

moroso

N. 02
ANNO 2014
MOROSO
ITALY


www.moroso.it

at home

At Home

INDEX

004 - <u>Gentry</u>	071 - <u>Bull</u>	139 - <u>Talma</u>	218 - <u>Sarayama Island</u>
009 - <u>Fjord</u>	074 - <u>Moon Chair</u>	144 - <u>Heel</u>	229 - <u>Highlands</u>
012 - <u>Fishbone</u>	089 - <u>Banjooli</u>	153 - <u>Mathilda</u>	230 - <u>Tropicalia</u>
020 - <u>Gentry</u>	092 - <u>Shadowy</u>	158 - <u>Wood Bikini</u>	238 - <u>Lowland</u>
030 - <u>Byobu</u>	098 - <u>Misfits</u>	172 - <u>M.A.S.S.A.S.</u>	246 - <u>Tia Maria</u>
038 - <u>Net Tables</u>	100 - <u>Witch Chair</u>	188 - <u>Panna Chair</u>	256 - <u>Mafalda</u>
042 - <u>Biknit</u>	107 - <u>3 Nuns</u>	195 - <u>Cloud</u>	264 - <u>Oasis</u>
054 - <u>Impossible Wood</u>	110 - <u>Z-Shelf</u>	198 - <u>Anomaly</u>	277 - <u>Paper planes</u>
058 - <u>Terreria</u>	116 - <u>Memory</u>	203 - <u>Blur</u>	283 - <u>Technical Pages</u>
064 - <u>Take A Line For A Walk</u>	124 - <u>Bikini Island</u>	208 - <u>Tv-Chair</u>	299 - <u>Contacts & Credits</u>
068 - <u>Little Albert</u>	130 - <u>Take A Line For A Walk</u>	212 - <u>Coat</u>	

GENTRY

by Patricia Urquiola

Gentilezza promossa a canone progettuale: un progetto nato dalla ricerca di una comodità misurata, contenitiva ma con un accenno di deformazione.

Finesse becomes part of the design canon: a project whose origins lie in the search for well-balanced comfort, restrained yet with a nod to exaggeration.

Fabrics:

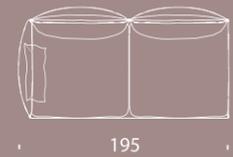
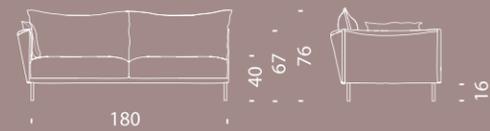
GE0626-GE0627: People for Gentry 1 A5621 - 115 / Tokyo 652 A1067

GE0599: People for Gentry 4 A5225 - 115

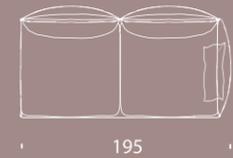
GE00D3: People for Gentry 4 A5224 - 115

GE0C51: People for Gentry 4 A5222 - 115

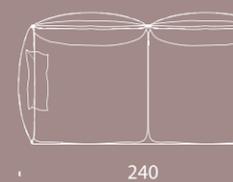
GE0626



GE0627



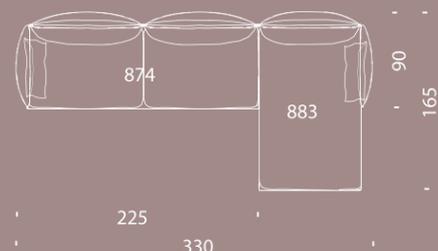
GE0599



GE00D3



GE0C51







FJORD

by Patricia Urquiola

La forma spezzata, da concetto astratto, si trasforma in oggetto di design.

Its broken form and abstract concept together become an object of design.

Fabrics:

FJ03K: Oil Ciré Leather B0211, African fabric / Dark Brown Leather B0251, African fabric
 FJ017: Dark Brown Leather B0251, African fabric / Oil Ciré Leather B0211, African fabric
 FJ214: Blush Ciré Leather B0218, Matrix 252 A7514 / Magic 831 A4883, Grass Ciré Leather B0216 / Chartreuse Ciré Leather B0214, Matrix 522 A7519

FJ03K



102
39



80
50
95

FJ214



33



50
44

FJ077



38



75
110

FJ017



35



55
75



FISHBONE

by Patricia Urquiola

Fishbone interpreta in chiave contemporanea la tecnica dell'intarsio, esaltando le diverse finiture ed i diversi colori di una resina acrilica decorativa.

Fishbone gives a modern reading to inlay technique that enhances the various finishes and colours of the decorative acrylic resin chosen.

FBOT37



45



34



54

FBOT40



35



95

FBOT38



40



54



68

FBOT39



35



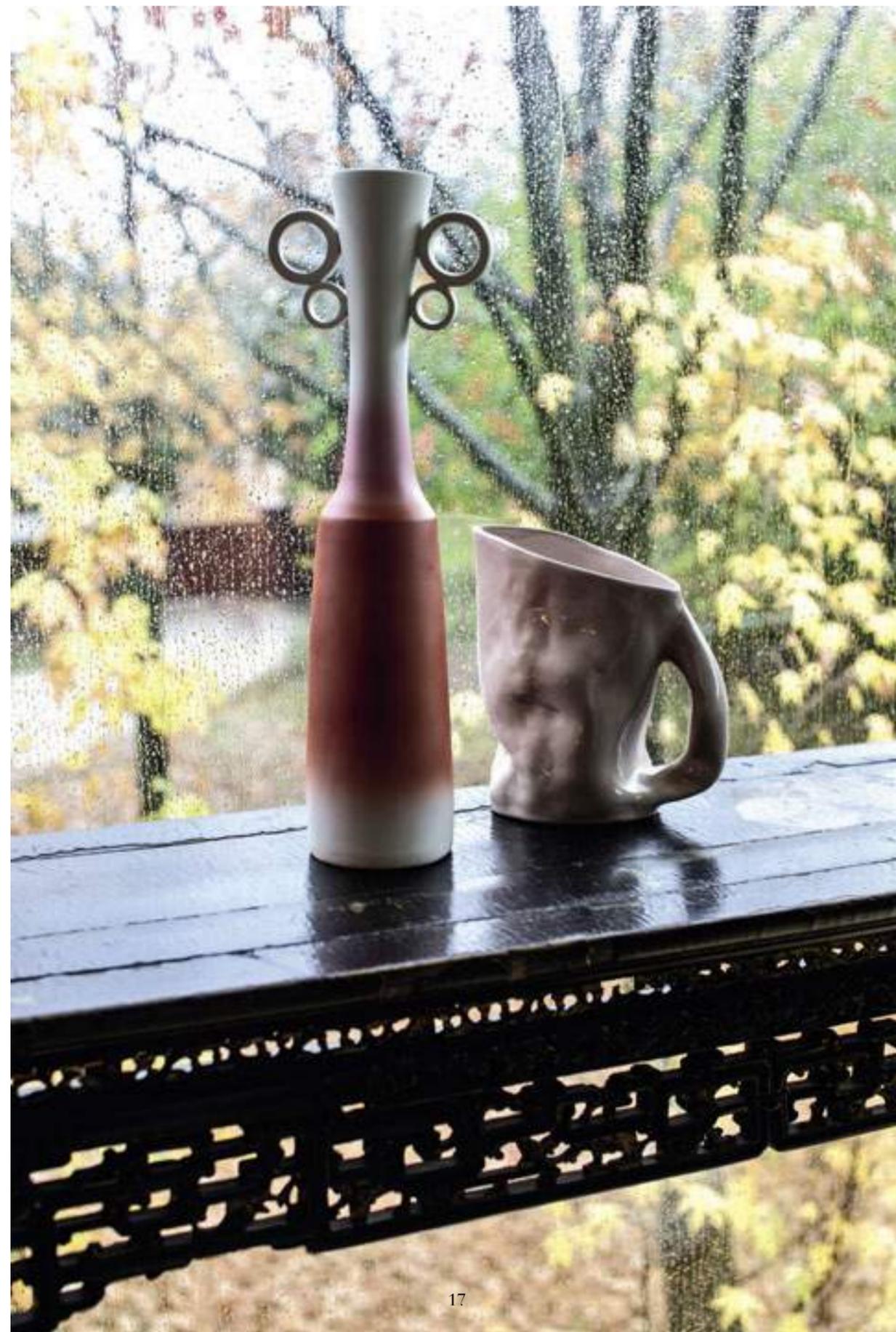
68

108





☐
At Home
-
www.moroso.it





GENTRY

by Patricia Urquiola

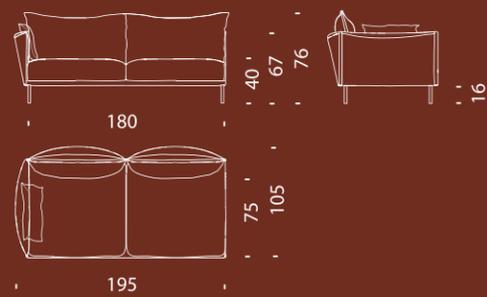
Gentilezza promossa a canone progettuale: un progetto nato dalla ricerca di una comodità misurata, contenitiva ma con un accenno di deformazione.

Finesse becomes part of the design canon: a project whose origins lie in the search for well-balanced comfort, restrained yet with a nod to exaggeration.

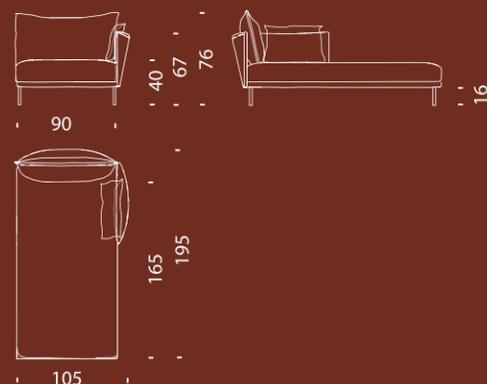
Fabrics:

GE0626-GE0627: Tokyo 652 A1067
GE0599: People for Gentry 4 A5225 - 115

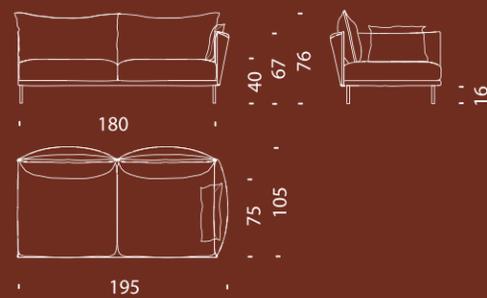
GE0626



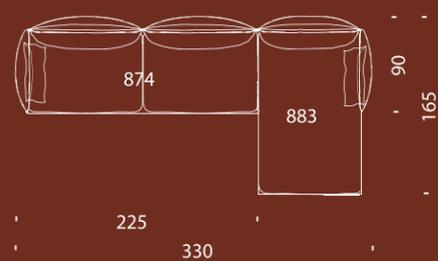
GE00D3



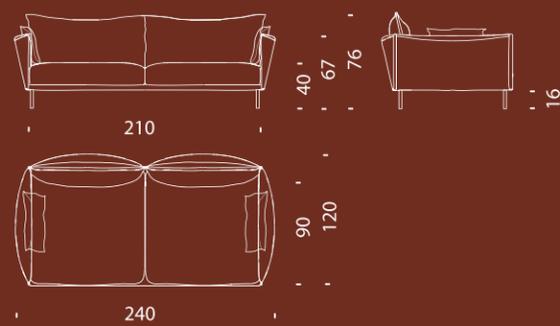
GE0627



GE0C51



GE0599








At Home
-
www.moroso.it





BYOBU

by Nendo

Un tavolino tondo ed uno rettangolare i cui piani sono sostenuti da un telaio quadrato che si piega come un paravento giapponese, un byobu appunto.

One round table, and one rectangular table whose surfaces are supported by a square frame that bends like a "byobu" Japanese screen.

BYOT34



BYOT35









NET TABLES

by Benjamin Hubert

A seconda del punto di vista, lascia passare oppure blocca lo sguardo, appare leggero o massiccio, si confonde o si stacca dal contesto.

Depending on the observer's perspective it can either block the gaze or let it through, seem light or solid, blend into its surroundings or stand out.

NE106I



NE106U





BIKNIT

by Patricia Urquiola

Un'estetica dilatata e intensa che trasforma l'intreccio in un segno visibile e spettacolare.

Exaggerated aesthetic which renders the knitted stitch spectacularly visible.

Fabrics:

BG0698: Ash / Shine

BG0001: Blur White-Yellow A7186 , Yellow Turquoise

BG0698



36
92



110
155

64

BG0001



36
78



75



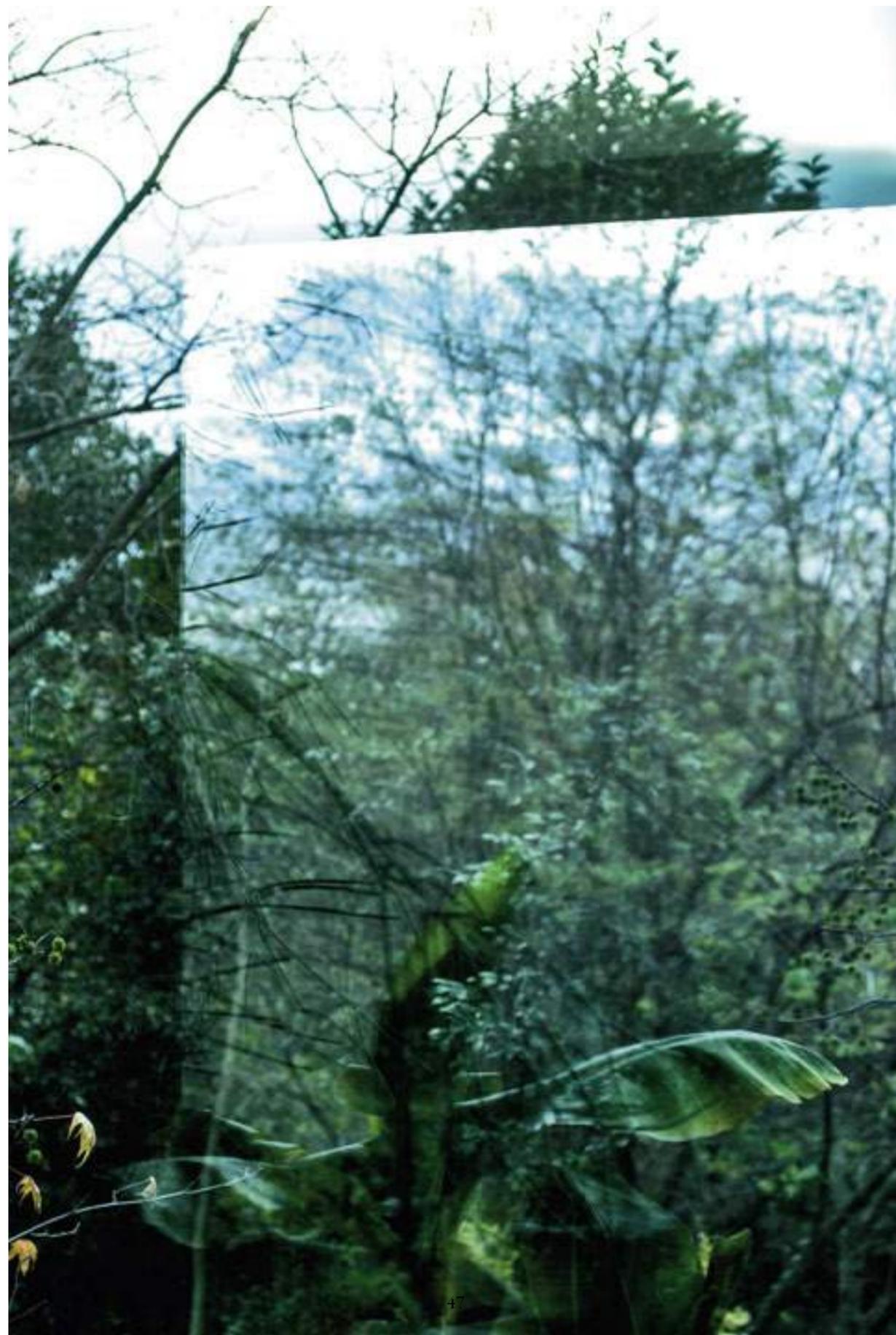
55

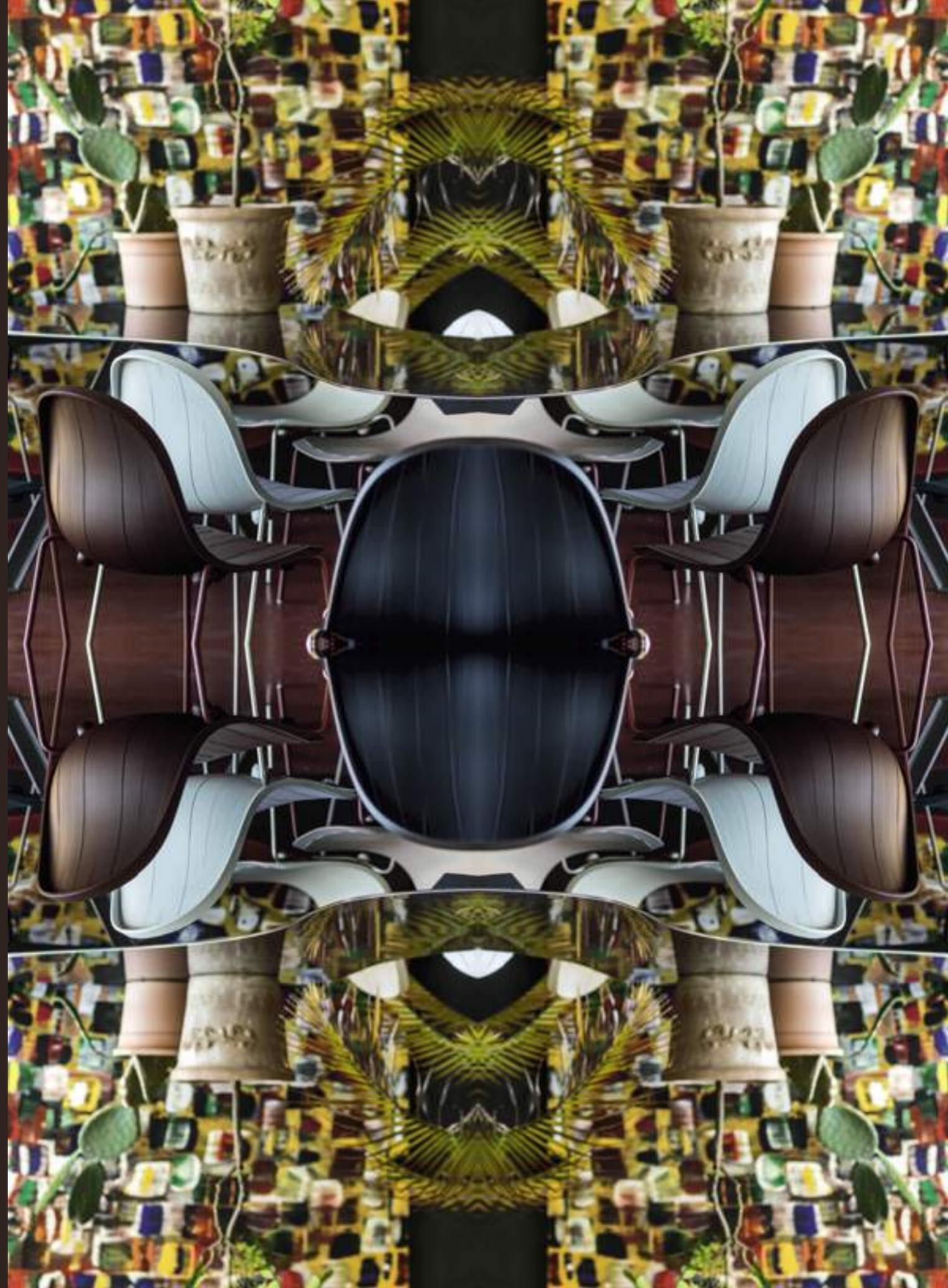







At Home
-
www.moroso.it









IMPOSSIBLE WOOD

by Nipa Doshi & Jonathan Levien

Un processo di re-invenzione concettuale, una struttura in legno curvato irrealizzabile se non tramite stampaggio a iniezione in plastica.

A process of conceptual reinvention, a curved wooden frame which would be impossible to produce if not through a elastic injection moulding.




At Home
-
www.moroso.it



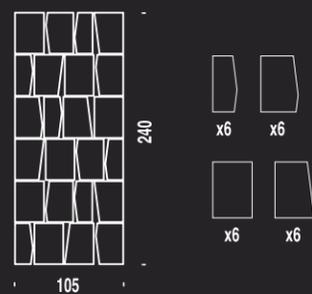
TERRERIA

by Archea Associati

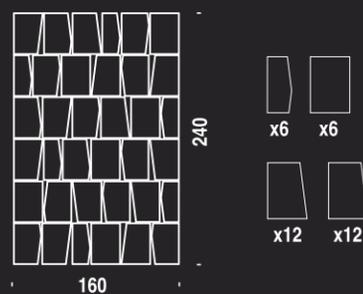
La libreria è il raccogliitore della memoria: solitamente di legno, di metallo, di vetro, mai di terra. Terreria rende uno spazio contemporaneamente nuovo e antico, urbano e campestre. Un sistema aperto che, attraverso la flessibilità combinatoria dei moduli permette di ottenere un disegno e un'immagine sempre diversa.

The bookcase is the holder of our memories and is most commonly made in wood, metal, or glass but never clay. Terreria creates a space which can be simultaneously new and old, urban and rustic. It is an open system, and the flexibility to assemble different combinations means that no single design or look is ever quite the same.

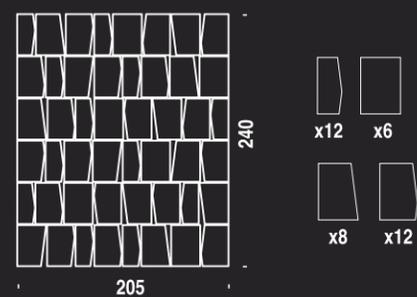
LT790



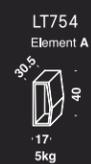
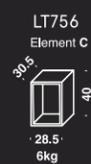
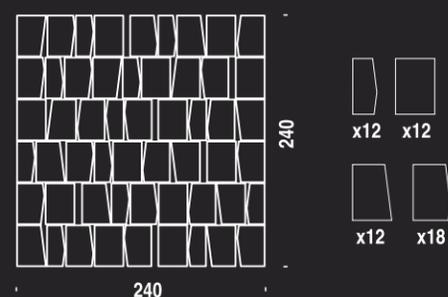
LT791



LT792



LT793







TAKE A LINE FOR A WALK

by Alfredo Häberli

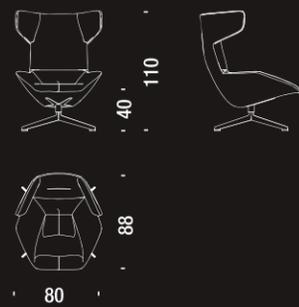
Un guscio avvolgente, comodo e protettivo, per appoggiare il capo, riposare o isolarsi dall'ambiente circostante.

A wraparound shell, which comforts and protects, a place to relax, rest your head, cut yourself off from the outside world.

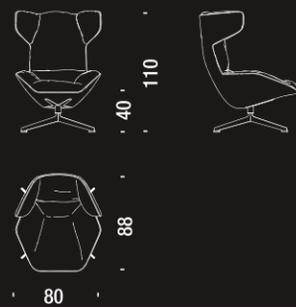
Fabrics:

TK00V6: Magia Ruggine Leather B0193
 TK0389: Talma Edgy Graphite A4366, Divina MD 343 A5861 / Canvas 244 A7279,
 Waterborn 753 A0994 / Plot 853 A5680, Highfield 634 A7544 / Field 642 A7221, Divina
 MD 653 A5856 / Plot 423 A5660, Waterborn 363 A1020

TK00V6



TK0389 + TK0340





LITTLE ALBERT

by Ron Arad

Un movimento di continuità collega il divano Victoria & Albert alla poltroncina, segnando l'inizio di una nuova dimensione nel contatto inedito con la matericità della plastica.

The chair, related to Victoria & Albert in the continuous movement of its lines, marks the dawn of new modes of interaction in the innovative physicality of the plastic.

VA161





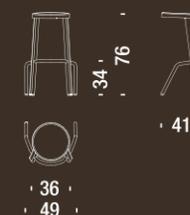
BULL

by Tomek Rygalik

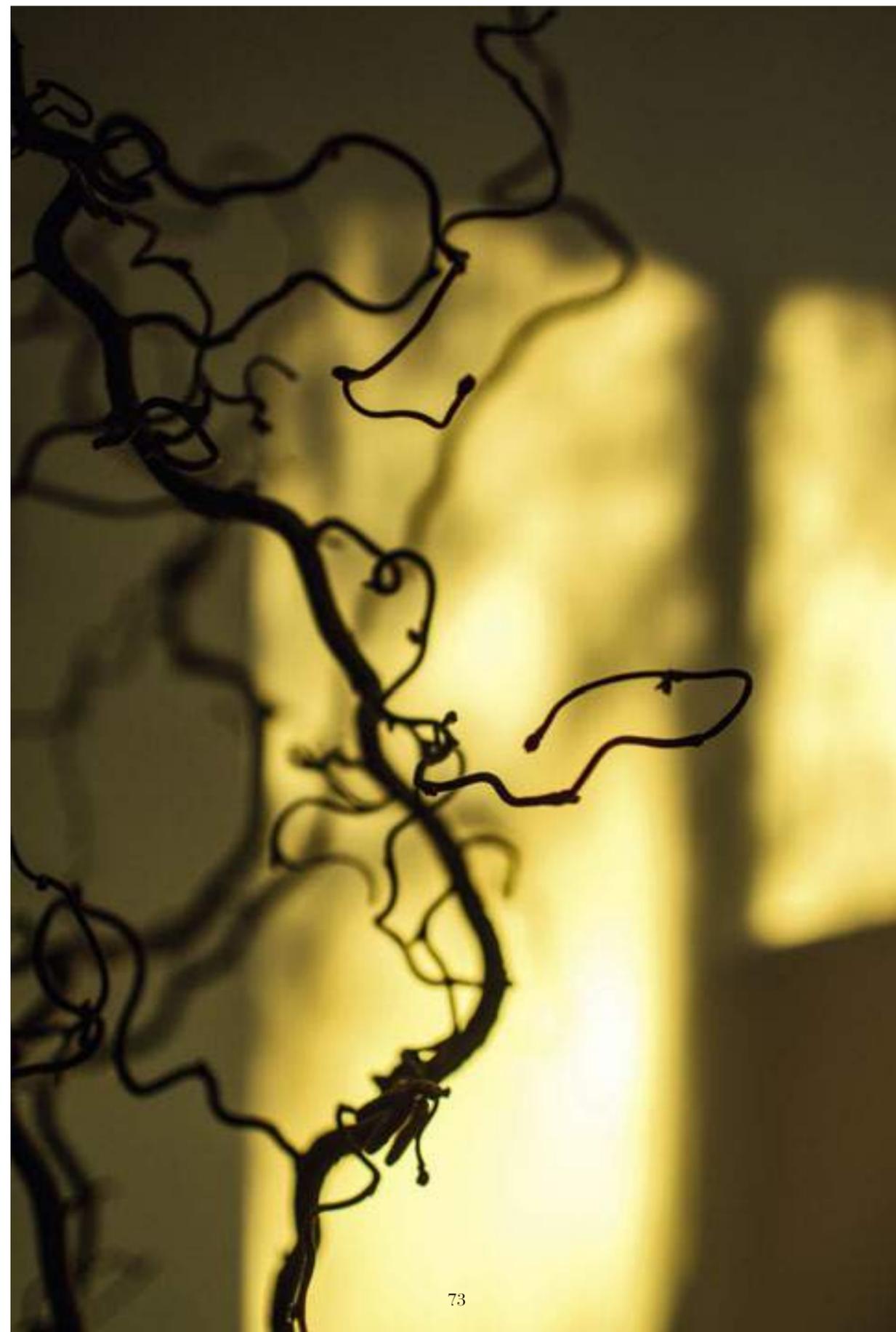
Bull è uno sgabello di forte carattere; realizzato in acciaio verniciato, ha due gambe e un elemento di intersezione che funge sia da poggiapiedi che da supporto posteriore.

Bull is a stool with resolute character. Built in painted steel, it has two legs and an intersecting element that serves both as footrest and provides support for the back.

BU1020



At Home
-
www.moroso.it

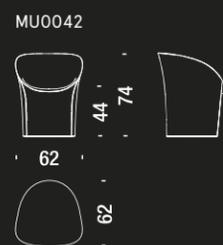


MOON CHAIR

by Tokujin Yoshioka

Il linguaggio universale della bellezza: linee fluide restituiscono al profilo un'evanescenza materica che assorbe e diffonde una luce tenue e rarefatta.

The universal language of beauty: flowing lines give the chair a profile which seems evanescent rather than solid, absorbing and diffusing a faint, refined glow.









At Home
-
www.moroso.it









BANJOOLI

by Sebastian Herkner

La forma della sedia, è ispirata alla danza nuziale che il maschio dello struzzo – banjooli in lingua wolof – esegue per corteggiare la femmina, allargando le ali per esaltarne la bellezza.

The shape of the chair is inspired by the mating dance of male ostriches –banjooli in the Wolof language- who stretch out their wings to show off their beauty to the female.

BJ0001



BJ0061



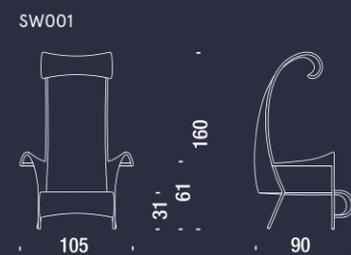


SHADOWY

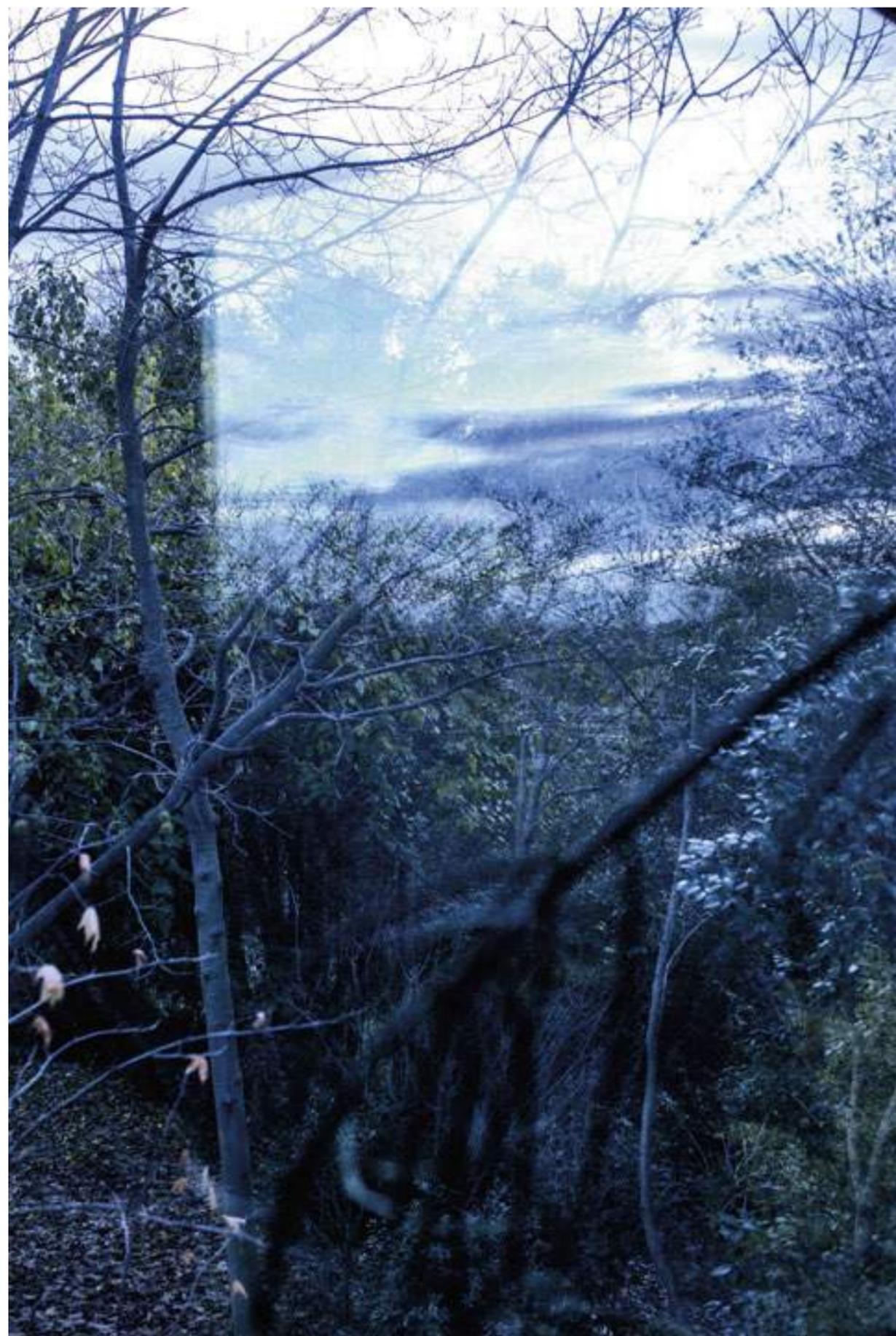
by Tord Boontje

Le sedute da spiaggia anni '20, tipiche del mare del nord Europa, sono rese contemporanee dai pattern colorati, digitalizzati e realizzati da maestri artigiani africani, intrecciando coloratissimi fili di plastica.

1920s northern European seaside chairs brought up to date with digitally designed colour patterns woven by master craftsmen in Africa using brightly coloured plastic yarns.




At Home
-
www.moroso.it





MISFITS

by Ron Arad

Il designer modella, scava, taglia, si sostituisce alla forza della natura. L'intenzione è quella di creare un insieme di sedute componibili; la condotta però è libera. Ogni singolo modulo è indipendente; nell'accostamento, deliberatamente, non c'è ricercata la corrispondenza.

The designer models, hollows, and cuts, doing all Nature's work. The intention is to create a modular seating system, but free choice is allowed. Each piece can stand alone or in combinations; any matching effect achieved is unintended.

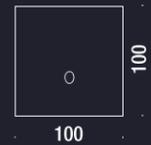
Fabrics:

MF270-271-272-273-274-275: Divina 3 623 A0867 - 111

MF275



MF274



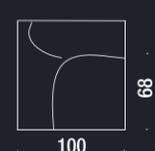
MF272



MF273



MF271



MF270



WITCH CHAIR

by Tord Boontje

Tord Boontje mette in scena una fiaba gotica vittoriana, un sogno delicato e inquietante al tempo stesso, intervenendo come un mago, creando un mondo dalle atmosfere ammalianti e noir.

Tord Boontje stages a gothic Victorian fairytale, a delicate yet unsettling dream, manipulating the scene like a wizard, create a dark world with an enchanting atmosphere.

Fabrics:

TB132: Black Magic Class Leather B0250, Divina 3 623 A0867 - 111

TB132







At Home
-
www.moroso.it





3 NUNS

by Ron Arad

Semplici ed essenziali bande in acciaio temprato, fissate tra loro con dei bulloni a farfalla, sfruttano l'elasticità e la naturale plasticità del metallo per conferire resistenza e flessibilità alla seduta.

Simple, unadorned strips of tempered steel fixed together using wing bolts exploit the elasticity and malleability of metal to create a resilient and flexible stool.

NU0020



39
40





Z-SHELF

by Ron Arad

Un foglio di metallo tagliato e piegato, essenziale, privo di qualunque elemento decorativo. Il valore è nella composizione, nella libertà di accostamento. L'esito è una griglia interrotta, spezzata da continui tagli che ne alleggeriscono la percezione.

*A cut and folded sheet of metal, bare, free from decoration.
It distinguishes itself in composition, in the freedom of combination.
The result is an incomplete grille, broken up by cuts which lighten the perception.*

ZF002S



ZF002T







MEMORY

by Tokujin Yoshioka

Un oggetto delicato e alterabile, dotato di un'estetica flessibile e mutante, dove l'importanza del gesto costruttivo istituisce un legame fisico nel momento stesso dell'uso.

An object which is delicate and can be changed, and whose appearance is flexible and shifting. The creative act thus forms a physical connection with the moment of use.

MM0061



88

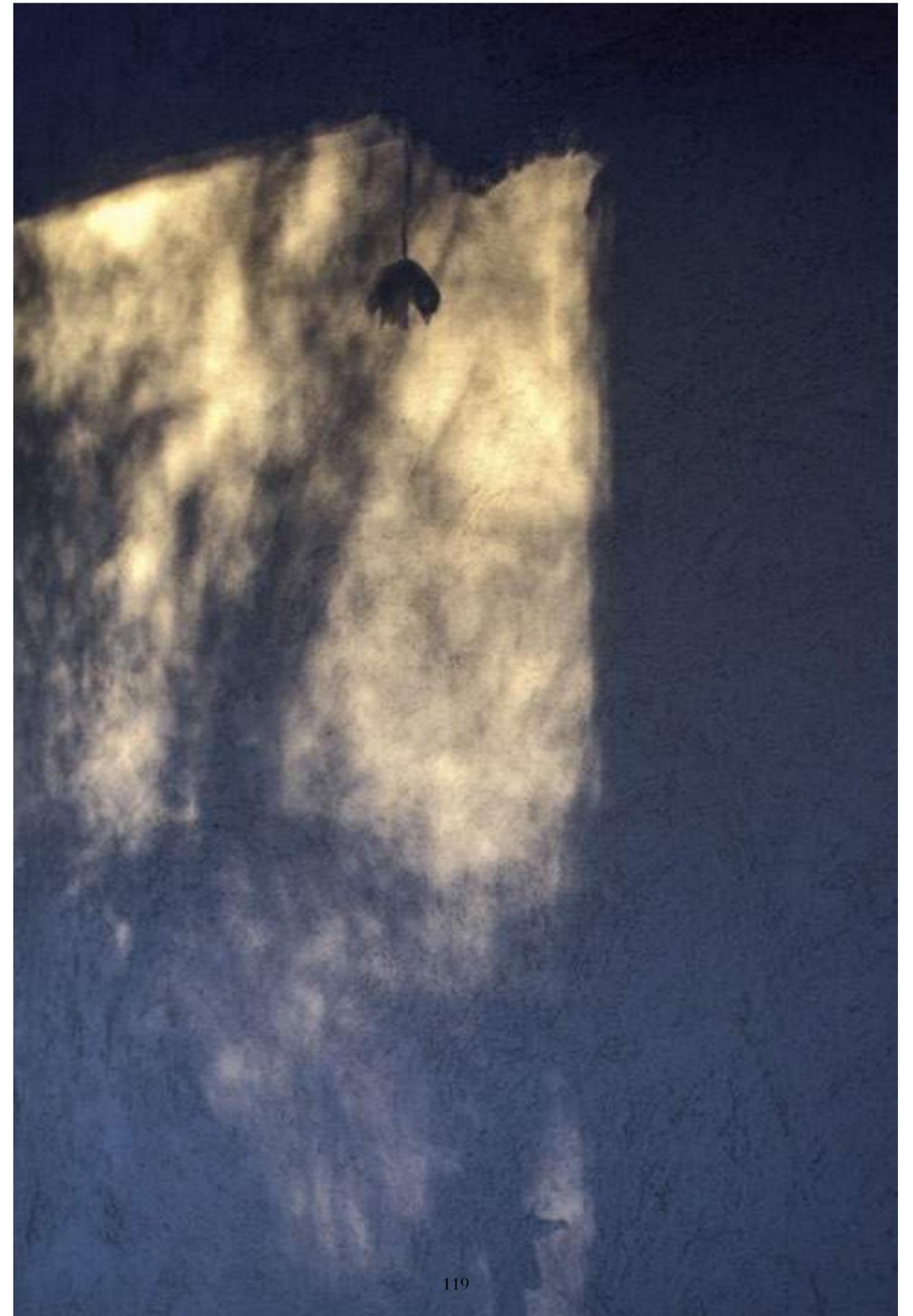
P=75

48 83





At Home
-
www.moroso.it









BIKINI ISLAND

by Werner Aisslinger

Progettare le relazioni, disegnare traiettorie per appropriarsi degli spazi che l'attualità dispone. Bikini è un paesaggio figlio del tempo e della società che lo esprime. Aree d'attesa, ambiente domestico, flessibilità componitiva.

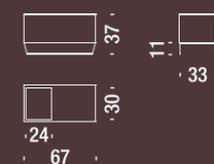
Designing interactions, trajectories to take over the space available.

Bikini is a landscape which is a child of its times and the society it represents. Whether used in waiting areas or homes, the seating system is absolutely flexible.

SINGLE SEATING MODULE



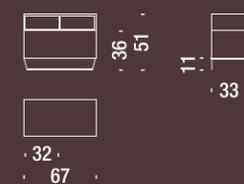
STORAGE COVERED MODULE
PLANT BOX



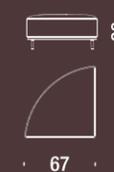
SINGLE TABLE



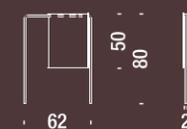
STORAGE COVERED MODULE
SHELF



SEATING MODULE



SCREEN MODULE



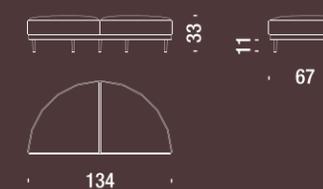
BACKREST MODULE



SEATING MODULE



SEATING MODULE



DAYBED MODULE



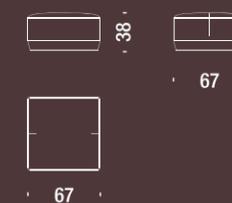
DAYBED MODULE



SEATING MODULE



SEATING MODULE







TAKE A LINE FOR A WALK

by Alfredo Häberli

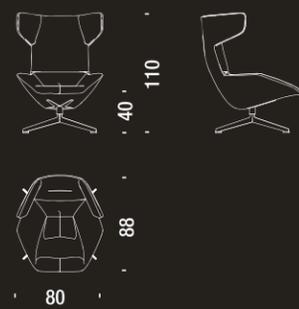
Un guscio avvolgente, comodo e protettivo, per appoggiare il capo, riposare o isolarsi dall'ambiente circostante.

A wraparound shell, which comforts and protects, a place to relax, rest your head, cut yourself off from the outside world.

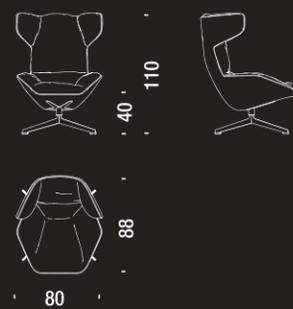
Fabrics:

TK00V6: Magia Ruggine Leather B0193
 TK0389: Talma Edgy Graphite A4366, Divina MD 343 A5861 / Canvas 244 A7279,
 Waterborn 753 A0994 / Plot 853 A5680, Highfield 634 A7544 / Field 642 A7221, Divina
 MD 653 A5856 / Plot 423 A5660, Waterborn 363 A1020

TK00V6



TK0389 + TK0340











TALMA

by Benjamin Hubert

L'idea è semplice: avvolgere una struttura metallica con un mantello imbottito e trasformarla in qualcosa d'altro. Il rivestimento diventa abito.

The idea is simple: cover a metal frame with a padded overcoat and turn it into something else. The upholstery becomes clothing.

Fabrics:

TA1061: Talma Edgy Graphite A4366 / Talma Edgy Linen A4369

TA1061





At Home
-
www.moroso.it



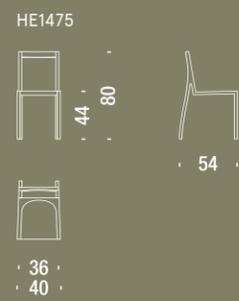


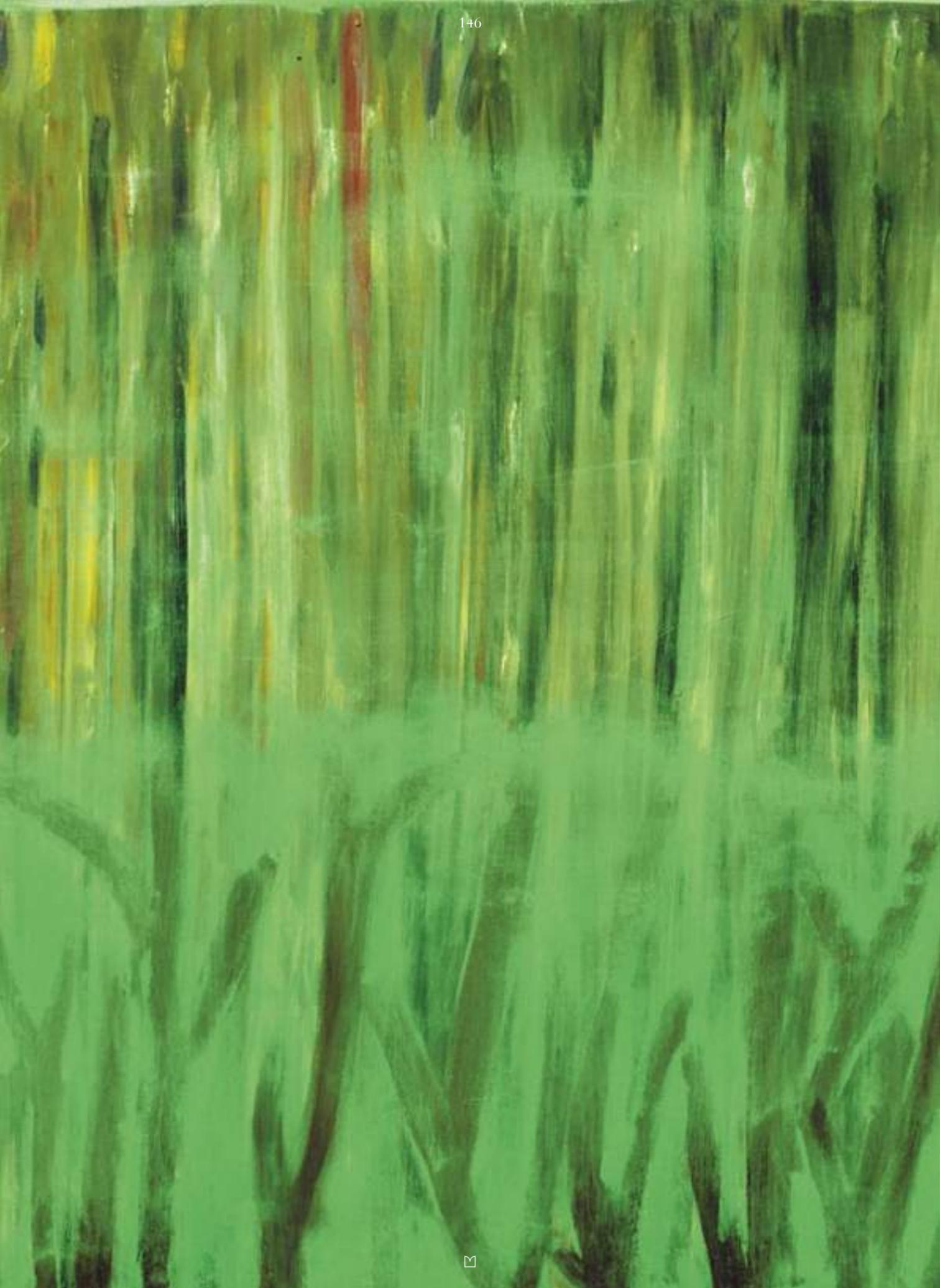
HEEL

by Nendo

Heel mantiene la memoria di una rottura accettata, di una
manomissione nella continuità lineare del telaio.

*Heel carries the trace of an accepted fracture, an interruption of the
frame's continuous line.*








At Home
-
www.moroso.it







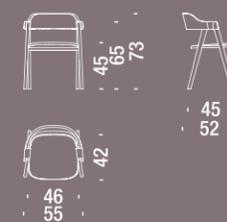
MATHILDA

by Patricia Urquiola

Un oggetto d'uso quotidiano, una forma conosciuta acquisita dalla memoria collettiva, della quale porta l'aspetto familiare.

An everyday object, an easily recognized shape from our collective memory, that is why it feels familiar.

MA305T




At Home
-
www.moroso.it

