHWYZ, Genève / 2002; **THE NEDERLAND** E-office, Houten / 2007; Roland Insurances, NL headquarter, Amsterdam / 2011; Amsterdam University College, Amsterdam / 2012; Puur Paviljoen Diemen (A'dam), Diemen / 2012 162; Eiffel Consultancy, Arnheim / 2010 220. Houten, E-office / 2007 204; Achmea Bank, Amsterdam / 2002; Commerzbank, Amsterdam / 2002; Agon, Den Haag / 2010; Alcatel Lucent, Rijswijk / 2011; Astellas pharmacy, Leiderdorp / 2012; Centro Vastgoed, Utrecht / 2010; Rabo Bank, Bergschenhoek / 2006; Anderson Consulting, Amsterdam / 2002; Belastingdienst, Utrecht / 2002; Belastingdienst Automatiseringscentrum; Apeldoorn / 2002; Citco/W.T.C. Nederland B.V. / 2002; Crematorium Westerveld, Driehuizen / 2002; CTAC Powerhouse, Den Bosch / 2011; Deloitte Den Haag / Amsterdam / Alkmaar / Rotterdam / Amstelveen / 2009 / 2010 / 2011; DUO2, Groningen / 2010; D-Offices, Amsterdam / 2002; FrieslandCampina, Amersfoort / 2010; Gemeente, Geldorp / 2013; Heineken, Amsterdam / 2002; K.P.N., Staalbankiers, Den Haag / 2002; ING Bank all over / 2008; Guerilla, Amsterdam / 2010; Nike, Hilvesum / 2010; Kromhout Kazerne, Utrecht / 2009; Ministerie van JUBI, Den Haag / 2012; Perskombinatie, Amsterdam / 2002; Reclassering, Amsterdam / 2002; Regus Teleport Towers, Amsterdam / 2005; Shell Training Center / 2002; United Business Center, Den Haag / 2005; Wilhelmina Children Hospital, Utrecht / 2004; Unilever, Rotterdam / 2013; UPC, Amsterdam / 2010-11; **SPAIN** Centros de Inversion Citibank / 2002; Instituto de Credito y Administracion / 2002; **THAILANDIA** Thai Farmers Bank, Bangkok / 2002; U.A.E. Dubai Chamber Phase of Commerce, Dubai / 2009; Yas Marina Island-Formula One, Abu Dhabi / 2009; Officers Club, Abu Dhabi / 2002; ZonesCorp: Business Centre of the Administration building, Mussafah - Abu Dhabi / 2008; Moorfields Eye Hospital, Dubai / 2007; **HUNGARY** Philip Morris Head Office, Budapest / 2008; **USA** CALIFORNIA 20th Century Fox, Los Angeles / 2002; CALIFORNIA Sony Music, Los Angeles / 2002; GEORGIA Apple Computers Offices / 2002; Coca Cola Headquarters, Atlanta / 2002; Georgia Pacific / 2002; Medical College of Georgia / 2002; Datek Headquarters, Jersey City, NJ / 2003; Fox Studios /

2002; ILLINOIS Kirkland + Ellis LLP global headquarters, Chicago / 2006; NEW YORK LiquidNet Headquarter New York / 2009; COLUMBIA, McCann Erickson / 2002; Monsanto Corporation / 2002; Peachtree Center / 2002; PENNSYLVANIA Carnegie Mellon University, Pittsburgh / 2009; QVC's Headquarters / 2004; UAE Abu Dhabi Ethad Towers / 2013 198; Dubai Law firm Rolex tower / 2012 202.

travel



AIRPORT TERMINAL, RAILWAY STATION, CRUISE SHIP, LUXURY YACHT

ALGERIA Houari Boumediene International Airport, Algiers / 2010; **AUSTRALIA** Singapore Airlines, United Airlines London, Sydney / 2002; Australia British Airways / 2002; **AUSTRIA** Via Wien Airport, Vienna / 2002-2012 222. **CHINA** Hong Kong International Airport, Hong Kong / 2002; **CROAZIA** Zagreb Airport, Croatia / 2002; **FRANCE** Tolosa, Toulouse-Bagnac Airport / 2003; Aéroport d'Orly, Paris / 2002; Lyon and Mèrignac Airport / 2003; **SLOVENIA** Ljubljana Airport, Ljubljana / 2002; **GERMANY** Lufthansa airterminal, Hamburg / 2004; **SINGAPORE** Malaysian Airlines, Singapore / 2002; **ITALY** Aeroporto Ancona Falconara - Bar, Ancona / 2005; Rome Airport Business Center, Rome / 2002; Stazione Marittima di Savona, Savona / 2004; St.Louis Airport, Mauritius, Mauritius / 2002; VIP Lounge - Aeroporto FVG - Friuli Venezia Giulia, Gorizia / 2003; Vip Lounges - Aeroport Fiumicino, Rome / 2002; Vip Lounges - Malpensa and Linate Airport, Milan / 2002; Vip Lounges SAVE - Marco polo Airport, Venezia / 2003; JAPAN Qantas Airlines, Tokyo / 2002; **THE NETHERLANDS** Schiphol Airport Amsterdam, Privium Lounge Airport Amsterdam Schiphol G7 gate, Amsterdam / 2010 224; KLM / Schiphol / 2002; **SWITZERLAND** Swisslounge Airport, Zurich / 2005; **USA** New York, New York, JetBlue Terminal, JFK Airport / 2009; Colorado Denver International Airport, Main Terminal, Denver / 2004; U.A.E Emirates Airlines - Dubai, Dubai / 2002 FRANCE Charles-de-Gaulle (R91) (porte-avions); Val de Loire, Britany Ferries, / 2002; **ITALY** Freccia Club Roma Tiburtina, Roma / 2012 226; SuperJet International spa, Tessera, Venezia, 2008; Azura; Biscuit '95, Pesaro-Urbino; Royal Princess / 2013 228; JoyMe / 2012 232; Private yacht / 2013 234; Costa Allegra; Costa Classica / 2002; Costa Crociere / 2002; Costa Deliziosa / 2010; Costa Europa; Costa Favolosa; Costa Luminosa; Costa Romantica; Costa Tropicale / 2002; Crown Princess / 2006; Grand Princess / 2002; Queen Elizabeth; Queen Mary 2; Queen Victoria / 2007; Sea Princess; Slija Europa; Ventura Barca Ferri, Bari / 2001; Sun Princess / 2002; THE NETHERLANDS Holland American Line / 2002; USA P&O Princess Cruises / 2002; **HUNGARY** BUD Airport Skycoot, Budapest, 2011 218.

Moroso



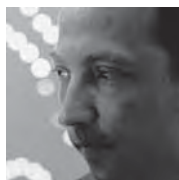
EXHIBITION

ENGLAND London, Barbican Artgallery / Ron Arad Restless; **FLORIDA** Miami, Art Base Miami Beach; Festival del cinema di Cannes; **FRANCE** Lyon, Lo Suardo Laterale / 2013 242; **ITALY** Moroso60° Metamorphosis, Udine / 2012 238; Moroso Backstage, Hangar Biococca, Milano / 2012 260; La Biennale di Venezia, Venezia / 2013 262. Faenza, festival arte Contemporanea; Udine, Far East Film Festival; Udine, Vicino Lontano, Premio Terzani; Venezia, La Biennale di Venezia, Mostra Internazionale d'arte cinematografica/architettura, Venezia; **JAPAN** Tokyo, Tokujin Yoshioka; **SPAIN** Bilbao, Guggenheim Museum Ily and Moroso; **SWISS** Basilea / 2011, Blu Jewels, Art Base; **THE NETHERLANDS** Rotterdam, Grrr Jamming Square; **USA** Los Angeles, Screem by Michael and Janet Jackson; Los Angeles, Hollywood, The Fisher King; Hollywood, The Truman Show; New York, MoMA "Ron Arad. No discipline".



Il nome di **RON ARAD** è sinonimo di costante sperimentazione. Oltre all'attività di studio, concentrata essenzialmente su pezzi in edizione limitata, Ron Arad firma il design per molte società di livello internazionale. Gli sono stati commissionati inoltre vari progetti architettonici per strutture alberghiere. Recente è la costruzione del museo del design di Tel Aviv. Le sue opere sono esposte nelle più prestigiose collezioni del mondo.

Ron Arad's constant experimentation with materials and his radical reconception of the form and structure of furniture has put him at the forefront of contemporary design. Alongside his limited edition studio work, Ron Arad designs for many leading international companies. His current architectural commissions include hotel projects. Arad is the winner of numerous design awards and his work appears in many public collections worldwide.



TORD BOONTJE, nato a Enschede, in Olanda, ha studiato design industriale presso la Design Academy di Eindhoven. Ha conseguito il Master presso il Royal College of Art di Londra. Dal 2006, ha vissuto e lavorato a Bourg-Argental, in Francia, dove ha fondato Studio Tord Boontje. Per le sue opere ha ricevuto vari premi e riconoscimenti internazionali.

Tord Boontje was born in Enschede. The Netherlands, studied industrial design at the Design Academy in Eindhoven and has a Masters from the Royal College of Art, London. Since 2006, he has lived and worked in Bourg-Argental, France, where he founded Studio Tord Boontje. His work has received numerous international design awards.



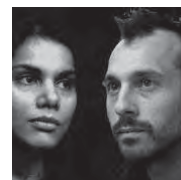
BIESEL+SECK Ayse Birsel e Bibi Seck dal 2002 hanno aperto a New York il proprio studio, specializzandosi in product design offrendo innovazione nel mercato globale.

Ayse Birsel and Bibi Seck in 2002 opened their own studio in New York, specializing in product design and offering innovation in the global market.



TOM DIXON inizia la carriera di designer negli anni '80 dedicandosi a una sorta di riciclaggio creativo del metallo. Dal 1997 Tom ricopre l'incarico di direttore creativo per Habitat. Nel 2000 è stato insignito dell'Order of the British Empire per i servizi resi al design britannico. Da quando ha aperto il suo studio nel 2002, oltre a firmare prodotti per grandi marchi, progetta anche arredi di interni.

Tom Dixon began his career as a designer in the early 1980s, working in recycled metal. In 1997 Tom joined the UK furniture retailer, Habitat, where he is now Creative Director. He was awarded the OBE for services to British Design in 2000. Since the inception of his own studio/company, Tom Dixon, in 2002, Dixon has designed products for a series of clients. In addition to his product designs, Dixon also pursues work in interiors.



NIPA DOSHI nasce nel 1971 a Bombay da una famiglia Gujarati. Nel 1997 è a Londra, dove si laurea al Royal College of Art. Qui incontra **JONATHAN LEVIEN**, nato in Scozia. Nel 2000 creano un loro studio e si sposano. Nipa, fortemente radicata nella cultura indiana, e Jonathan, avviato alla progettazione del design industriale, celebrano assieme un ibrido culturale che sintetizza tecnologia, narrazione, design industriale e artigianale.

Born into a Gujarati family in Mumbai in 1971, Nipa Doshi graduated from the London Royal College of Art in 1997, where she met Jonathan Leven from Scotland. In 2000 they married and set up their own design studio. Nipa, strongly rooted in Indian culture, and Jonathan, an established industrial designer, together celebrate the hybrid and the coming together of cultures, technology, storytelling, industrial design and fine craftsmanship.



FRONT. Le tre designer svedesi Sofia Lagerkvist, Charlotte von der Lancken, Anna Lindgren lavorano insieme con il nome di Front sin dal periodo degli studi (MA in Industrial Design University College of Arts, Crafts and Design, Stoccolma, Svezia). Numerosi i premi e riconoscimenti.

The Swedish designers, Sofia Lagerkvist, Charlotte von der Lancken, and Anna Lindgren have worked together under the name Front since they studied together for an MA in Industrial Design, University College of Arts, Crafts and Design, Stockholm, Sweden. They have won a number of awards and prizes.



Dando vita allo studio Azimut **MASSIMO GARDONE** ha contribuito alla comunicazione nel campo del design con marchi prestigiosi. Negli anni realizza clip musicali, si fa emozionare dalla ricerca sul croma, scopre il mondo polaroid, scruta le nuove potenzialità del digitale e si 'permette' soste, riprese e incursioni in diversi mondi.

Since setting up the Azimut studio, Massimo Gardone has worked on the design of marketing and advertising projects for leading brands. Over the years, he has produced music videos, been excited by colour research, discovered the world of Polaroid, explored the potential of digital media and allows himself to visit and explore different worlds.



GORDON GUILLAUMIER nasce a Malta nel 1966. Nel 1989 si trasferisce in Italia per gli studi di industrial design e design management. Nel 2002 fonda il suo studio a Milano. Gordon realizza progetti per primarie aziende nell'ambito dell'arredamento, dell'illuminazione e dell'oggettistica.

Gordon Guillaumier was born in Malta in 1966. In 1989 he moved to Italy to study Industrial Design and Design Management. In 2002 he opened his own design studio in Milan. Gordon creates projects for leading companies in the fields of furniture, lighting and household objects.



SEBASTIAN HERKNER nasce in Germania, a Bad Mergentheim e si diploma all'Accademia di Arte e Design di Offenbach am Main, dove attualmente è assistente presso il Dipartimento di Industrial Design. Nel 2006 apre il proprio studio. Ha ottenuto diversi riconoscimenti nel campo del design.

Sebastian Herkner was born in Bad Mergentheim, Germany, and graduated from the Academy of Art and Design in Offenbach am Main, where he is currently a lecturer in the Faculty of Industrial Design. In 2006 he opened his own studio. His designs have won a number of awards.



MONICA ARMANI, nata a Trento nel 1964, architetto e designer, lavora e vive tra Trento e Milano. Il suo design è il risultato di un lavoro di ricerca, e perfezionamento dell'idea per definire degli oggetti elegantemente misurati. Negli ultimi anni ha affiancato all'attività di designer la progettazione di spazi retail, lavorando in particolare sull'uso della luce.

Architect and designer, Monica Armani was born in Trento in 1964 and divides her time between Trento and Milan. Her designs are a result of the exploration and perfecting of concepts to create objects which are stylishly restrained. In recent years she has also begun designing retail spaces, with particular attention to the use of lighting.



PHILIPPE BESTENHEIDER nasce a Sion, in Svizzera, nel 1971. Nel 1998 si laurea in architettura al Politecnico di Zurigo e collabora con studi in Svizzera e negli Stati Uniti. Nel 2000 consegue il master in Industrial design alla Domus Academy di Milano. Nel 2007 apre il proprio studio e lavora tra la Svizzera e Milano.

Philippe Bestenheider was born in Sion, Switzerland, in 1971. In 1998 he graduated with a degree in architecture from Zürich Polytechnic and has worked for Swiss and American design studios. In 2000, he completed his Masters in Industrial Design at the Domus Academy of Milan. In 2007, he opened his own studio and splits his work between Switzerland and Milan.



ANTONIO CITTERIO nasce a Meda nel 1950. Si laurea in architettura al Politecnico di Milano e apre lo studio nel 1972 occupandosi prevalentemente di disegno industriale. Dal 1981 inizia l'attività di progettazione architettonica e di interni. Attualmente collabora con aziende italiane e straniere. Le sue opere sono presenti nelle collezioni permanenti di design dei più importanti musei.

Antonio Citterio was born in Meda, Italy, in 1950. He has a degree in architecture from Milan Polytechnic and opened his studio in 1972, focusing on industrial design. Since 1981, he has also incorporated architecture and interior design into his practice. He has worked for Italian and international companies. His products feature in the design collections of major museums.



RODOLFO DORDONI, nasce nel 1954 a Milano, dove si laurea in architettura. Con lo studio di progettazione Dordoni Architetti, sviluppa progetti per spazi residenziali, industriali e commerciali, negozi e showrooms, hotels, ristoranti, yachts nonché allestimenti e stand fieristici.

Rodolfo Dordoni was born in Milan in 1954, and has a degree in Architecture. His design firm, Dordoni Architetti, develops projects for residential, industrial and commercial spaces, stores and showrooms, restaurants, hotels, yachts, as well as exhibition stands.



Come **FOR USE/NUMEN**, il gruppo nasce nel 1998 dalla collaborazione di Sven Jonke, Christoph Katzler e Nikola Radeljkovic tutti designers industriali. Nel 1999, come Numen, lavorano a tutti i progetti al di fuori della sfera del design industriale. Dal 2008 volgono lo sguardo verso una progettazione rivolta ad opere più ibride e sperimentali.

For Use As the group was founded in 1998 from the collaboration Sven Jonke, Christoph Katzler and Nikola Radeljkovic all industrial designers. In 1999, as Numen work in all projects outside the sphere of industrial design. Since 2008, look out directed toward the design to more hybrid and experimental works.



ENRICO FRANZOLINI. Architetto, oltre allo specifico impegno professionale, opera nei campi del disegno industriale e interior design. Ha ricevuto prestigiosi riconoscimenti, come la menzione d'onore al Compasso d'Oro 1999. Per il suo lavoro artistico nel 1972 è stato invitato alla 36a Biennale di Venezia.

Architect, who also works in the fields of industrial and interior design. He has won prestigious awards, including an honourable mention at the 1999 Compasso d'Oro. He was invited to the 36th Biennale di Venezia in 1972 for his art.



KONSTANTIN GRICIC nasce a Monaco di Baviera nel 1965. Inizia il suo percorso formativo in Inghilterra al Parnham College come costruttore di mobili, proseguendo poi gli studi di design al Royal College of Art di Londra. Nel 1991 fonda a Monaco il proprio studio e crea prodotti per arredamento e illuminazione per primarie aziende europee di design. Con la lampada Mayday ha vinto il Compasso d'Oro nel 2001.

Konstantin Grcic was born in Munich, Germany in 1965. After training as a cabinet maker at Parnham College in England, he studied Design at the Royal College of Art in London. Since setting up his own design practice in Munich in 1991, he has developed furniture, products, and lighting for some leading European design companies. Grcic's Mayday-lamp won the Compasso d'Oro in 2001.



ALFREDO HÄBERLI nato a Buenos Aires, dopo il trasferimento in Svizzera, Alfredo Häberli si laurea alla Scuola di Design di Zurigo nel 1991. Nel 1993 apre un proprio studio e inizia le collaborazioni con marchi prestigiosi. Le sue opere, presentate in varie mostre, gli hanno valso numerosi premi e riconoscimenti internazionali.

Alfredo Häberli was born in 1964 in Buenos Aires, Argentina. He moved to Switzerland in 1977, and graduated from the Zurich School of Design in 1991. In 1993, he set up his own studio and has subsequently worked for leading design companies. Häberli's work and designs have been shown in numerous exhibitions, and he has received several awards for his design work.



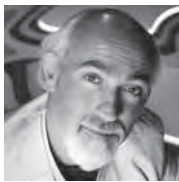
TOMITA KAZUHIKO è nato a Nagasaki nel 1965. Diplomato alla Royal Academy of Arts a Londra nel 1992, si specializza in Industrial Design alla Chiba University. Nel 1993 fonda a Milano lo studio '2.5-dimensional design', oggi Tomitadesign. I suoi maestri sono Vico Magistretti e Yoshio Akioka. Dal 2011 vive di nuovo in Giappone.

Tomita Kazuhiko born in Nagasaki in 1965. Awarded MA RCA in London in 1992 after BA industrial design of Chiba University in 1989. 2.5-dimensional design' studio established in 1993 becomes recently Tomitadesign Milano. His masters are Vico Magistretti and Yoshio Akioka. Since 2011 he lives again in Japan.



TOSHIYUKI KITA è un interior e product designer di fama internazionale. Molto attento all'artigianato artistico giapponese, realizza prodotti per aziende italiane ed europee.

Toshiyuki Kita is an internationally-renowned designer of products and interiors. He creates products for Italian and European companies while remaining true to traditional Japanese art and craftsmanship.



ROSS LOVEGROVE nato nel 1958, studia industrial design al Politecnico di Manchester e al Royal College of Art di Londra. Gli esordi della carriera lo vedono in Frogdesign. Dopo aver lavorato in diversi paesi d'Europa, Lovegrove è ora rientrato in Inghilterra. Dal 1986, anno di fondazione del suo studio privato, collabora con alcuni dei più prestigiosi marchi del design internazionale.

Born in 1958, Lovegrove studied industrial design at Manchester Polytechnic and at the Royal College of Art in London. He began his career at Frogdesign. Lovegrove went on to work throughout Europe, then later returned to England. Since founding his own design practice in 1986, he has collaborated with some of the world's most outstanding design manufacturers.



KARMELENA MARTINA, nata a Sarajevo, nel 2001 si diploma a Firenze in Industrial design. Dal 2006 segue l'ufficio sviluppo prodotto, della Moroso. Ha progettato inoltre gioielli, lampade e abitazioni private. Oggi Karmelina vive e lavora a Udine.

Born in Sarajevo, she completed her degree in Industrial Design in Florence in 2001 and has been head of Moroso's Product Development Department since 2006. She also designs jewellery, lighting and private homes. Karmelina lives and works in Udine.



MARC NEWSON, è un designer di origine australiana innovativo e straordinariamente versatile. Le sue creazioni spaziano dagli oggetti di uso domestico, all'arredamento, dai ristoranti agli orologi da polso e fino agli interni di aeromobili. Le sue opere sono presenti nelle collezioni permanenti di design dei più importanti musei.

Marc Newson is an Australian-born designer innovative and extraordinarily versatile. His creations range from household objects, furniture, restaurants and watches to aviation interiors. His works are in the permanent design collections of major museums.



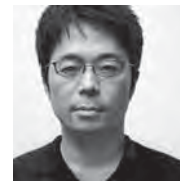
DOMINIQUE PÉTOT. Diplomato in architettura a Strasburgo nel 1986, a Parigi ha seguito corsi di design industriale presso Ensci, Les Ateliers. Esperto in strategie di marketing, è attivo nel campo dell'interior design.

He graduated in architecture in Strasbourg in 1986, in Paris, he took courses in industrial design at ENSCI, Les Ateliers. Expert in marketing strategies is active in the field of interior design.



TOMEK RYGALIK è nato a Lodz, in Polonia, nel 1976. Ha studiato Architettura presso il Politecnico di Lodz e Industrial Design al Pratt Institute di New York. Dopo un master presso il Royal College of Art ha aperto uno studio di design a Londra e a Lodz e fa parte dello staff dell'RCA in qualità di ricercatore. Insegna all'Accademia di Belle Arti di Varsavia. Le sue opere sono presenti nelle collezioni permanenti di design dei più importanti musei.

Tomek Rygalik was born in Lodz, Poland in 1976. He studied Architecture at the Technical University of Lodz, and then Industrial Design at the Pratt Institute in New York. After graduating from the Royal College of Art, Tomek Rygalik established his own design practice in both London and Lodz and joined the RCA staff as a Research Associate. He also teaches at the Academy of Fine Arts in Warsaw. His products are in the design collections of major museums.



YOSHIOKA TOKUJIN nato in Giappone nel 1967 Tokujin ha studiato a lungo con Shiro Kuramata e Issey Miyake. Nel 2000 apre a Tokyo il proprio studio. Le sue opere hanno ricevuto numerosi riconoscimenti e sono presenti nelle collezioni permanenti dei più prestigiosi musei di tutto il mondo.

Born in 1967 in Japan, Tokujin studied extensively with Shiro Kuramata and Issey Miyake. He opened his own studio in Tokyo in 2000. His works have won numerous awards and are in the permanent collections of the world's most prestigious museums.



EDWARD VAN VLIET ha iniziato la sua carriera disegnando tessuti, passando poi all'interior design e arrivando a progettare hotel di lusso. I suoi lavori, che siano di grafica, light o interior design, sono caratterizzati da una fusione fra tradizione artigianale e industria, fra materiali high tech e naturali. Un design eclettico, originale, decorativo in cui miscela elementi di varie culture e volutamente sfugge da tutto ciò che è statement.

Edward Van Vliet began his career as a fabric designer before moving into interior design and, ultimately, luxury hotel design. His work – be it graphic art, lighting or interior design – always combines traditional design with industrial processes in a mixture of high-tech and natural materials. An eclectic, original decorative design style in which he mixes elements from different cultures and deliberately avoids making statements.



MARCEL WANDERS nasce a Boxtel, in Olanda, nel 1963. Diplomatosi al Liceo Artistico di Arnhem, negli anni '90 è uno dei fondatori di Droog, un collettivo di designer olandesi. Attualmente Wanders svolge la propria attività di industrial product designer nello studio di Amsterdam. Ha ricevuto vari premi e riconoscimenti internazionali, e le sue opere sono presenti nelle collezioni permanenti di design dei più importanti musei.

Marcel Wanders was born in Boxtel, the Netherlands, in 1963. In the 1990s he was among the founders of the design collective Droog. Today, Wanders is an independent industrial product designer, based in Amsterdam. He has won numerous national and international awards, his products are in the design collections of major museums.



MASSIMO IOSA GHINI, nato nel 1959, studia architettura a Firenze e al Politecnico di Milano. Dal 1985 partecipa alle avanguardie del design italiano con il gruppo Bolidismo di cui è fondatore. Iosa Ghini disegna mobili, collezioni, oggetti per importanti aziende italiane ed estere. I suoi lavori si trovano in vari musei e collezioni private internazionali.

Massimo Iosa Ghini was born in 1959 and studied architecture in Florence and Milan. Since 1985, he has been part of the avant-garde movement in Italian design, and founded the Bolidism group. Iosa Ghini designs furniture, collections and objects, for leading Italian and foreign firms. His works can be found in various international museums and private collections.



JAVIER MARISCAL nasce a Valencia nel 1950. Il suo linguaggio di artista visivo personale e complesso, abbraccia l'illustrazione, i comics, la pittura e la scultura, il design di arredi e l'interior design, spaziato dal graphic design all'architettura del paesaggio.

Javier Mariscal was born in Valencia in 1950. His need of expressing himself coming through several different disciplines. Furniture design, painting, sculpture, interior design, graphic design, landscape design, are all elements of his professional activity. Javier Mariscal expresses himself through a very personal language which is theoretically complex but practically simple.



NENDO Oki Sato nasce a Toronto nel 1977. Nel 2000 si diploma in architettura a Tokyo dove fonda il gruppo Nendo. Nel 2005 apre l'ufficio di Milano. A Tokyo è insegnante alla Showa Women's University, al Kuwasawa Design School e alla Waseda University. Le sue opere sono presenti nelle collezioni permanenti dei più importanti musei di arte moderna e design.

Oki Sato was born in Toronto in 1977. He graduated in Tokyo in 2000 with a degree in architecture and formed the Nendo group. He opened an office in Milan in 2005. He lectures in Tokyo at Showa Women's University, the Kuwasawa Design School and Waseda University. His works are included in the permanent collections of the most important modern art and design museums in the world.



LUCA NICHETTO nasce nel 1976 a Venezia, dove si laurea in Disegno Industriale allo IUAV. Dal 1999 comincia l'attività professionale. Nel 2006 fonda il suo studio, creando la società Nichetto & Partners, design consultant mirato all'industrial design. Ha tenuto workshop in sedi universitarie italiane ed estere ed ha partecipato a mostre in Europa, Stati Uniti e Giappone.

Luca Nichetto was born in Venice in 1976 where he studied Industrial Design at IUAV. In 2006, he founded the Nichetto & Partners design consultancy firm. He has taught various workshops and seminars on design at numerous universities in Italy and abroad, and his products have been featured at exhibitions in Europe, the United States and Japan.



ARNE QUINZE è fondatore e art director di Quinze & Milan. È un anticonformista che ha saputo convogliare la sua diversità in energia creativa. A Quinze piace dare forma alla propria vita nel suo personale universo fantastico. Ne scaturisce un ricco portafoglio di arredi e ambienti di grande vitalità.

Arne Quinze is the founder and art director of Quinze & Milan. He has successfully transformed his non-conformism into creative energy. Quinze loves to give shape to his life in his own, personal fantasy universe. The result is a growing portfolio of exuberant furniture and spaces.



ARC ANDREAS THORPE ha iniziato la sua carriera come direttore del design per DSA Associates, a Washington, DC. Ha conseguito il Bachelors Degree in Industrial and Graphic Design all'Università del Maryland. Nel 2005 ha fondato a New York Third Eye Studios (3E), una cooperativa che si occupa di architettura e design.

Marc Andreas Thorpe began his career as director of design at DSA Associates, Washington, DC. He has a Bachelors Degree in Industrial and Graphic Design from the University of Maryland. In 2005 he founded. Third Eye Studios (3E) in New York, a cooperative working in architecture and design.



MARIA PATRICIA CRISTINA BLANCA HIDALGO URKIOLA è nata a Oviedo, in Spagna, sotto il segno del Toro. Dopo gli studi alla Facultad de Arquitectura di Madrid, nel 1989 si laurea al Politecnico di Milano, dove è assistente di Achille Castiglioni e Eugenio Bettinelli fino al 1996. Nel 1998, sempre sotto il segno del Toro, inizia la collaborazione con Moroso. Nel 2001 apre il proprio studio a Milano.

Maria Patricia Cristina Blanca Hidalgo Urkiola was born in Oviedo, in Spain, under the sign of Taurus. After studying at the Facultad de Arquitectura of Madrid, she graduated from the Politecnico di Milano in 1989, where she became teaching assistant to Achille Castiglioni and Eugenio Bettinelli until 1996. In 1998, once again under the sign of Taurus, she began working with Moroso. In 2001 she opened her own studio in Milan.



JAKOB WAGNER, di origine danese, si è diplomato in Svizzera presso l'Art Center College of Design. Si è occupato del design di vari prodotti industriali. Per le sue opere ha ricevuto vari premi e riconoscimenti internazionali. Attualmente è docente presso l'Università del Design di Copenhagen.

Danish designer Jakob Wagner graduated from Art Center College of Design in Switzerland. His design projects range from sports equipment to furniture. He has received numerous international design awards in recognition of his work. He teaches at the University of Design, Copenhagen.



CLEMENS WEISSHAAR & REED KRAM Clemens Weisshaar, nato nel 1977 a Monaco, frequenta il St. Martins College e il Royal College of Art di Londra. Reed Kram nato nel 1971 a Columbus in Ohio, frequenta la Duke University e il MIT. Nel 2002 fondano lo studio Kram/Weisshaar, piattaforma multidisciplinare con sedi a Monaco e Stoccolma. Alcune loro opere sono esposte al Die Neue Sammlung di Monaco e al Centre Pompidou di Parigi.

Clemens Weisshaar was born in 1977 in Munich. He studied at St. Martins College and the Royal College of Art in London. Reed Kram was born in Columbus, Ohio in 1971. He studied at Duke University and MIT. In 2002, they founded the multidisciplinary design studio Kram/Weisshaar. Based in Munich and Stockholm, the firm designs spaces and products. Their work is part of design collections at Die Neue Sammlung, Munich, and Centre Pompidou, Paris.

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Tom	Dixon
Rodolfo	Dordoni
Nipa Doshi	& Jonathan Levien
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Konstantin	Grcic
Gordon	Guillaumier
Alfredo	Häberli
Sebastian	Herkner
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Toshiyuki	Kita
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Edward	van Vliet
Marcel	Wanders
Clemens	Weisshaar

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LE REGOLE

- I Il bello del buono è l'amicizia
- II Il bello del bello è l'utile
- III Il bello della puntualità è la precisione
- IV Pars pro toto il bello è che Cavalicco è il mondo
- V Il bello del giusto è capire per chi
- VI Il bello del sapere è il fare
- VII Il bello del buono è il ben fatto
- VIII Il buono del trovare è il saper creare
- IX Il bello del mondo è il mondo
- X Il buono del buono è il vero



The
beauty
of
design

THE RULES

- I *Beauty lies in friendship*
- II *Beauty lies in functionality*
- III *Beauty lies in punctuality and precision*
- IV *Beauty lies in Cavalicco being the world*
- V *Beauty lies in understanding your audience*
- VI *Beauty lies in transforming knowledge into doing*
- VII *Beauty lies in the well-made*
- VIII *Beauty lies in the talent for creation*
- IX *The beauty of the world is the world*
- X *Beauty lies in genuinity*