

# MOROSO<sup>®</sup>

## around the beauty of design





MOROSO<sup>®</sup> Morosopoli

*Inspire*



*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 outs 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.



# References

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## hospitality

### HOTEL, RESTAURANT, CAFE, PRIVATE, RESIDENCE

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## educational

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| Tilburg pg. 102        |  Theaters Tilburg                                  |
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| Birmingham pg. 120     |  Library of Birmingham                             |
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## shop

### STORE, SHOPPING MALL

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## corporate

### OFFICE, BANK, CONFERENCE CENTER

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## travel

### AIRPORT TERMINAL, RAILWAY STATION, CRUISE SHIP, LUXURY YACHT

- |                   |   |                                  |
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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...



MOROSO<sup>®</sup> around the beauty of design



# 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



Best residential  
development 2010.  
Top Builder 2011.

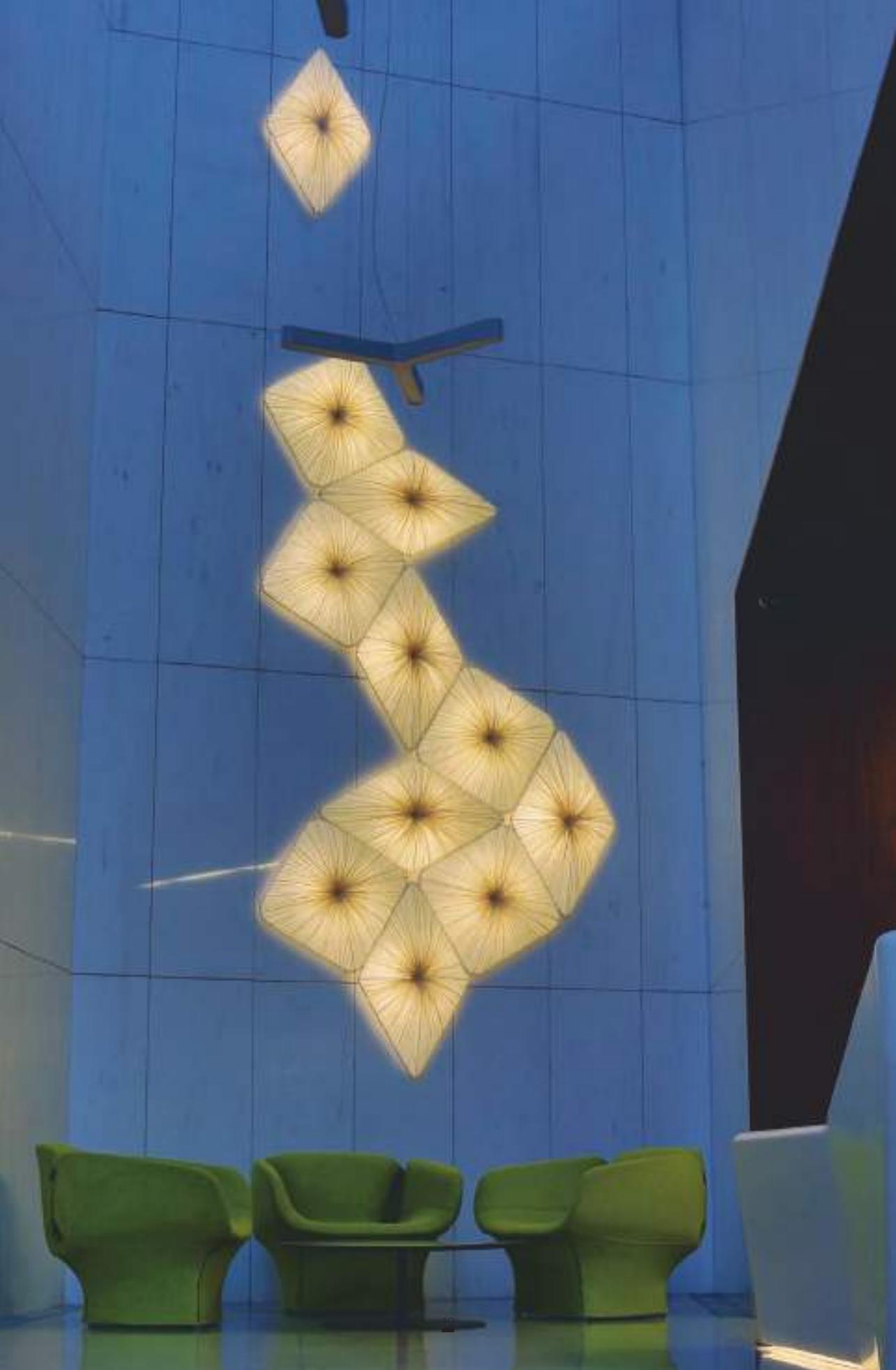
P. Urquiza  
**Bloomy, Phoenix**



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

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





## Hotel Muchele

Postal, Bolzano



Photo credit: Götter Edi

P. Urquiola  
**Bohemian, Rift, Bloomy, Klara**



R. Saini  
**Capitello**      K. Martina  
**Twist again**











## Hotel Miura

Čeladná,  
Czech Republic

Architecture: Labor13

T. Kita  
Saruyama Island







## 25h hamburg number one

Hamburg, Germany

Architecture: Studio Dreimeta  
Interiors: Sibylle von Heyden



Photo credit: Stephan Lemke. © 25hours Hotel

P. Urquiola  
**Fjord**



*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.





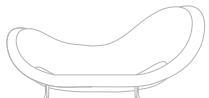
Milano

## The Hub Hotel

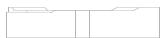
P. Urquiola  
**Lowseat, Bloomy**



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











## 25h hotel Zurich

Zurich, Switzerland

Interiors: A. Haberli

Photo credit: Stephan Lemke, © 25hours Hotels

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, Toogou



T. Boontje  
Shadowy









P. Urquiola  
**Spring**

R. Saini  
**Capitello**





N. Doshi & J. Levien  
**My Beautiful Backside**

P. Urquiola  
**Fergana**





## Hotel Leitlhof

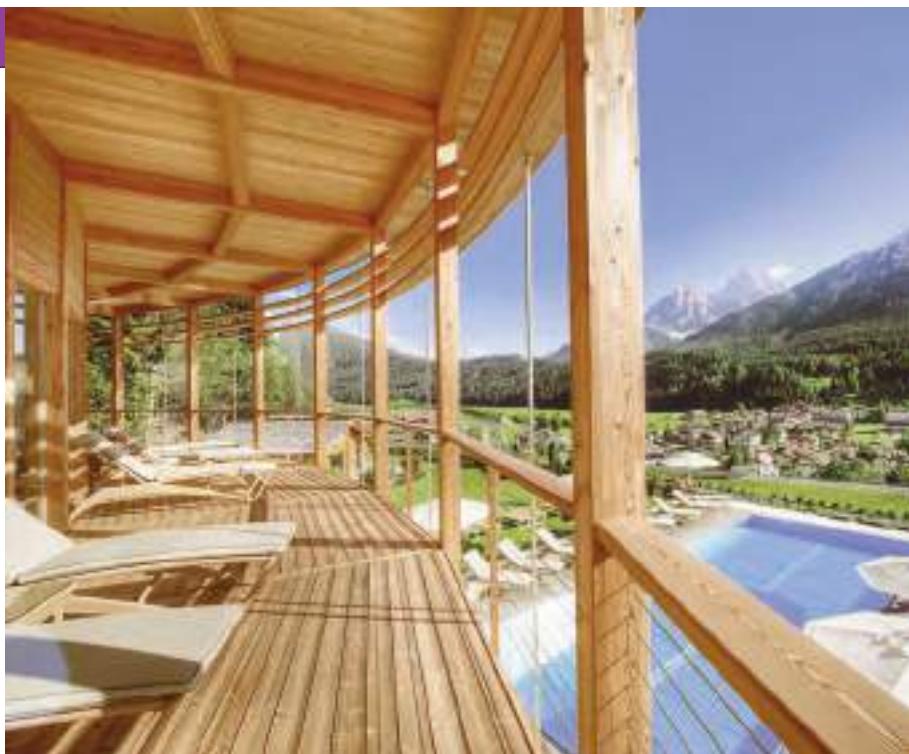
San Candido (BZ)  
Italy

Studio arch. Wilfried Kofler

P. Urquiola  
**Phoenix**



M. Iosa Ghini  
**Big Mama**







## UNA Hotel Mediterraneo

Milano, Italy

Interiors: UNA Hotels creativeLAB  
Photo credit: Alberto Ferrero

M. Newson  
TV-chair



P. Urquiola  
Bloomy, Fjord



D. Gomez  
Village



K. Martina  
Buba



T. Boontje  
Rain







## Hotel Bora Hot Spa Resort

Radolfzell am Bodensee,  
Germany

Architecture:  
Franchi & Dannenberg  
Architecture & Design  
Interiors: Biquadra



A. Citterio  
Berlin

P. Urquiola  
Fjord



Photo credit: Hansa Knödle





## Lanchid 19 Design Hotel

Budapest, Hungary



P. Urquiola  
**Bloomy**



V. Robinson  
**Oblio**



R. Arad  
**Ripple chair**





## Motel One Hauptbahnhof

Duesseldorf,  
Germany





## Hotel Crowne Plaza

Milano, Italia

Interiors: Elisabetta Motta



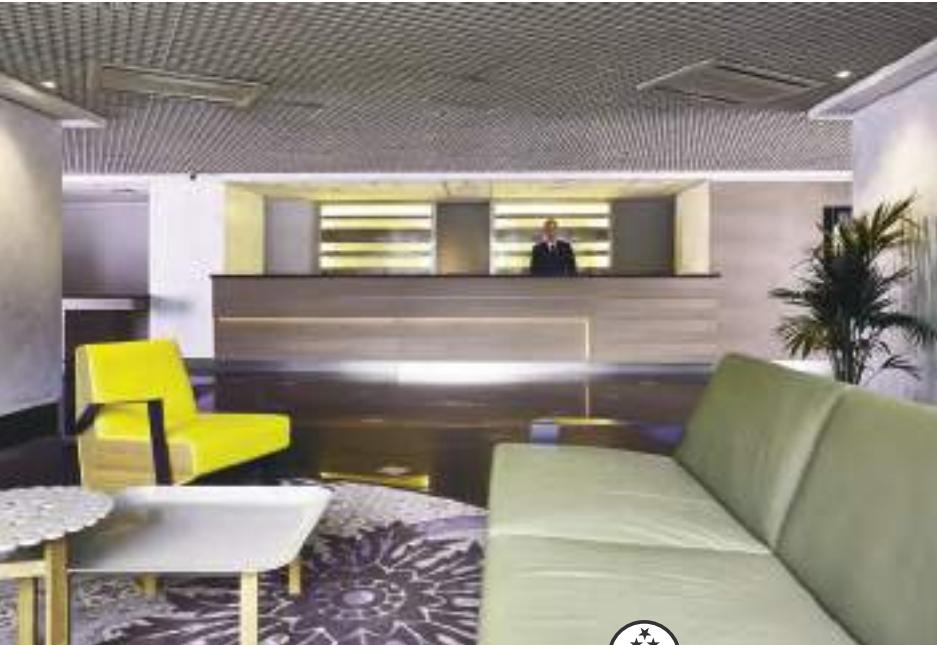
P. Urquiola  
Klara



Silver Lake



Fergana







P. Urquiza  
Fjord, Bloomy, Phoenix

R. Arad  
Victoria & Albert collection



## AS Hotel Limbiate

Fiera Limbiate, Milano  
Italy

Interiors: Studio De Paoli









**25h**  
TWENTY FIVE HOURS

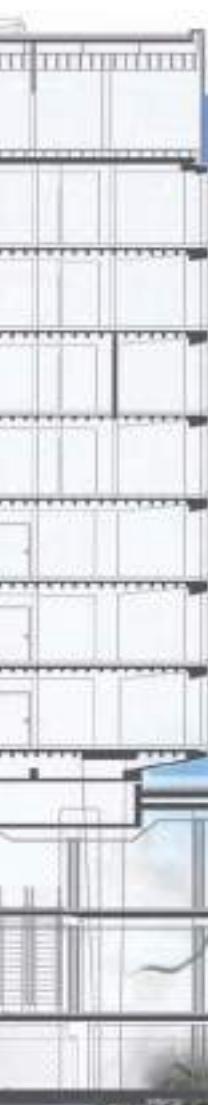
BIKINI  
BERLIN

# URBAN JUNGLE

25h Bikini Berlin

Germany





### **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

## Walton & Rosetti

Frankfurt am Main,  
Germany

Diesel  
Bar stud stool



Photo credit: di Ralph Hillert







Photo credit: Shooting lab, Torino.

## oneapple

Monte Carlo

Project: Fulvio Fantolino.  
Interiors: Operart srl, Torino.

P. Urquiola  
**Spring**



E. Franzolini  
**Tia Maria**



Diesel  
**Rock, Overdyed**





## oneapple

Torino, Italy

Architecture: Fulvio Fantolino  
Interiors: Operart srl



Photo credit: Ralph Hillert

Nichetto-Gardone  
**Around the roses**



P. Urquiola  
**Rift, Fjord, Bloomy**







## QuBiK

Photo credit: Marco Covì



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**



Architecture: Sadar + Vuga architects.



Photo credit: Miran Kambic





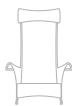
## The loft project

Athens, Greece

Architecture: EseStudio



P. Urquiola  
**Smock**



T. Boontje  
**Shadowy**

Photo credit: Iwanna Roulopoulou









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**





AFRICA Michael Fink



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



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



P. Bestenheider **Nanook**



P. Urquiola **Antibodi, Lowland**



## private residence

New York, USA

Interiors: Rami Riad



Photo credit: Ikon







BRUNNEN VERLAGSGRUPPE







## Villa Katarina

Ljubljana, Slovenia

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



For Use/Numen  
Transform

Photo credit: Miran Kambič & Peter Grcičani









# educational



UNIVERSITY  
LIBRARY  
THEATER  
MUSEUM













Doshi & Levien  
Paper planes



Nendo  
Kub



Architecture/Photo credit: Woods Bagot

## ACU

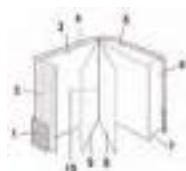
### Australian Catholic University Raheen Library

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.











P. Urquiza  
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**









Photo credit: Jan Dijkshoorn, Studio Burogram.



## TU Eindhoven

The Netherlands



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



For Use  
**Transform**



T. Kita  
**Saruyama Island**



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











Photo credit: JC Meauxsoone

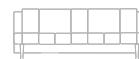
## Pole culturel du Marsan

Mont du Marsan, France

Architecture: Cardete & Huete Architecte



R. Dordoni  
**Waiting**



R. Arad  
**Victoria and Albert collection**







Photo credit: Christian Richters e 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 Ontwerp / Workshop of Wonders



T. Dixon  
**Serpentine**











Architecture: PAD – Plan Architecture Design

## Riffa Fort

Riffa, Bahrain

Photo credit: Marco Bona

 R. Lovegrove  
Supernatural







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 Paderni

## 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 Office



Photo credit: Nigel Marson Photography

Atlanta, USA

Interiors:  
Perkins + Will

N. Doshi & J. Levien  
**Paper planes**





E. Franzolini

n. 16 Square custom

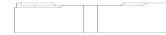
n. 3 Square custom

n. 109 Stell



A. Quinze

n. 2 Deer



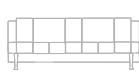
T. Dixon

n. 1 Serpentine



R. Dordoni

n. 2 Waiting



M. Iosa Ghini

n. 1 Plana



## Biblioteca di Scandicci

Scandicci (FI)  
Italy

Architecture: Baracchi e Lecconi







## MassArt

Boston, USA

G. Guillaumier  
**FreeFlow**



Photo credit: Chuck Choi, Peter Vandenwalker, Lucy Chen

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.*



STORE  
SHOPPING MALL



shop





Photo credit: Andrea Matradonna

## Boutique Santoni

Milano, Italy

Architecture/Interiors:  
Patricia Urquiola



P. Urquiola  
**Silver lake**



P. Urquiola  
**Silver lake**



**Bohemian**



M. A. Torpe  
**Mark**









P. Urquiola  
**Bloomy, Antibodi**



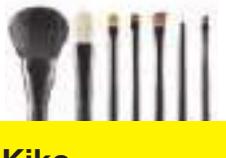
**Missoni**

Milano, Italy

Studio arch. Patricia Urquiola







**Kiko**



P. Urquiola  
**Rift**

Store in Europe

Interiors: Valeria Lombardo  
Photo credit: Daniele Iodice



KIKO  
MAKE UP MILANO





Architectura: Karhard Architektur + design  
Photo credit: Stefan Wolf Lucks

## Viktor Leske International

Berlin, Germany

Diesel  
Bar stud stool







miliardo  
1 000 000 000  
giga  
1000 milioni  
 $10^9$   
billion

**Billionaire**

Italy



P. Urquiola  
**Bloomy, Field**







**Centro commerciale  
Pescara Nord**

R. Dordoni  
Waiting



Pescara, Italy

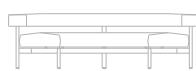
Architecture: BM Engineering





## Metropoli

Novate Milanese, Milano  
Italy



G. Guillomier  
Freeflow



P. Urquiola  
Fjord



R. Lovegrove  
Supernatural

# corporate



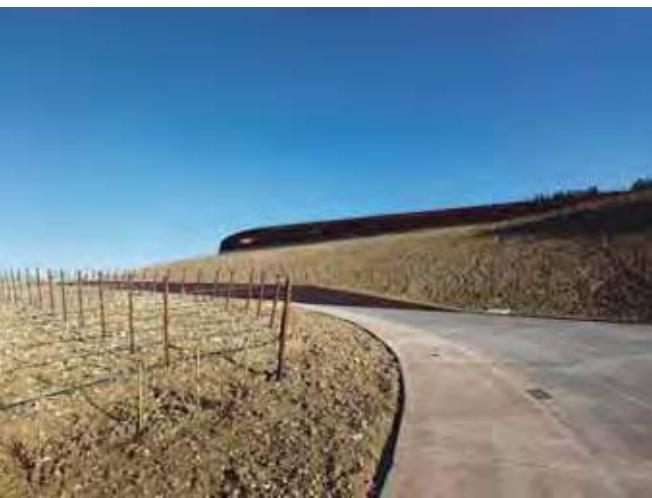
OFFICE  
BANK  
CONFERENCE  
CENTER





*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 Hydeia. Photo credit: Pietro Savorelli

## Cantine Antinori

Bargino, Firenze  
Italy



T. Kita  
**Saruyama Island**



P. Urquiola  
**Bohemian, Fjord**



R. Arad  
**Misfits**



For Use  
**YY Chair**



T. Yoshioka  
**Moon**

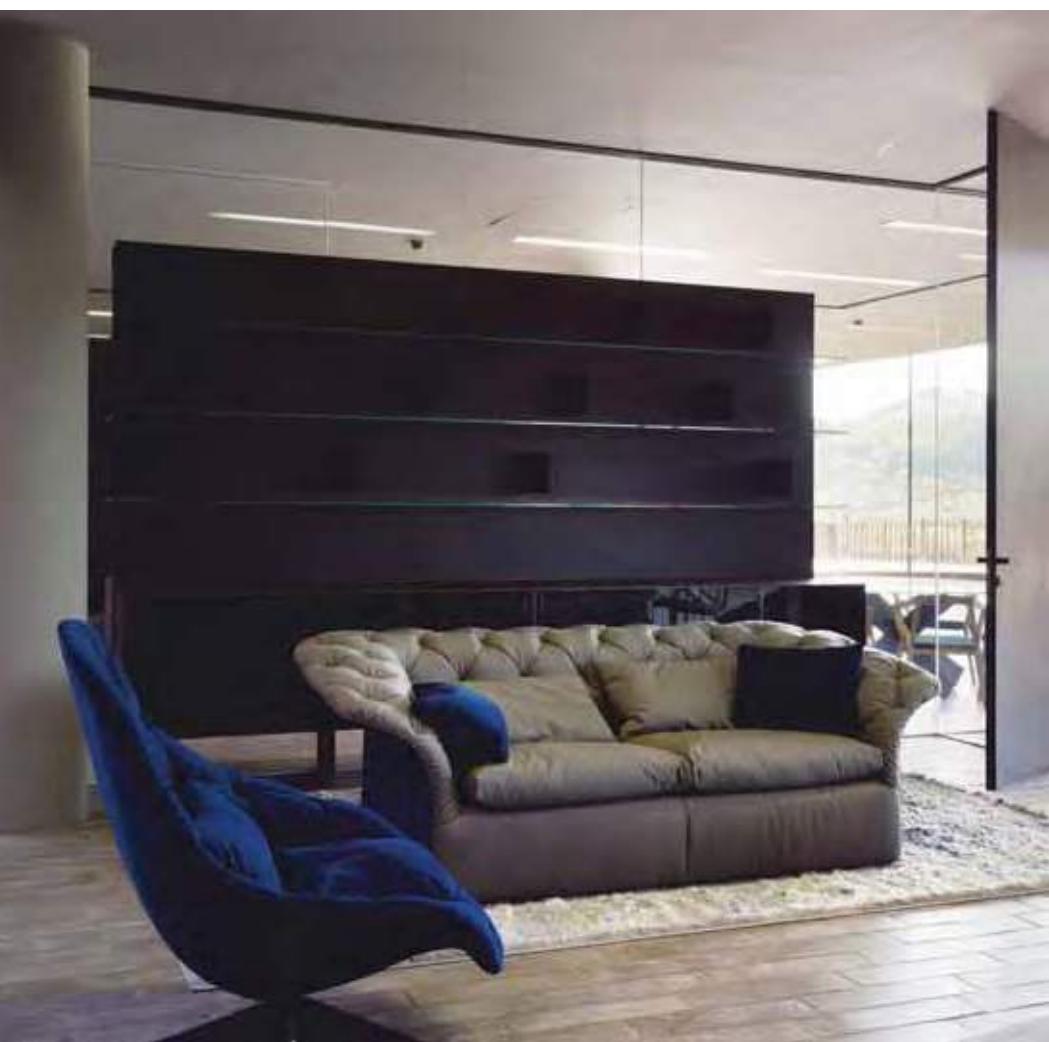




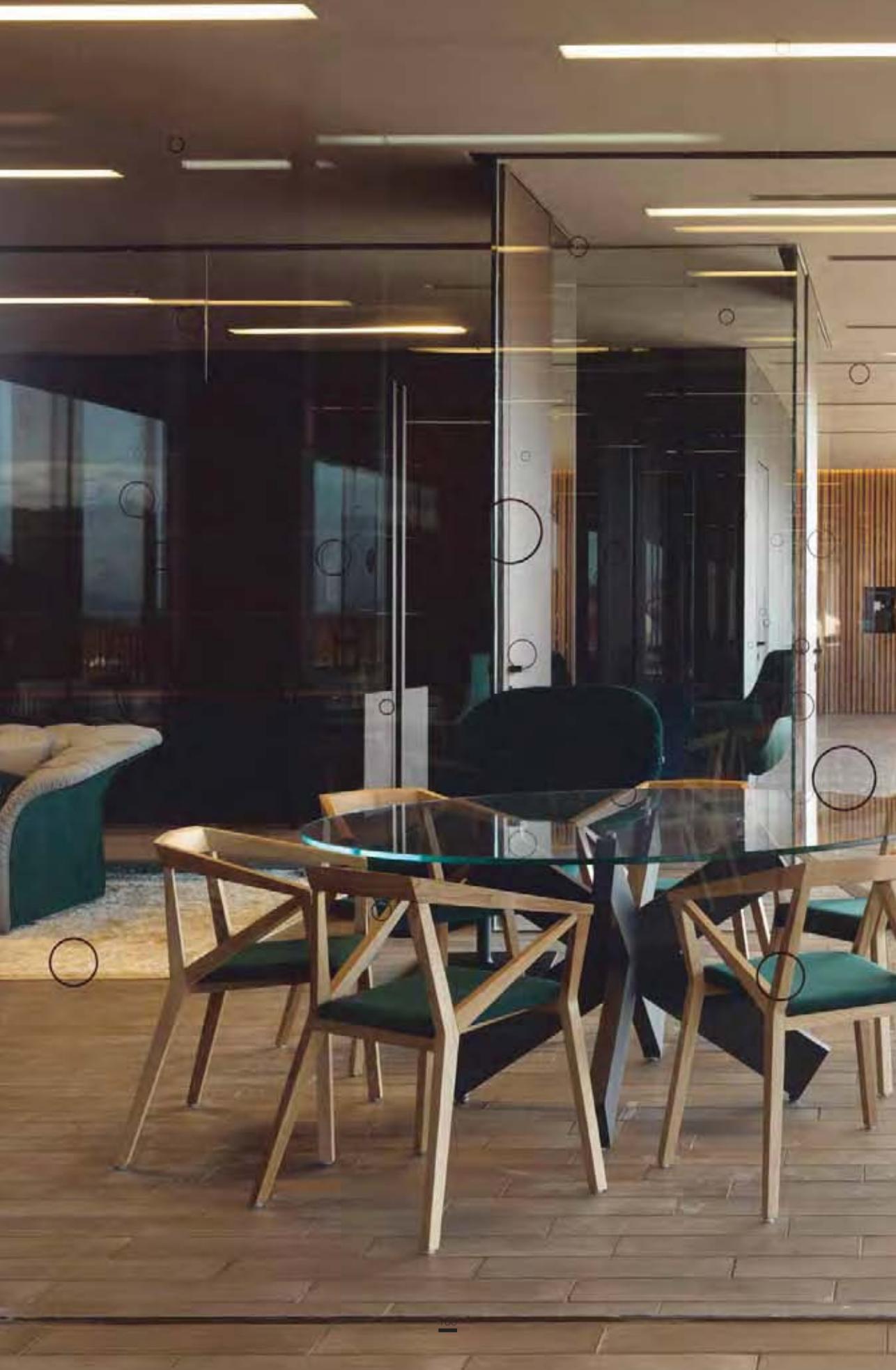














Una fortezza parte dello Stelling di Amsterdam,  
patrimonio UNESCO, che ora è architettura contemporanea  
per un centro culturale.

*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**







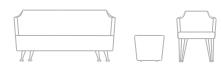
Architecture: Studio HAK Co.  
Interiors: Daniel Albizu e Mahmoud A. Nour



## Al Mukmal Tower

Jeddah,  
Kingdom of Saudi Arabia

Photo credit: Mahmoud A. Nour



E. Franzolini  
**Jules**

Nichetto-Gardone  
**Around the Roses**







## Poggenpohl Office

Hong Kong, China



P. Urquiola  
**Lowseat**





Photo credit: Marco Borla



بنك عمان العربي

Architecture: D&A Interior architects

## OAB Oman Arab Bank

Muscat, Oman

P. Urquiza  
Shanghai Tip  
Lowseat



R. Arad  
Victoria and Albert



E. van Vliet  
Joy





E. Franzolini  
**Steel**







P. Urquiola  
Silver lake



Nichetto-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







R. Arad  
Size ten

P. Urquiola  
**Lowland, Lowseat**









K. Martina  
Helix



P. Urquiola  
Boemian, Bloomy





P. Urquiola  
**Phoenix, Bloomy**



  
R. Lovegrove  
**Supernatural**





sinodoors



Photo credit: Marco Bonia Photos courtesy Petroleum Development Oman

M. Iosa Ghini  
Newtone



P. Urquiola  
Highlands



**PDO**  
**Petroleum**  
**Development**  
**Oman**

Muscat, Oman

Architecture: D&A Interior architects



Doshi&Levien  
Paper planes







Photos courtesy Petroleum Development Oman



marco borja



P. Urquiola  
Fergana



Diesel  
Bar Stud Stool



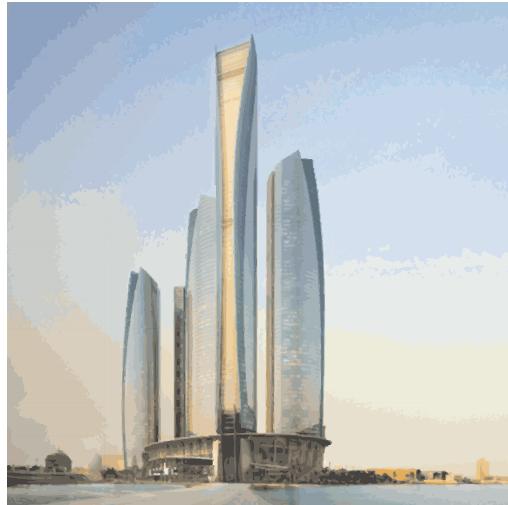
R. Lovegrove  
Supernatural



Marco Boria



Photo credit: Verdekwi 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





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











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**

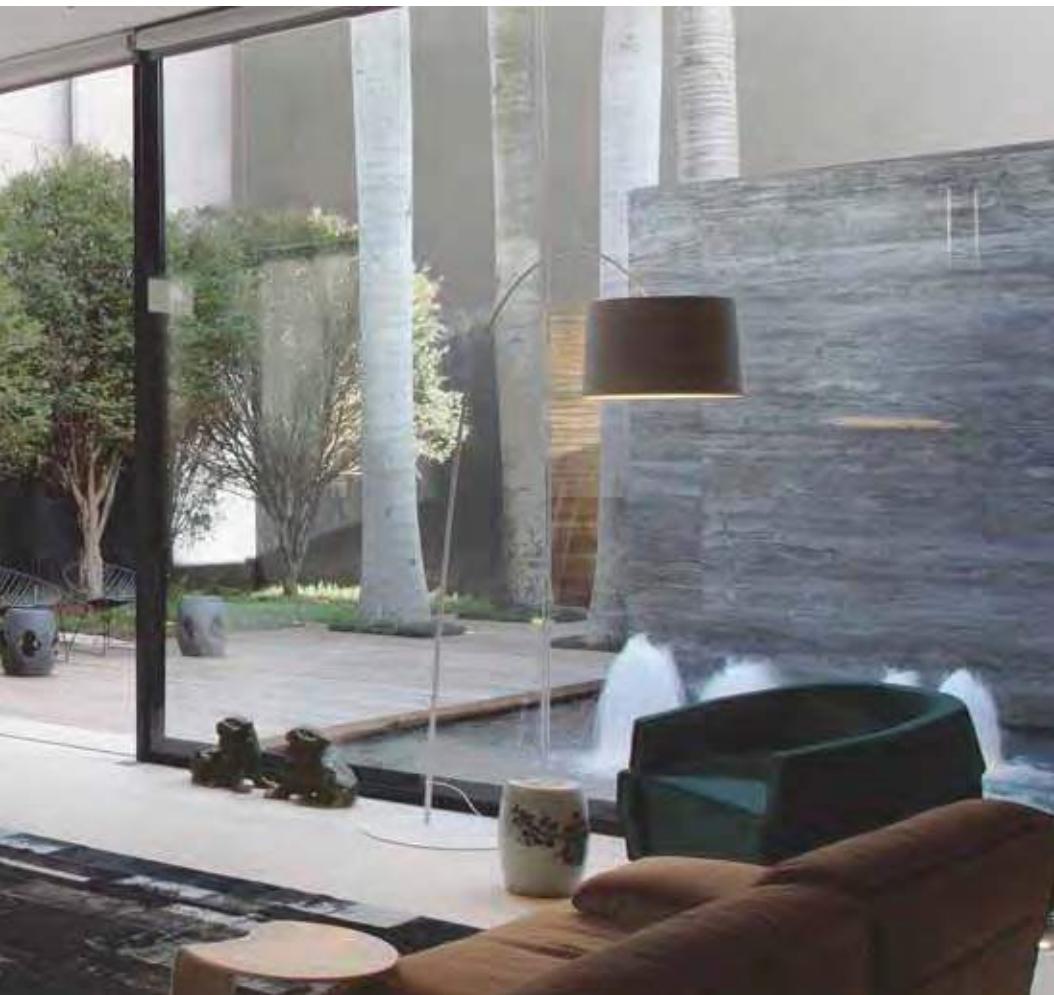


P. Bestheinder  
**Nanook**



J. Wagner  
**Yo-yo**

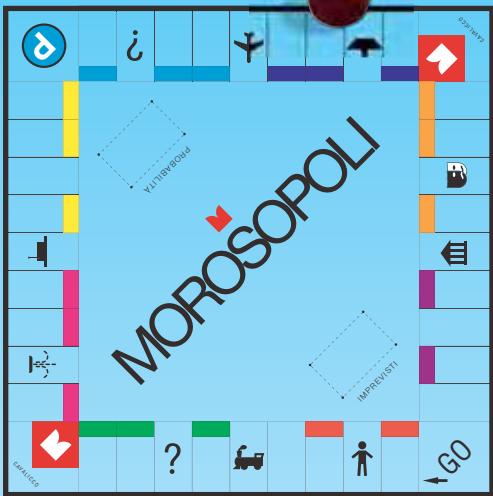






- AIRPORT TERMINAL
- RAILWAY STATION
- CRUISE SHIP
- LUXURY YACHT

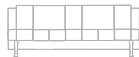
travel



## 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 21<sup>st</sup> century airport.  
In Europe it is the very model  
of a non-aviation business model.*











VIA

Photo credit: Werner Hutmacher Photography



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

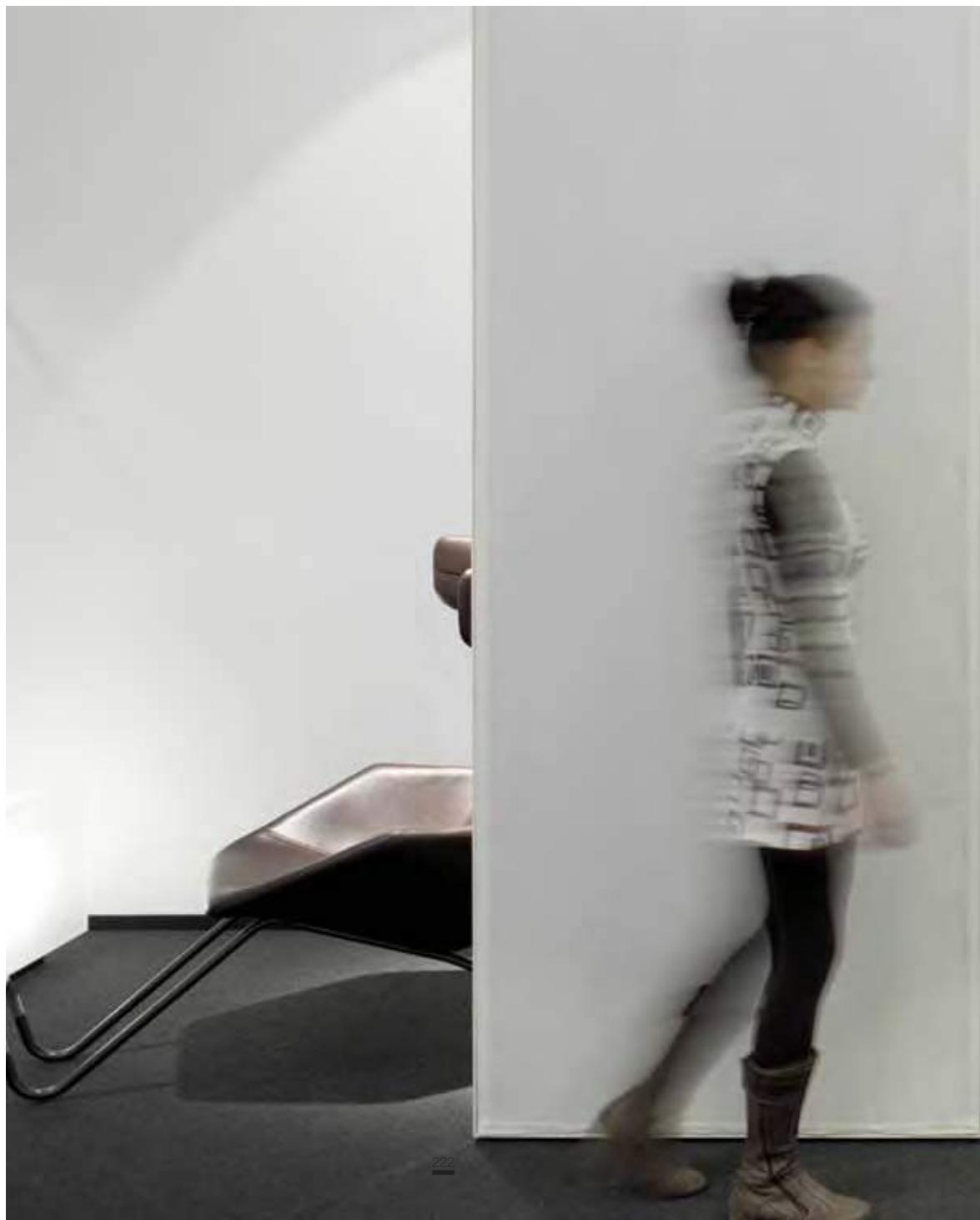
Architecture Sky lounge s area: Ohnmacht Flamm.

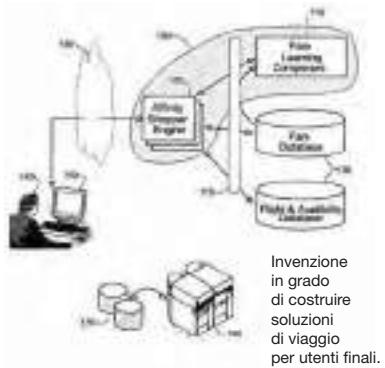
A. Häberli  
Take a line for a walk

## Vienna International Airport Area SKY Lounges

Austria

Photo credit: Heming Kospke





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.*



## 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





**Freccia Club Roma Tiburtina**





R. Arad  
**Victoria and Albert**



## Morooso on board in



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

### **Costa Crocieri**

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 Yacht

Architect: Marijana Radovic,  
studio Standby Milano

P. Urquiola  
**Bohemian**



**Field**



**Smock**



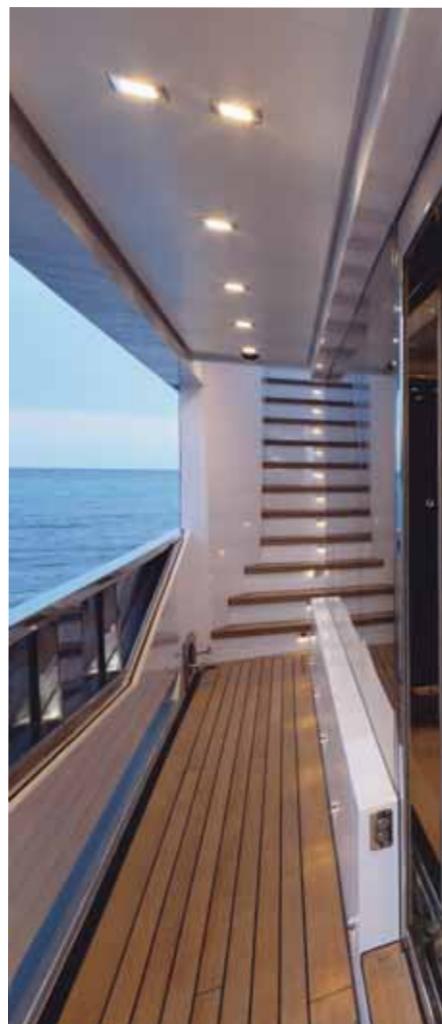
**Phoenix**



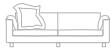


## Private yacht

Project: Hot lab Milano



Diesel  
Diesel



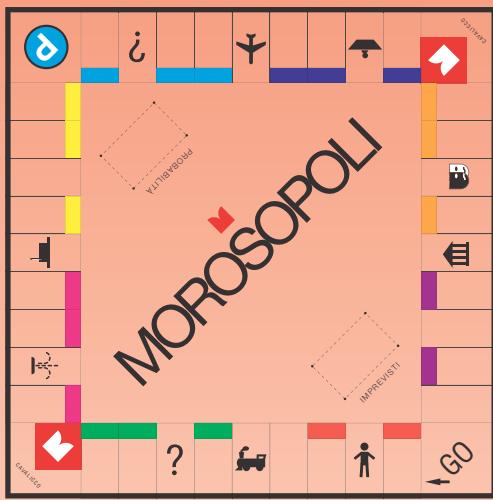
A. Citterio  
Rich







# Moroso



EXHIBITION 





**Moroso 60°**

**Metamorphosis**

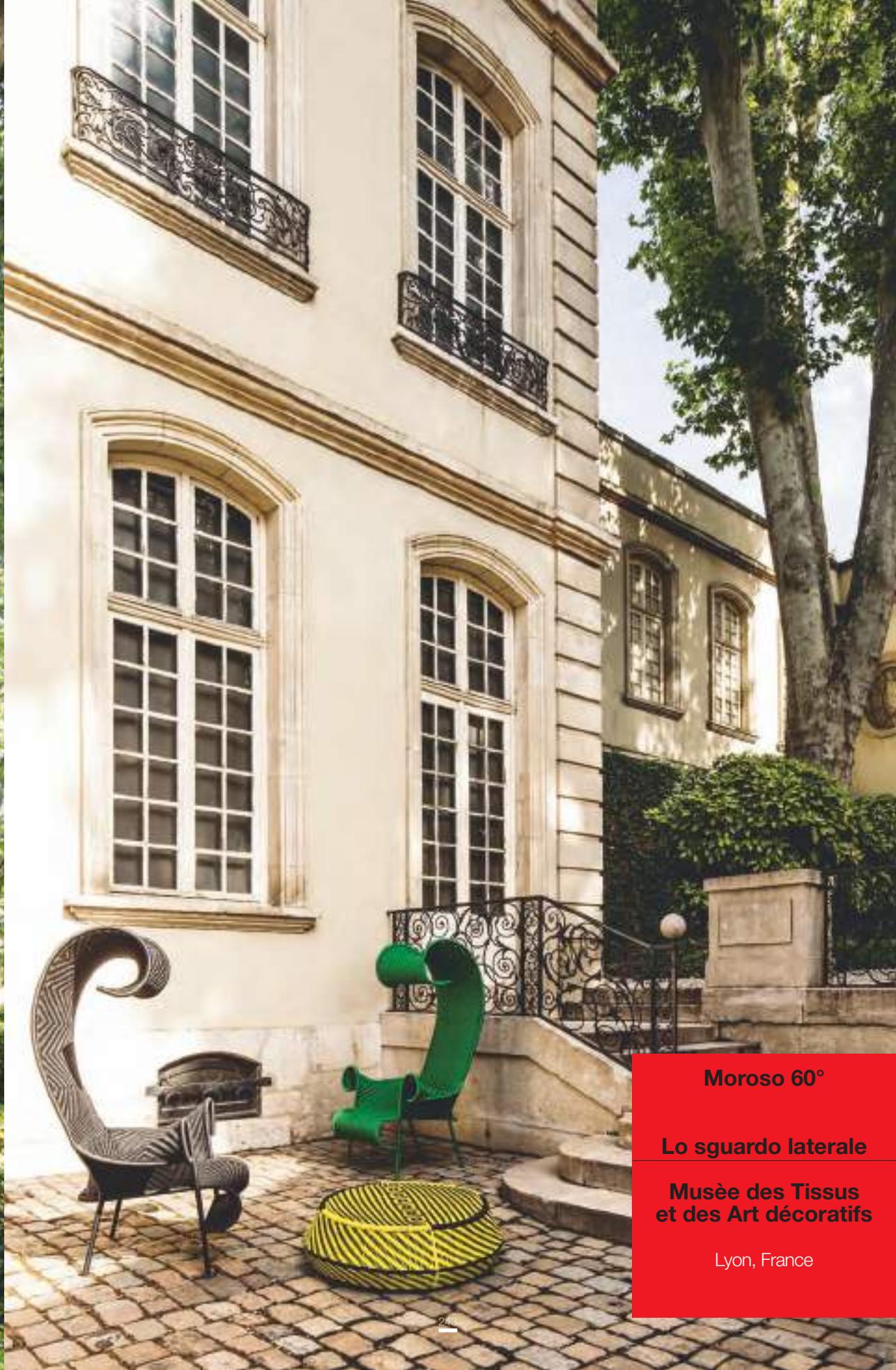
**Museo d'arte moderna  
e contemporanea**

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 Tiffaferrante  
Scenography artwork: Giulio Calderini



**La Biennale  
di Venezia  
Festival del cinema  
2013**

Venezia, Italy









MOROSO<sup>™</sup> 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*



*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.*



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,

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



FH0 050 Fjord  
Patricia Urquiola



FH0 106



FJ0 106



RCOOFT Ripple



Wavy WV0 068



T30 050 Thre Skin



TR0464 Tropicalia



RFO 050 Rift



RFO 338



TWO 050 Tv chair  
Marc Newson



IWO OFU Impossible wood  
N. Doshi e J. Levien



LEO OFT Leaf  
Carlo Colombo



YCO 050 YY-chair  
For Use/Numen



SU0061 Supernatural  
Ross Lovegrove



SUO 156



SU0050



TB0 136 + TB0 131 Doll chair  
Tord Boontje



TB0 132 Witch chair



RAO 050 Rain



SW0 050 Sunny



TIO OFS Tia Maria  
Enrico Franzolini



TIO OFL



TIO OFB

# ARMCHAIRS



FJO 001  
Patricia Urquiola



FJO 03K  
FJO 03G



BH0 061 Bohemian  
BH0001



KLO 001 Klara



KLO 490



KLO 491



KLO 478



SLB 091 Silver lake



SLC 208 + SLB 017



RF0 061



RF0 001



Bloomy BM0 050



BM0 061



BM0 001



RDO 001 Redondo



Smock SMO 0VT



ABO 456 Antibodi



TR0458 TR0462



VOO 295 Volant



TKO 079 Take a line for a walk  
Alfredo Häberli



TKO 0V7



TKO 0V6



TKO 389



SCO 001 Skate



Spring Collection  
SK0 061 Soft heart  
Ron Arad

SFO 050  
Soft little heavy

SZ0 061  
Size ten

SB0 061  
Soft big heavy

TZ0 001 Big easy



VAO 001 Victoria and Albert



VAO 061



VAO 042 Little Albert



NNO 042 O-Nest  
Tord Boontje



BSO 001 Boston



BSO OTU



R00 061 Rodolfo



Los Muebles Amorosos  
HT0 061 Hotel 21  
Javier Mariscal



HTO 001 Lobby



AE0 001 Alessandra



AE0 050



GLO 0V6 + GLO 0V7 Glou  
Marc Newson



ZB0 001 Zabuton  
Nendo



ZB0 061



Sushi collection  
S30 061 Ju-ju fauteuil  
Edward van Vliet



S30 001 Karmakoma



C00 001 Coat  
Sebastian Herkner



MU0 042  
Tokujin Yoshioka



MU0 361



MU0 042



MU0 161



MM0 061 Memory



BQ0 050 Bouquet



PC0 001 Panna chair



PPO 365 Paper planes  
N. Doshi & J. Levien



PPO 374



CH1 001 Chandigarh



CMO 061 C-chair  
For Use/Numen



M'Afrique collection, SW0 001 - 017  
Tord Boontje



IRO 050 Iris  
Dominique Petot



IB0 001 Ibiscus



TUO 050 Toogou  
Patricia Urquiola

NPO 050 Nopolou



CRO 001 Car rapide  
A. Birsel & B. Seck



BTO 001 Binta  
Philippe Bestenheider



HEO 061 Helix  
Karmelina Martina



TDO 050 Tennis chair  
Tomek Rygalik

## CHIAISE LONGUE



SW0 066 Shadowy  
Tord Boontje



TIO OFD Tia Maria  
Enrico Franzolini



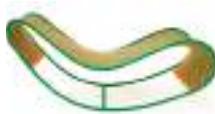
BH0036 Bohemian  
Patricia Urquiola



AB0 257 Antibodi



TR0 470 Tropicalia



BAO 036 Bayekou

# BENCHES, STOOLS



Dinamic collection PK0 06N Plana  
Massimo Iosa Ghini



LL0077 Lowland  
Patricia Urquiola



S70 017 Steel  
Enrico Franzolini



M'Afrique collection,  
TV0017 Touï  
Patricia Urquiola



GA0 177 Gaal  
A. Birsel & B. Seck



TS0 017, TS0 077 Twist again



FJ0077 + FJ0017 Fjord  
Patricia Urquiola



OS0 057 Osorom  
Konstantin Grcic



ST0 020 Shitake  
Marcel Wanders



OBO 148 Oblio  
Von Robinson



CPO 017 Capitello  
Rajiv Saini



Sushi collection, Donut  
S30 0M7  
Edward van Vliet



Kub KU0 328 + KU0 327 KU0 325 + KU0 326  
Nendo



DW0 077 Dew



DW0 017



S40076

S40214



BVO 06N Buba  
Karmelina Martina



RFO 112 Rift  
Patricia Urquiola



FJO 111-112 Fjord



AT0112 Around the roses  
M. Gardone & L. Nicchetto



GU0 07N Guizzo Dinamic Collection  
Massimo Iosa Ghini



S20 07N Steel  
Enrico Franzolini



RLO 07N Rich  
Antonio Citterio

# TIMELESS



RLO 050 Rich  
Antonio Citterio



RLO 03Z



RIO 06S



RLO 061



NSO 061 Novecento



BEO 065 Berlin



BEO 06R



BIO 015 Papy  
Massimo Iosa Ghini



BIO 001 Big Mama



NTO 05X Newtone



Jules et Jim,  
JUO 06F Jules  
Enrico Franzolini



JUO 005 Jules



JUO 040 Jules



JMO 001 Jim



MSO 001 Miss



MSO 061



MSO 050



S70 0DB



S70 0DA



S20 001



S20 050 Steel



S20 0S3



S20 0SW



S700DD



S70 0DF



S70 0DE



RIO 06T Rich  
Antonio Citterio



NSO 078 Novecento



BIO 0N3 Big Mama  
Massimo Iosa Ghini



NTO 05E NewTone



Jules et Jim, JUO 002 Jules  
Enrico Franzolini



JMO 003 Jim



MSO 003 Miss



S70 0DG Steel



S20 003



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



RDO 003 Redondo



SHO 003 Shanghai Tip



FEO 506+506 Fergana



BHO 018 Bohemian



BMO 018 Bloomy



SMO 261 Smock



Volant V00 296



Lowland LLO CA1



HLO 003 Highlands



FL0 018 Field



S11 336 + S11 330 + S11333 Spring



SS0 002 Double Soft big easy  
Ron Arad



VA0 048 Victoria and Albert Collection



CEO 003 Closer  
Tord Boontje



MJ002 Miss Sarajevo  
Karmelina Martina



ZB0 003 Zabuton  
Nendo



PE0 003 Paper cloud  
Tokujin Yoshioka



CH1 003 Chandigarh  
N. Doshi & J. Levien



MDO 078 My beautiful backside



PDO 003 Print  
Marcel Wanders



MA0 001 Madame Dakar  
A. Birsel & B. Seck



MNO 179 Meridiennne  
Dominique Petot



BL1 003 Blur  
Mark A. Thorpe



DUO 930 Doodle  
Front



S12 003 Soft Wood Sofa



Los Muebles Amorosos, S10 027 Saula Marina  
Javier Mariscal



Dinamic collection, ENO 003 Ellittico  
Massimo Iosa Ghini



SCO 078 Skate  
Alfredo Häberli



RO0 018 Rodolfo  
Enrico Franzolini



BS0 078 Boston



Sushi Collection, S30 OM1 Karmakoma sofa  
Edward van Vliet



T40 001 Transform  
For Use



S40 018 Saruyama Island  
Toshiyuki Kita



S40 001



S40 078



S40076 S40214



SYO 04N Saruyama



D00 104 + 102 Do-Io-rez  
Ron Arad



MF0272 + 273 + 270 + 275 + 274 Misfits



TR0 060 Cocoon  
Patricia Urquiola



TR0 128 Tropicalia Day bed



PRO 145 Principessa  
N. Doshi & J. Levien



CHO 123 Charpoys

# SEATING SYSTEMS



FHO 119 Fjord



LSO 04Q + LSO 001 + LSO 001 + LSO 036 Lowseat



WM0 481 + 484 + 480 + 483  
Freeflow  
Gordon Guillaumier



WM0 487



RFO 349 Rift  
Patricia Urquiola



WAO 059 Waiting  
Rodolfo Dordoni



SR0 04H + 04I Serpentine  
Tom Dixon



SR0 04T + 04H + 04I  
Tom Dixon

DE0 212 + 211 + 210 Deer  
Arne Quinze



# DIESEL home collection



DL2 F39 Gimme Shelter  
Diesel creative time



DL2 H40



DL2 H05 Longwave



DL2 F27 Adriano



DL2 F27 Pylon + Shortwave



DLO F05 Cloud Atlas sofa



DLO F05 Cloudscape chair



DLO F01 Overdyed



DLO F02



DLO F16 Chubby Chic



DLO 024



DLO F37 Rock chair



DLO F30 Stud



DLO F35



DLO Total Flightcase



DLO F04 Overdyed



DLO F03 Overdyed



DLO F21 Xraydio



DLO F20 Xraydio



DL1 090 Mr. Softy



DL1 001



DL1 T27 Piston table



DL2 H68



DL2 H68

# BEDS



HLO 177 Highlands  
Patricia Urquiola



LLO 177 Lowland

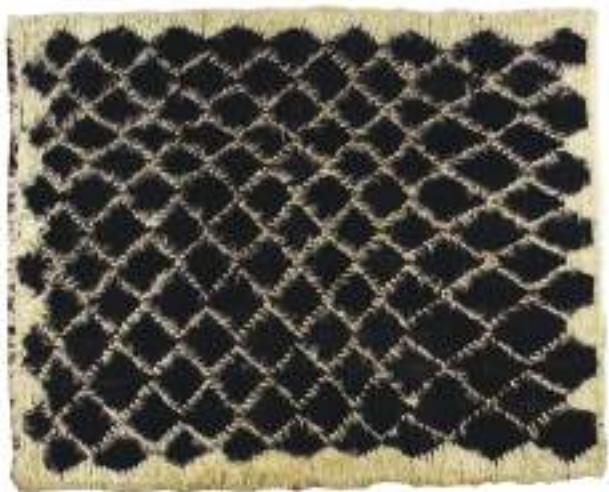
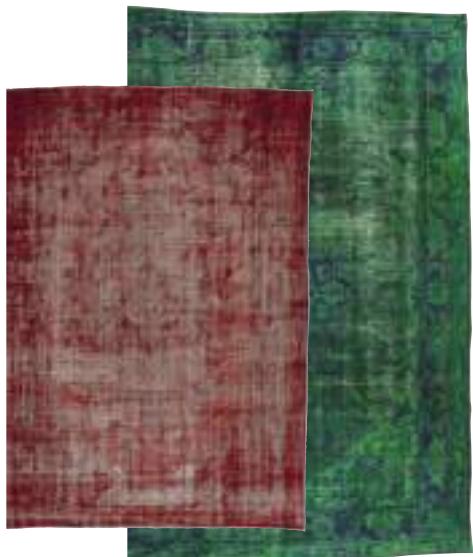
# RUGS



GTO 310 + 313 Sardinian Rugs  
Patricia Urquiola



1L0 Wavelength  
1L0 D0042 Lumina  
|+|



01G 298 Carpet Reloaded  
Golran

# LOW TABLES



KLO 657 + KLO 654 Klara  
Patricia Urquiola



FBOT40 + FBOT38 + FBOT39 Fishbone



FEO 546 + FEO 549 Fergana



PH00HG + PH00HZ Phoenix



BMO OHV Bloomy



FLO SLOCHE Field



SH0242 + SH0243 Shanghai Tip SH0445



SD0 0A5 Steel  
Enrico Franzolini



BYO T32 Byobu  
Nendo



CLOT60 + CLOT61 + CLOT62 Cloud



CH1 T09 Chandigarh  
N. Doshi & J. Levien



RO1T20 + RO1T14 Roger  
Monica Armani



YOO OHS Yo-yo  
Jakob Wagner



UKO OS1-UKO OS2 Ukiyo  
Tomita Kazuhiko



MK0 016 Mark table  
Marc A. Thorpe



NA006H Nanook  
Philippe Bestheinder



VAO Victoria and Albert  
Ron Arad



BB0 234 + BB0 220 Bob bon  
Tord Boontje



AT0238 + AT0237 Around the Roses  
M. Gardone & L. Nichetto

# TABLES



TB0016 Oval table



NW0 016 No-waste  
Ron Arad



FJO 0SA Fjord  
Patricia Urquiola



CU0016 Countach  
C. Weisshaar & Reed Kram



TNO 323 Tred  
Monica Armani



RAO 016 Rain  
Tord Boontje



RO1T20 + RO1T14 Roger  
Monica Armani



VI0163 + VI0164 Village  
Didier Gomez



SU00S1 Supernatural  
Ross Lovegrove



FJO 06P Fjord  
Patricia Urquiola



VA0 03W Victoria and Albert  
Ron Arad



AT0266 AT0 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** Josefinenhof Thermen Park Hotel, Wrambad, 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 000; Plaza Bar, Zagreb / 2010; Americas Cup, / 2007; **CZECH REPUBLIC** Mladeč Buky, Grunt 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 group, Rovinj / 2006; Room 27 Coffee - Bar, Nicosia / 2008; **DENMARK** SAS Hotel, / 2002; **Egypt** Allegria Club House, Il Cairo / 2010; **FINLAND** Grotesk Bar, Helsinki / 2008; **FRANCE** Bar One apple, Monte Carlo / 2013 000; Domaine de Verchant, Montpellier / 2007; Hotel Frantour, 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 / 2002; **GERMANY** Das Stue Hotel, Berlin / 2012 12; 25th hamburg / number one, Hamburg / 2003 26; 25th hotel Zürich / 2012 34; Dusseldorf, Motel 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 Kempinski, Berlin / 2002; Hotel Metropol, Berlin / 2002; Hotel Schloß Blücher, Göhren / 2002; Inside Hotel Munich Parkstadt 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 Wadsee / 2010; **GREAT BRITAIN** Hempel Hotel, London / 2003; Hotel The Hempl, London, / 2003; One Aldwych Hotel, London / 2004; **GREAT BRITAIN** UK Supreme Court, London / 2009; **GREECE** The Loft Project, Athens, 2012 78; Club Hotel Lautraki, Lautraki / 2013; **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; INDUSCIA Club Med Polynesia / 2002; **ITALY** Hotel Leithof, San Candido / 2013 46; UMA Hotel Mediterraneo, Milano / 2013 48; The Hub Hotel, Milano / 28; Hotel Crowne Plaza, Milano / 2000 56; onapple, Torino / 2000 70; Gorizia, QuBik / 2000 72; Conversano, Masseria Santa Chiara / 2000 74; Borgo di Fiuzzi Hotel & spa, Praia a Mare, Cosenza / 2011; Castello Cecconi, 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 Militello, Mestre / 2011; Kitzcorner Tirol, 2011; Hotel Leoane 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 Tocq e all'UNA Hotel Napoli / 2012; T HOTEL, Cagliari / 2006; Hotel Now, Milano / 2009; DuoMo Hotel, Rimini / 2006; Urban Hotel, Trieste / 2007; BHR Hotel, Treviso / 2008; Biba Show Dinner C/O Masseria D'Anela, Castellana (TA) / 2006; BJC, Bergamo / 2007; Black Hotel, Roma / 2005; Byblos Art Hotel Villa Amità, Verona / 2005; 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; Eurocongressi (Cavajone), Verona / 2003; Firenze Hotel Cristina, Limone del Garda / 2002; Grand Hotel, Verona / 2002; Discoteca Ayera 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 Ciochietti, Udine, 2007; Hotel Costa del Salento, Lido Marini (LB) / 6.09.06; Hotel Courtyard Marriott, Venezia Tessera Aeroporto / 2006; Hotel Crystal Palace, Ivrea - Banchette, Torino / 2009; Hotel dei Cavalieri, Milano / 2002; Hotel Excelsior, Catania / 2002; Hotel Farnese, Parma / 2002; Hotel Hilton, Roma Aeroporto / 2002; Hotel Klass, Castelfidardo (AN) / 2007; Hotel Laura, Bolzano / 2002; Hotel Laurint Salò, 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 Tarcia, Cardete o Ogliastro / 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 Cicala, 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 Metropoli, 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' Giustiniani La cappettina / 2009; Bar Griffi, 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 - Trevizo / 2003; Restaurant Quick Food, Livorno / 2009; Victory Bar, Lodi / 2007; Victory Restaurant, Sanremo / 2004; Vigilus Mountain Resort, Lana Sudtirol (BZ) / 2004; JAPAN Osaka City Dome / 2002; Otani Tower Hotel, Japan / 2002; Urawa Royal Pines Hotel, Tokyo / 2002; Veritas Restaurant, Tokyo / 2007; **LATVIA** Casa a Riga, Riga / 2008; **THE NETHERLANDS** The Nordic Light Hotel, Stockholm / 30; Clarion Arlanda Hotel, Stockholm / 2000 40; Golfclub De laage Vuursche, Den Dolder / 2002; Pieter Eijfhuis Centrum, Eindhoven / 2006; The Blakes Hotel, Amsterdam / 2002; Restaurant 11 on Steedijk Museum cs, Amsterdam / 2004; Smoking club HiLo, Utrecht / 2012; **NORWAY** Radisson Garden Hotel / 2004; **MEXICO** Mosquito Beach, Playa del Carmen / 2010; **MONTE CARLO**, oneapple / 2000 68; PUERTO RICO W Hotel, Isla de Vieques / 2010; **PORTUGAL** Hotel Dias Barbara Funchal, Madeira / 2002; **POLAND** Trio Apartments, Warsaw / 2012 18; **QATAR** La Cigale Hotel, Doha / 2009; Kempinski Residence and suites tower, Doha / 2010; **TUNISIA** Le Mustar sa' salâd et salâm de la Hammamat / 2009; **REPUBLICA CECA** Hotel Miura, Česká Lípa / 2011 24; **ROMANIA** Clermont Hotel, Covasna / 2008; BHR Hotel Mirage, Kazan / 2004; Mega Center, Moscow / 2005; **SINGAPORE** Singapore, Forlino Italian restaurant / 2009; **SVEDENJA** Van der Urban Resort, Ljubljana / 2012 76; **SWEDEN** Nordic Sea Hotel, Nordic Choice Hotels Group, Stockholm / 2012 00; Stockholm, Yasuragi Hasseludden / 2004; Hotel Selma, Sunne / 2005; Radisson Garden Hotel / 2002; SAS Hotel / 2002; **SWITZERLAND** Zurich / 2012; 25th hotel Zurich 000; **SPAIN** Hotel The Mirror, Barcelona / 2010 000; Casino' di Lugano, Lugano / 2003; Hotel Chesa, Muulin Pontresina / 2002; Hotel des Alpes, Luzern / 2002; Hotel Allegro, Bern / 2002; Hotel Montana, Luzern / 2002; Hotel Saratz, Pontresina / 2002; Hotel Seedamm, Pfäffikon / 2002; Wilerbad Hotel am See, Rapperswil / 2002; Alden Restaurant, Zurigo / 2004; Bar Greulich, Zurigo / 2004; Bar Hotel Crown Plaza, Genève / 2004; Kongress Hotel Zentrum - Restaurant, Lucerna / 2005; Pur Bar-Restaurant, Losanna / 2004; Restaurant privé Haute, Zürich / 2004; Grand Hotel Domine, Bilbao / 2003; Hotel Mandarin Oriental Barcelona / 2009; Silken Puerto America Madrid / 2006; Hotel Barceló Torre Arias, Madrid / 2006; Hotel Claris, Barcelona / 2002; Hotel Rey Juan Carlos I, 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; **UNGARY** Lanchid 19 Design Hotel, Budapest / 2000 52; **USA** private residence, New York / 2000 84; **CALIFORNIA** Andaz West Hollywood Hotel, Hollywood - Los Angeles / 2010; Colony Hotel, Miami / 2002 Bourbon Steak, Miami / 2007; Restaurant Maree, 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 2000 118; **BRASIL** private residence, Jaraguá do Sul / 2000 82; Manama, Bin Matar House / 2010; **DENMARK** Alter Media Building, Copenhagen / 2010; **FRANCE** Pole culturel du Marsan, Mont du Marsan / 2007 112; Médiathèque André Malraux, Béziers; ENSAM Bibliothèque de l'École National 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 Maranella, Modena / 2011 104; Biblioteca di Scandicci / Firenze, 2008 130; **Hungary** Biccoca Foundation, Milano / 2000 124; Museo del vetro, Altare, Savona; Centro Esposizione d'Arte Moderna e Contemporanea - ex Pescheria Centrale di Trieste; Castello di Udine, Salone del Parlamento Udine; Teatro Giovanni da Udine, Udine / 1997; Ca' Giustiniani, Venezia; Auditorium Parco della Musica, Red Restaurant Roma; Università del caffè, Trieste / 2004; **SPAIN** Universidad del País Vasco San Sebastian; Tenerife, Magna Arts Center, Palacio de Congreso / 2010; **THE NETHERLANDS** Amsterdam University College / 2012 114; Theater 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 Kindergarten; **BELGIUM** Brussel Hospital César De Paepe; **GREAT BRITAIN**, Circle Health Bath, London / 2010; **ITALY** Terme di Chianciano Spa / 2007; Modena, Crema, Centro di Medicina Rigenerativa di Modena / 2008; Abano Ritz Hotel, Abano Terme / 2008; Hidron Centre Benessere, Campi Bisenzio, Firenze / 2006; Klab Marignolle, Firenze / 2006; Terme di Monticelli, Parma / 2002; Terme e Hotel Continental, Sirmione / 2002; Palestre 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 NETHERLANDS** Astellas pharmacy, Leiderdorp / 2012.

## shop



### STORE, SHOPPING MALL

**EUROPE** Kiko / 2000 142; Billionaire / 2000 156; **BELGIUM** Liège, Médicité / 2009; Shopping Center Louvain La Neuve, Louvain La Neuve / 2005; **CZECH REPUBLIC** Shopping centre Černý most, Prague / 2013 000; **DENMARK** Bison Shop / 2005; Sandi Shop, Copenhagen / 2004; **FRANCE** Boutique Marie-Hélène de Taillac, Parigi / 2004; Boutiques Pomellato, Parigi / 2004; Showroom Patrizia Pepe, Parigi / 2004; **ITALY** Centro commerciale Metropoli, Novate Milanese, Milano / 2012 000; Centro Commerciale Pescara / 2010 148; **Boutique Santoni**, Milano, 2013 136; Showroom Missoni, Milano / 2013 140; Metropoli, Novate Milanese / 2000 149; Calzaturificio FABI spa Showroom donna; Atelier Gianvito Rossi, Milano / 2008; Trend Group Headquarter

ters, Villa alle Scalette, Vicenza; Arteni Abbigliamento, Tavagnacco (UD) / 2008; Aspesi, Milan / 2009; Boutiques Pomellato, Roma / 2008; Boutiques Pomellato, Milano / 2005; Calzature ed abbigliamento Manno, Alcamo (TP) / 2007; Calzaturificio Fabi, Monte San Giusto / 2006; Calzaturificio Marco, Prato / 2004; Calzaturificio Strategia srl, Civitanova Marche (MO) / 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; Viktor Leske International; 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; Protos, Peñafiel - Valladolid / 2009; **RUSSIA** Moscow, Pomellato, GUM, Glavnyi Universylyi Magazin; **A.E.** Nisan Showroom, - Musafah industrial area, Abu Dhabi / 2009; Nisan Showroom, Abu Dhabi / 2004; Showroom Fabi, Dubai / 2006; Showroom Le Reve / 2005; **USA CALIFORNIA** Boutiques Pomellato, Miami / 2009; Car Corporate, Miami / 2003; NEW YORK Sisic Showroom, SoHo/New York / 2006

## corporate

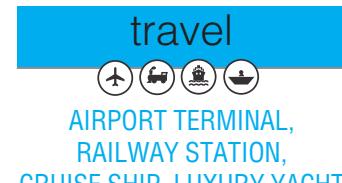


### OFFICE, BANK, CONFERENCE CENTER

**BRASIL** Balneario Camburiú Studio Lupa Arquitetos / 2013  
**212: ARABIA SAUDITA** Jeddah, Al Mukmal Tower / 2000  
**168: AUSTRIA** Donau Bank, Vienna / 2002; **AUSTRALIA** Sydney Convention Centre / 2002; TDF, Chifley Tower, Sydney / 2002; **AUSTRIA** MusikSchule Meidling, Vienna / 2004; Physikalischen Ambulatorium, Kindberg / 2004; Zentrum fuer Medizinische Grundlagenforschung, Graz / 2004; **BAHRAIN**, Manama, MGA+C Office / 2010; **BELGIUM** Generale Bank, Bruxelles / 2002; A.B./B., Louvain / 2002; CCB, Bruxelles / 2002; European Parlament, Bruxelles / 2002; Heilig-Hartziekenhuis, Lier / 2002; Provinciehuis Vlaams Brabant - Leuven plaatsten, Leuven / 2003; Showroom Sergio Rossi, Bruxelles / 2002; **CHINA Hong Kong** Poggenpoli Office / 2000 **170: CZECH REPUBLIC** Czech National Bank, Praha / 2004; Komercni Bank / 2002; **DENMARK** Bang & Olufsen A/S, / 2002; Nykredit A/S / 2002; **FRANCE** Banque Indo-Suez, Paris / 2002; Budapest Aeb Bank, Paris / 2002; Kulkerskedelmi Bank, Paris / 2002; Mutual 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 Montpellier 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 Grup, San Sebastian, Spain / 2010; 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 / 2002; Omega, Zürich, Switzerland / 2002; Renault, Paris / 2002; Stade de rugby Yves du Manoir, Montpellier / 2007; Sybase, Paris / 2002; TF1, 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, Moenchengladbach / 2007; Daimler-Benz, Stuttgart, 2002; Neue Messe, München / 2004; Nokia, Berlin / 2002; Städtische Bibliothek, Karlsruhe Duisburg, Flensburg, Rosenheim / 2002; Paris, France / 2002; Telecom, Bonn / 2002; Universal, Berlin / 2003; Kieferorthopädische Praxis, Bad Saulgau / 2004; **GREAT 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 / 2000 **166: Cantine Antinori, Bargino Firenze 152: Milano Microsoft** / 2011 **180:** Sede IBM, Roma ; NGI Busti Arsizio, Busti Arsizio, Varese, 2012; Palacongressi Rimini / 2011; Hypo Alpe-Adria Bank, Udine / 2006; Banca del Monte Credito Italiano, Milan / 2002; Banca di Laiatico, Prato / 2004; Banca d'Italia, Milan / 2002; Banca Fideuram, Milan / 2002; Cassa di Risparmio (various branches), Milan / 2002; Unicredit Banca Mobiliare / 2002; Diesel Headquarters, Breganze / 2010; Palazzo Costa, Genova, / 2010; Stadio Olimpico, sala stampa, Roma / 2007; Palaciocriore, 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; 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 Europa Spa, Stezzano (Bergamo) / 2007; Infostrofa / 2002; Light and colors, Alcamo (TP) / 2007; Lloyd Adriatico / 2002; Mandarin Duck, / 2002; Mirabilis Centro Benessere, Verona / 2005; Panasonic / 2002; R.A.I. Italian Television, / 2002; Ras Assicurazioni, Milan / 2002; RT Riviera Trasporti, Imperia / 2008; Ass.ne Industriale 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-Milqi Farmhouse, Burramad / 2013; **OMAN** Muscat OAB Oman Arab Bank / 2000 **172: Muscat PDO Petroleum Development Oman** / 2000 **190: SERBIA** Telenor, Belgrado / 10.03.08; **SINGAPORE** Rolex, Singapore / 2004; **SPAIN** Eur grupo, San Sebastian / 2010; Mandarin Duck (various shops) / 2002; Morgan Stanley Dean Witter / 2002; Palacio de Congresos, Barcelona / 2002; Sede Social de Santas, Roma / 2002; **SWITZERLAND** Pädagogische Hochschule Goldau, Kanton Schwyz / 2006; P.T.T. Generaldirektion, Zürich / 2002; Université, Genève / 2002; **THE NETHERLANDS** 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, Arnhem** / 2010 **220: Houten, E-office** / 2007 **204: Achmea Bank, Amsterdam** / 2002; Commerzbank, Amsterdam / 2002; Aegon, Den Haag / 2010 / 2010; Alcatel Lucent, Rijswijk / 2011; Astellas pharmacy, Leiderdorp / 2012 Corio Fastgold, Utrecht / 2010; Rabo Bank, Bergschenhoek / 2006; Anderson Consulting, Amsterdam / 2002; Belastingdienst, Utrecht / 2002; Belastingdienst Automatiseringencentrum, Apeldoorn / 2002; Citco/W.T.C. Nederland B.V. / 2002; Crematorium Westerveld, Driebergen / 2002; CTAC Powerhouse, Den Bosch / 2011; Deloitte Den Haag / Amsterdam / Alkmaar / Rotterdam / Amstelveen / 2009 / 2010 / 2011; DU02, Groningen / 2010; D-Offices, Amsterdam / 2002; FrieslandCampina, Amersfoort / 2010; Gemeente, Geldorp / 2013; Heineken, Amsterdam / 2002; K.P.N. Staatsbankiers, Den Haag / 2002; ING Bank all over / 2008; Guerilla, Amsterdam / 2010; Nike, Hilversum / 2010; Kromhout Kazerne, Utrecht / 2009; Ministerie van JUBL, Den Haag / 2012; Perskomplexe, 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 Inversión Citibank / 2002; Instituto de Crédito y Administración / 2002; **THAILAND** Thailand Farmers Bank, Bangkok / 2002; **I.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; **UNGHERIA** 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; 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 Eriksson / 2002; Monsanto Corporation / 2002; Peachtree Centre / 2002; **PENNSYLVANIA** Carnegie Mellon University, Pittsburgh / 2009; QVC's Headquarters / 2004; **UAE** Abu Dhabi Etihad Towers / 2000 **198: Dubai Law firm Rolex tower** / 2012 **202**



### 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** Vienna Airport, Vienna / 2002-2012 **222: CHINA** Hong Kong International Airport, Hong Kong / 2004; **CROAZIA** Zagreb Airport, Croatia / 2002; **FRANCE** Tolosa, Toulouse-Blagnac Airport / 2003; Aéroport d'Orly, Paris / 2002; Lyon & Mérignac Airport / 2003; **SLOVENIA** Ljubljana Airport, Ljubljana / 2002; **GERMANY** Lufthansa airtterminal, 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 - Aeroporto Fiumicino, Rome / 2002; Vip Lounges - Malpensa and Linate Airport, Milan / 2002; Vip Lounges SAVE - Carlo polo airport, Venezia / 2003; **JAPAN** Qantas Airlines, Tokyo / 2002; **THE NETHERLANDS** Schiphol Airport Amsterdam, Premium Lounge Airport Amsterdam Schiphol G7 gate, Amsterdam / 2010 **224: KLM** / Schiphol / 2002; **SWITZERLAND** Swisslounge Airport, Zuerich / 2005; **USA** New York, New York, JetBlue Terminal, JFK Airport / 2009; **Colorado** Denver International Airport, Main Terminal, Denver / 2004; **UAE** Emirates Airlines - Dubai, Dubai / 2002 **FRANCE** Charles-de-Gaulle (R91) (porte-avions); Val de Loire, Brittany Ferries, / 2002; **ITALY** Freccia Club Roma Tributina, Roma / 2012 **226: SuperJet International spa, Tessera, Venezia, 2008; Azura Biscuit '95, Pesaro-Urbino;** Royal Princess / 2008; 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; Silja Europa; Ventura Barca Ferri, Bari / 2001; Sun Princess / 2002; **THE NETHERLANDS** Holland American Line / 2002; **USA** P&O Princess Cruises / 2002; **UNGARY** Budapest Airport Skycourt, Budapest, 2011 **218.**



### Moroso



### EXHIBITION

**FRANCIA** Lyon, Moroso backstage / 2000 **260:**

Cannes; **ENGLAND** London, Barbican Artgallery / Ron Arad Restless; **FLORIDA** Miami, Art Basel Miami Beach; Festival del cinema di Cannes; **ITALY** Udine Moroso60° Metamorphosis / 2012 **243: Lo sguardo laterale,** Udine / 2000 **260: La Biennale di Venezia, Venezia / 2000** **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 Iilly and Moroso; **SWISS** Basilea / 2011, Blu Jewels, Art Basel 000; **THE NETHERLANDS** Rotterdam, Grr Jamming Squeak; USA Los Angeles, Scream by Michael and Janet Jackson; Los Angeles, Hollywood, The Fisher King; Hollywood, The Truman Show; New York, MoMA "Ron Arad. No discipline"

# OUR GAMES COMPANIONS



Il nome di **RON ARAD** è sinonimo di costante sperimentazione. Oltre all'attività di studio, concentrata essenzialmente su pezzi in edizioni limitate, Ron Arad firma il design per molte società di livello internazionale. Gli sono stati commissionati inoltre vari progetti architettonici per strutture alberghiere. Recentemente 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 recombination 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 Biesel e Bibi Seck dal 2002 hanno aperto a New York il proprio studio, specializzandosi in product design offrendo innovazione nel mercato globale.

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



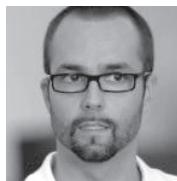
**TOM DIXON** inizia la carriera di designer negli anni '80 dedicandosi a una sorta di riciclaggio creativo del metallo. Dal 1997 Tom ricopre l'incarico di direttore creativo per Habitat. Nel 2000 è stato insignito dell'Order of the British Empire per i servizi resi al design britannico. Da quando ha 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.*



**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 consegna 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. Ha ricevuto vari premi e riconoscimenti internazionali, e 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, won numerous national and international awards and 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, hotel, 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.*



**NIPA DOSHI** nasce nel 1971 a Bombay da una famiglia Gujrati. Nel 1997 è a Londra, dove si laurea al Royal College of Art. Qui incontra Jonathan Levien, nato in Scozia. La sinergia fra Nipa e Johnatan funziona da subito: infatti 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 Levien from Scotland. There was an instant connection between the couple and 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.*



Come **FOR USE**, il gruppo nasce nel 1998 dalla collaborazione di Sven Jonke, Christoph Katzler e Nikola Radejkovic tutti designer 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.



**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 GRČIC** 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.*



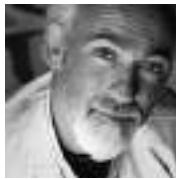
**TOMITA KAZUHIKO** è nato a Nagasaki nel 1965. Diplomato alla Royal Academy of Arts a Londra nel 1992, si specializza in Industrial Design alla Chiba University. Nel 1993 fonda a Milano lo studio '2.5-dimensional design', oggi Tomitadesign. I suoi maestri sono Vico Magistretti e Yoshio Akioka. Dal 2011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

*Tomita Kazuhiko born in Nagasaki in 1965. Awarded MA RCA in London in 1992 after BA in 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** nasce 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 ritornato 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.*



**KARMELINA 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.

*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.*



**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, spaziando 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 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 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 NICCHETTO** 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. 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 is an anticonformist who 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.*



**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. Tomek Rygalik ha ricevuto premi e riconoscimenti internazionali, e 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. Tomek Rygalik has won national and international awards, 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 artigiana 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 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.*



**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 of Milan 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. Nel 2000 apre il proprio studio. Reed Kram nato nel 1971 a Columbus in Ohio, frequenta la Duke University e il MIT. Assieme, 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, and founded his own studio in 2000. Reed Kram was born in Columbus, Ohio in 1971. He studied at Duke University and MIT. In 2002, together 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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**Patrizia Moroso**

*Graphic design*  
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[http://www.](http://www.moroso.it)

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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 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*