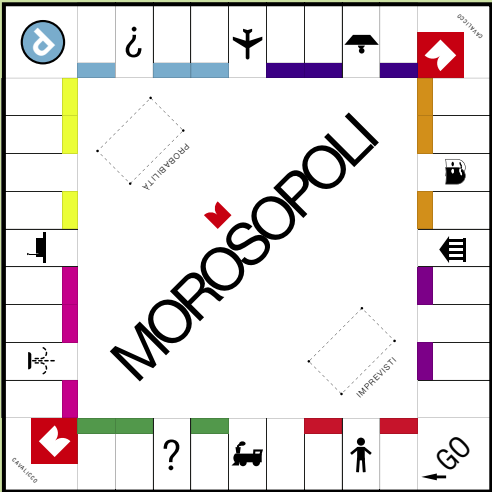


MOROSO[®] around the beauty of design



MOROSO[™] Morosopoli

Incipit



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

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

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

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

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

Moroso offers creativity in assisting designers and architects, giving and sharing the knowledge and experience which it has accumulated in its 60 years in the furniture-design sector and stand 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.



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hospitality

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educational

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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[™] around the beauty of design

hospitality



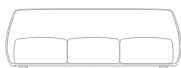
HOTEL
RESTAURANT
CAFE
PRIVATE
RESIDENCE



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: Jerns architekci



P. Urquiola
Bloomy, Phoenix

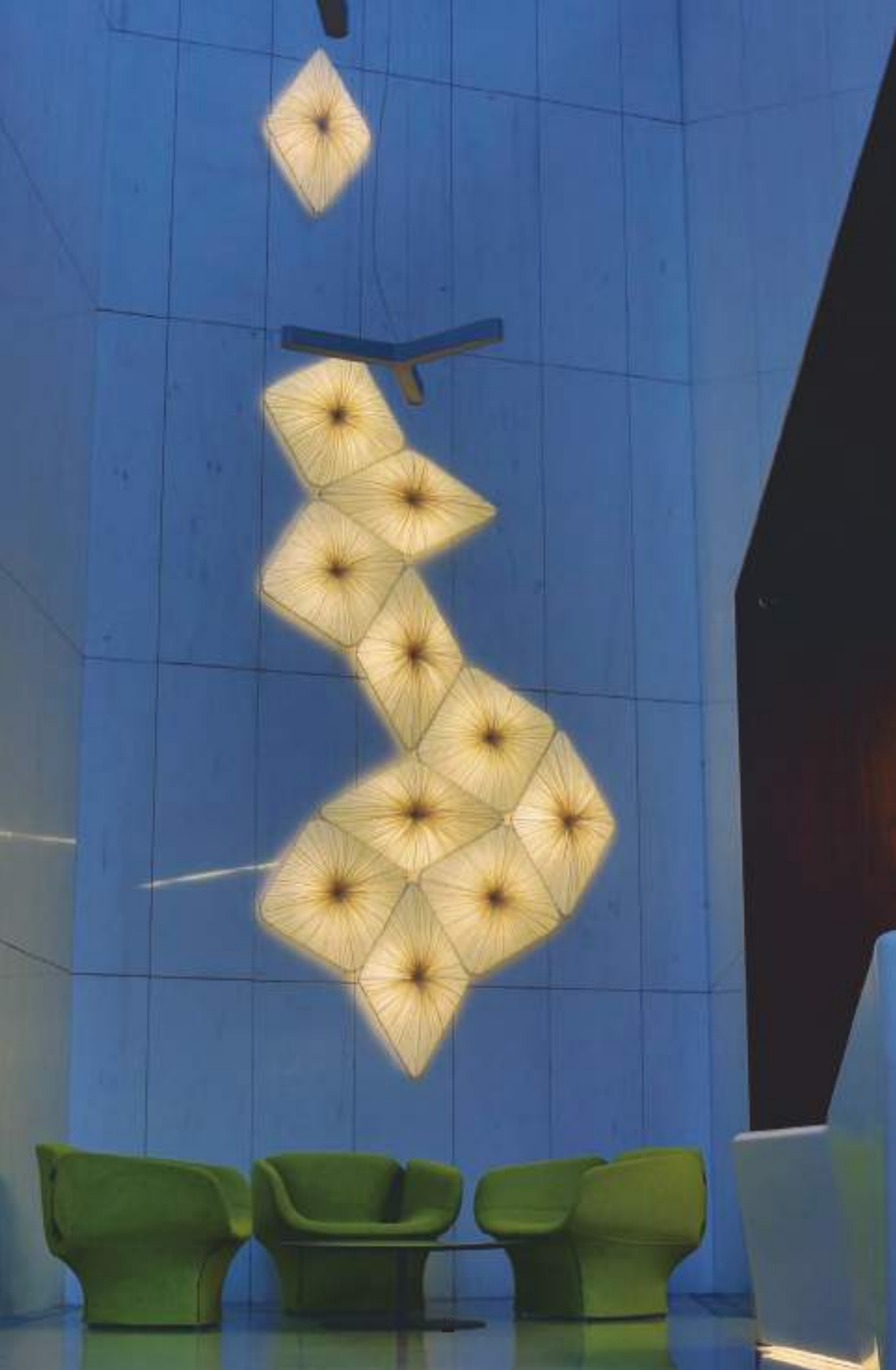


Best residential
development 2010.
Top Builder 2011.

*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: Groeger 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

P. Urquiola
Fjord



Photo credit: Stephan Lemke © 25hours Hotel



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

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





Milano

The Hub Hotel

P. Urquiola
Lowseat, Bloomy



R. Arad
Victoria and Albert collection



A. Quinze
Deer



K. Grcic
Osorom







The Nordic Light Hotel

Stockholm, Sweden

Interiors: Lars Pihl

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

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



Photo credit: Alexander Lagergren











Photo credit: Stephan Lamke, © 25hours Hotels

25h hotel Zurich

Zurich, Switzerland

Interiors: A. Häberli

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













Photo credit: Alexander Lagergren



Clarion Arlanda Hotel

Stockholm, Sweden

Architecture/Interiors: Anders Björkén

Birsel & Seck
Bayekou, Toogou



T. Boontje
Shadowy









P. Urquiola
Spring

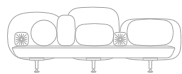


R. Saini
Capitello





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: Hanse Knödle





**Lanchid 19
Design Hotel**

Budapest, Ungary



P. Urquiola
Bloomy



V. Robinson
Oblio



R. Arad
Ripple chair





Motel One Hauptbahnhof

Duesseldorf,
Germany

P. Urquiola
Fjord





Hotel Crowne Plaza

Milano, Italia

Interiors: Elisabetta Motta



P. Urquiola
Klara



Silver Lake



Fergana







P. Urquiola
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

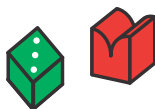
Germany





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

Walon & 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 Covi

Gorizia, Italy

R. Lovegrove
Supernatural



Architecture:
Dimitri Waltritsch







Masseria Santa Chiara

Conversano, Bari
Italy

Architecture: Kubico srl
Interiors: Enrico Surdo

R. Arad
Big Easy, Ripple chair

D. Gomez
Village





Vander Urbani
Resort

Ljubljana, Slovenia

P. Urquiola

Smock, Bohemian, Bloomy, Lowland



Photo credit: Miran Kambic



Architecture: Sadar + Vuga architects.





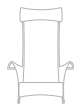
The loft project

Athens, Greece

Architecture: EseStudio



P. Urquiola
Smock



T. Boontje
Shadowy

Photo credit: Iwanna Roufopoulou









Diesel
Nebula Nine sofa



P. Urquiola
Antibodi



private residence

Jaraguà do Sul, Brasil

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



P. Urquiola
Smock





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



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



P. Bestenheider **Nanook**



P. Urquiola **Antibodi, Lowland**



private residence

New York, USA

Interiors: Rami Riad



Photo credit: Ikon













Villa Katarina

Liubljana, Slovenia

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



For Use/Numen
Transform

Photo credit: Miran Kamble & Peter Glodani









educational



UNIVERSITY
LIBRARY
THEATER
MUSEUM









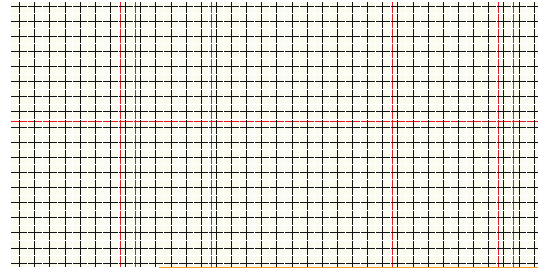
Doshi & Levien
Paper planes



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.*











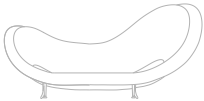
Theaters Tilburg

Tilburg,
The Netherlands



P. Urquiola
Fjord

R. Arad
Victoria and Albert







Mabic

**Maranello
biblioteca cultura**

Modena, Italy

Architecture:
Arata Isozaki and Andrea Maffei



T. Boontje
O-nest



R. Lovegrove
Supernatural











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**











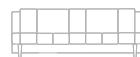
Photo credit: JC Meauxsoone

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 Ontwerpt / Workshop of Wonders



T. Dixon
Serpentine











Architecture: PAD – Plan Architecture Design

Riffa Fort

Riffa, Bahrain



R. Lovegrove
Supernatural

Photo credit: Marco Boria







Photo credit: John Lewis Marshall

Architecture: Mecanoo Architecten

**Library
of Birmingham**

England



A. Häberli
**Take a line
for a walk**



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

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







G. Guillaumier
Freeflow



R. Lovegrove
Supernatural



Von Robinson
Oblio



Photo credit: Alessandro 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 Manson 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







Architecture/Interiors: ADD Inc



MassArt

Boston, USA

G. Guillaumier
FreeFlow



Photo credit: Chuck Choi, Peter Vandervorker, 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.

shop

STORE SHOPPING MALL





P. Urquiola
Silver lake



Photo credit: Andrea Mantiradonna



P. Urquiola
Silver lake



Bohemian



M. A. Torpe
Mark

Boutique Santoni

Milano, Italy

Architecture/Interiors:
Patricia Urquiola









P. Urquiola
Bloomy, Antibodi



Missoni

Milano, Italy

Studio arch. Patricia Urquiola







Kiko

Store in Europe

Interiors: Valeria Lombardo
Photo credit: Daniele Iodice



P. Urquiola
Rift



GIORGIO ARMANI
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
 10⁹
 billion

Billionaire

Italy



P. Urquiola
Bloomy, Field







Centro commerciale Pescara Nord

Pescara, Italy

Architecture: BM Engineering

R. Dordoni
Waiting





Metropoli

Novate Milanese, Milano
Italy



G. Guillomier
Freeflow



P. Urquiola
Fjord



R. Lovegrove
Supernatural

corporate





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

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



Architecture: Archea and Hydea. 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



E. Franzolini
Jules

Nichetto-Gardone
Around the Roses



Photo credit: Mahmoud A. Nour







Poggenpohl Office

Hong Kong, China



P. Urquiola
Lowseat





Photo credit: Marco Boria



بنك عُمان العربي

Architecture: D&A Interior architects

OAB Oman Arab Bank

Muscat, Oman



P. Urquiola
**Shanghai Tip
Lowseat**



R. Arad
Victoria and Albert



E. van Vliet
Joy





E. Franzolini
Steel







P. Urquiola
Silver lake



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







P. Urquiola
Lowland, Lowseat









K. Martina
Helix



P. Urquiola
Boemian, Bloomy





P. Urquiola
Phoenix, Bloomy







musica



Photo credit: Marco Boria Photos courtesy Petroleum Development Oman

M. Iosa Ghini
Newton



P. Urquiola
Highlands



PDO
Petroleum
Development
Oman

Muscat, Oman

Architecture: D&A Interior architects











P. Urquiola
Fergana



Diesel
Bar Stud Stool



R. Lovegrove
Supernatural

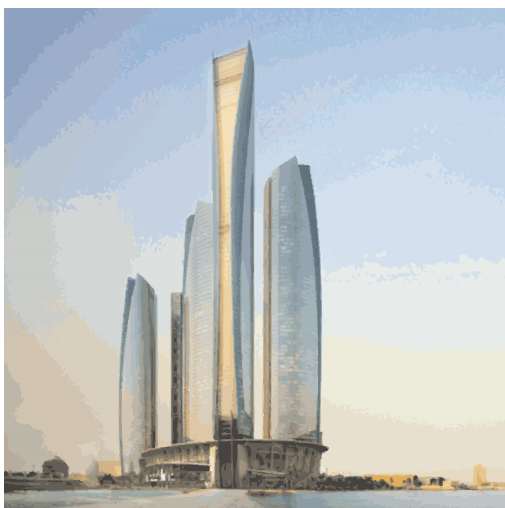


ma



Marco Boria





A. Häberli
**Take a line
for a walk**



Photo credit: Verdéviw Photography

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



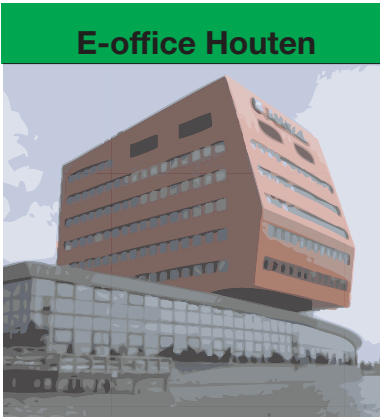


e-office specializzata
nella condivisione della conoscenza
e di collaborazione

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



A. Häberli
**Take a line
for a walk**



E-office Houten

Houten, The Netherlands

Interiors: Quub Interior Concepts











Tommy de Lange, © Aarts & Co

T. Kita
Saruyama



A. Häberli
**Take a line
for a walk**

Maastricht,
The Netherlands

Rabobank Maastricht e.o.

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









Studio Lupa
Arquitectos





P. Urquiola
Redondo, Smock, Rift, Fergana



P. Bestheinder
Nanook



J. Wagner
Yo-yo





travel

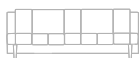
-  AIRPORT TERMINAL
-  RAILWAY STATION
-  CRUISE SHIP
-  LUXURY YACHT



BUD

Airport Skycourt
Budapest, Hungary

Architecture: Közti Zrt – Tima Stúdió



R. Dordoni
Waiting

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

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











Photo credit: Werner Hufmacher Photography

VIA

Vienna International Airport Area SKY Lounges

Austria



A. Häberli

Take a line for a walk

Photo credit: Herning Kaspke





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

*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









R. Arad
Victoria and Albert

Moroso on board in



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

Costa Crociere

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

Cunard

Queen Victoria
Queen Mary
Queen Elizabeth

Holland America Line

Zaandam
Volendam
Veendam

P&O Cruises

Ventura
Azura

Princess Cruises

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

Seabourn Cruise Line

Seabourn Spirit

Silja Line

Silja Europa









JoyMe Yacht

Architect: Marijana Radovic,
studio Standby Milano

P. Urquiola
Bohemian



Field



Smock



Phoenix



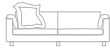


Private yacht

Project: Hot lab Milano



Diesel
Diesel



A. Citterio
Rich





Moroso



EXHIBITION 





Moroso 60°

Metamorphosis

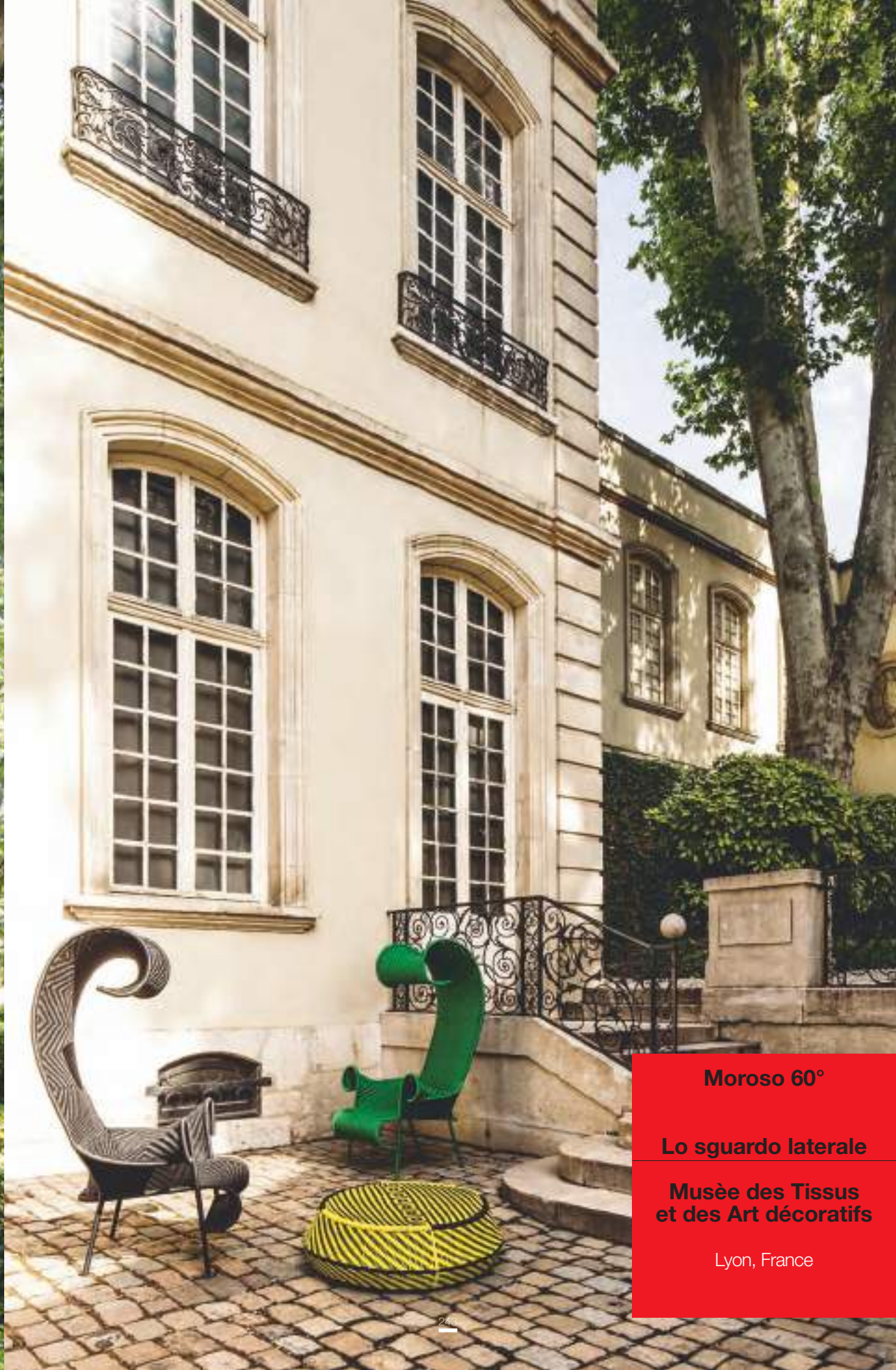
**Museo d'arte moderna
e contemporanea**

Udine, Italy









Moroso 60°

Lo sguardo laterale

**Musée des Tissus
et des Art décoratifs**

Lyon, France









- 1925 - 1926
- 1927 - 1928
- 1929 - 1930
- 1931 - 1932
- 1933 - 1934
- 1935 - 1936
- 1937 - 1938
- 1939 - 1940
- 1941 - 1942
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- 2009 - 2010
- 2011 - 2012
- 2013 - 2014
- 2015 - 2016
- 2017 - 2018
- 2019 - 2020
- 2021 - 2022
- 2023 - 2024
- 2025 - 2026
- 2027 - 2028
- 2029 - 2030





























Moroso 60°

Moroso backstage

Hangar Bicocca

Milano, Italy





Photo credits: Futura Tittaferrante
Scenography artwork: Giulio Calderini



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

Venezia, Italy







MOROSO[™] Design service

Moroso Design service

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

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

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



RC00FT Ripple



Wavy WV0 068



T30 050 Thre Skin



TR0464 Tropicalia



RF0 050 Rift



RF0 338



TW0 050 Tv chair
Marc Newson



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



IWO 0FV



LE0 0FT Leaf
Carlo Colombo



YC0 050 YY-chair
For Use/Numen



SU0061 Supematural
Ross Lovegrove



SU0 156



SU0050



TB0 136 + TB0 131 Doll chair
Tord Boontje



TB0 132 Witch chair



RA0 050 Rain



SW0 050 Sunny



T10 0FS Tia Maria
Enrico Franzolini



T10 0FL



T10 0FB

ARMCHAIRS



FJO 001
Patricia Urquiola



FJO 0V6



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



RD0 001 Redondo



Smock SM0 0VT



AB0 456 Antibodi



AB0 256



TR0458



TR0462



V00 295 Volant



TK0 079 Take a line for a walk
Alfredo Häberli



TK0 0V7



TK0 0V6



TK0 389



SC0 001 Skate



Spring Collection
SKO 061 Soft heart
Ron Arad

SFO 050
Soft little heavy

SZO 061
Size ten

SB0 061
Soft big heavy

TZO 001 Big easy



VAO 001 Victoria and Albert



VAO 061



VAO 042 Little Albert



NN0 042 O-Nest
Tord Boontje



BS0 001 Boston



BS0 0TU



RO0 061 Rodolfo



Los Muebles Amorosos
HTO 061 Hotel 21
Javier Mariscal



HTO 001 Lobby



AEO 001 Alessandra



AEO 050



GLO 0V6 + GLO 0V7 Gluon
Marc Newson



ZBO 001 Zabuton
Nendo



ZBO 061



Sushi collection
S30 061 Ju-ju fauteuil
Edward van Vliet



S30 001 Karmakoma



COO 001 Coat
Sebastian Herkner



MUO 042
Tokujin Yoshioka



MUO 361



MUO 042



MUO 161



MMO 061 Memory



BQO 050 Bouquet



PCO 001 Panna chair



PP0 365 Paper planes
N. Doshi & J. Levien



PP0 374



CH1 001 Chandigarh



CMO 061 C-chair
For Use/Numen



M'Afrique collection, SW0 001 - 017
Tord Boontje



IRO 050 Iris
Dominique Petot



IBO 001 Ibiscus



TU0 050 Toogou
Patricia Urquiola



NP0 050 Nopolou



CR0 001 Car rapide
A. Birsel & B. Seck



BT0 001 Binta
Philippe Bestenheider



HE0 061 Helix
Karmelina Martina



TD0 050 Tennis chair
Tomek Rygalik

CHAISE LONGUE



SW0 066 Shadowy
Tord Boontje



TIO 0FD Tia Maria
Enrico Franzolini



BH0036 Bohemian
Patricia Urquiola



AB0 257 Antibodi



TRO 470 Tropicalia



BA0 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 Touti
Patricia Urquiola



RE0 06N Relii



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



OB0 148 Oblio
Von Robinson



CP0 017 Capitello
Rajiv Saini



Sushi collection, Donut
S30 0M7
Edward van Vliet



S30 0TU



S30 0P5 Joy



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



DW0 077 Dew



DW0 017



S40076

S40214



BV0 06N Buba
Karmelina Martina



RF0 112 Rift
Patricia Urquiola



FJ0 111-112 Fjord



AT0112 Around the roses
M. Gardone & L.Nichetto



GU0 07N Guizzo Dinamic Collection
Massimo Iosa Ghini



S20 07N Steel
Enrico Franzolini



RL0 07N Rich
Antonio Citterio

TIMELESS



RLO 050 Rich
Antonio Citterio



RLO 03Z



RIO 06S



RLO 061



NSO 061 Novecento



BE0 06S Berlin



BE0 06R



BIO 015 Papy
Massimo Iosa Ghini



BIO 0N1 Big Mama



NTO 05X Newtone



Jules et Jim,
JU0 06F Jules
Enrico Franzolini



JU0 0N5 Jules



JU0 040 Jules



JM0 001 Jim



MS0 001 Miss



MS0 061



MS0 050



S70 0DB



S70 0DA



S20 001



S20 050 Steel



S20 0S3



S20 0SW



S700DD



S70 0DF



S70 0DE



RIO 06T Rich
Antonio Citterio



NS0 078 Novecento



BIO 0N3 Big Mama
Massimo Iosa Ghini



NT0 05E NewTone



Jules et Jim, JU0 002 Jules
Enrico Franzolini



JM0 003 Jim



MS0 003 Miss



S70 00G 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



RD0 003 Redondo



SH0 003 Shanghai Tip



FE0 506+506 Fergana



BH0 018 Bohemian



BM0 018 Bloomy



SM0 261 Smock



Volant V00 296



Lowland LL0 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 Collecton



CE0 003 Closer
Tord Boontje



MJ0002 Miss Sarajevo
Karmelina Martina



ZB0 003 Zabuton
Nendo



PE0 003 Paper cloud
Tokujin Yoshioka



CH1 003 Chandigarh
N. Doshi & J. Levien



MD0 078 My beautiful backside



PD0 003 Print
Marcel Wanders



MA0 001 Madame Dakar
A. Birsel & B. Seck



MNO 179 Meridiënne
Dominique Petot



BL1 003 Blur
Mark A. Thorpe



DU0 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



SC0 078 Skate
Alfredo Häberli



R00 018 Rodolfo
Enrico Franzolini



BS0 078 Boston



Sushi Collection, S30 0M1 Karmakoma sofa
Edward van Vliet



T40 001 Transform
For Use



S40 018 Saruyama Island
Toshiyuki Kita



S40 001



S40 078



S40076



S40214



SY0 04N Saruyama



D00 104 + 102 Do-lo-rez
Ron Arad



MF0272 + 273 + 270 + 275 + 274 Misfits



TR0 060 Cocoon
Patricia Urquiola



TR0 128 Tropicalia Day bed



PR0 145 Principessa
N. Doshi & J. Levien



CH0 123 Charpoy

SEATING SYSTEMS



FH0 119 Fjord



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



WM0 481 + 484 + 480 + 483

Freeflow
Gordon Guillaumier



WM0 487



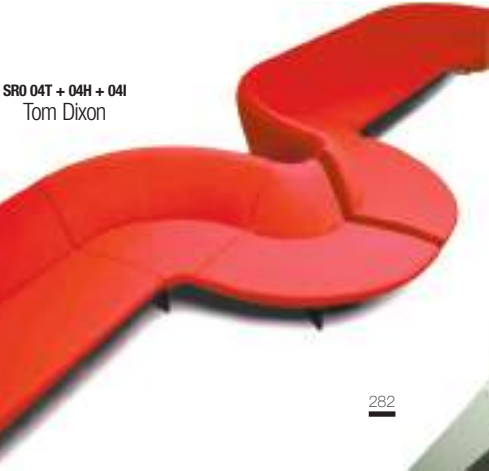
RFO 349 Rift
Patricia Urquiola



SR0 04H + 04I Serpentine
Tom Dixon



WA0 0S9 Waiting
Rodolfo Dordoni



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



HL0 177 Highlands
Patricia Urquiola



LL0 177 Lowland

RUGS



6T0 310 + 313 Sardinian Rugs
Patricia Urquiola



1LO Wavelength

1LO D0042 Lumina
|+|



01G 298 Carpet Reloaded
Golran

LOW TABLES



KL0 657 + KL0 654 Klara
Patricia Urquiola



FB0T40 + FB0T38 + FB0T39 Fishbone



FE0 546 + FE0 549 Fergana



PH00HG + PH00HZ Phoenix



BM0 OHV Bloomy



FLO SLOCH Field



SH0242 + SH0243 Shanghai Tip SH0445



SD0 0A5 Steel
Enrico Franzolini



SD0 0A3



BY0 T32 Byobu
Nendo



BY0T30 + BY0T31



CL0T60 + CL0T61 + CL0T62 Cloud



CH1 T09 Chandigarh
N. Doshi & J. Levien



R01T20 + R01T14 Roger
Monica Armani



Y00 OHS Yo-yo
Jakob Wagner



UK0 0S1-UK0 0S2 Ukiyo
Tomita Kazuhiko



MK0 016 Mark table
Marc A. Thorpe



NA006H Nanook
Philippe Bestheinder



VA0 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



FJ0 05A Fjord
Patricia Urquiola



CU0016 Countach
C. Weisshaar & Reed Kram



TN0 323 Tred
Monica Armani



RA0 016 Rain
Tord Boontje



R01T20 + R01T14 Roger
Monica Armani



V10163 + V10164 Village
Didier Gomez



SU00S1 Supernatural
Ross Lovegrove



FJ0 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; **AUSTRIA** Josefenhof Thermen Park Hotel, Warmbad, Villach / 2004; **BAHRAIN** Hotel Palace, Manama / 2007; **Regency InterContinental** / 2002; Café Italia, Manama / 2010; **BELGIUM** Golf Club, Ostende / 2002; Léopold Tennis Club, Bruxelles / 2002; Parnasse Gardens Hotel, Bruxelles / 2002; **BULGARIA** JJ Bar, Sofia / 2012; **CROAZIA** Villa Flores, Plova, Isola Brač / 2011 000; Plaza Bar, Zagreb / 2010; Americas Cup / 2007; **CZECH REPUBLIC** Miladé Bucky, Grund Resort, golf club / 2010; **CHINA** Hotel Peninsula, Hong Kong / 2002; 3meal Restaurant, Pangu / Star Hotel, Beijing / 2008; **CYPRUS** Four Seasons Hotel, Limassol / 2008; Hotel Mermaid, AYIA NAPA / 2007; Hotel Eden, Maistra group, Rovinj / 2006; Room 27 Caffe - Bar, Nicosia / 2009; **DENMARK** SAS Hotel / 2002; **EGYPT** Allegria Club House, El Cairo / 2010; **FINLAND** Grotesk Bar, Helsinki / 2008; **FRANCE** Bar One apple, Monte Carlo / 2013 000; Domaine de Verchant, Montpelier / 2007; Hotel Frantour, Nice / 2002; Hotel Mercure Prado / Marseille / 2004; Le Pavillon Bastille, Paris / 2002; L'Escurial, Marseille / 2004; Antidote Café, Montpelier / 2002; Aut Aut, Salerno, Italy / 2009; **IRELAND** Alexander Hotel, Dublin / 2002; **GERMANY** Das Stue Hotel, Berlino / 2012 12; 25h hamburg / number one, Hamburg / 2003 26; 25h hotel Zurich / 2012 34; Duesseldorf, 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 Kempinsky, Berlin / 2002; Hotel Metropol, Berlin / 2002; Hotel Schloß Blücher, Göttingen / 2002; Innside Hotel Munich Parkstadt Schwabing, München / 2005; Intercontinental Hotel, Koeln / 2004; Mövenpick Airport Hotel Stuttgart, Stuttgart / 2007; Penta Hotel, Lübeck / 2002; Seidler Hotel Peilkan, Hannover / 2002; Seidler Hotel Residenz, Rügen / 2002; Sport Scheck Hotel, München / 2004; Taschenberg Palais, Dresden / 2002; Bar Hotel Mövenpick, Berlin / 2004; Bad Waldsee / 2010; **GREAT BRITAIN** Hempel Hotel, London / 2003; Hotel The Hempel, London / 2003; One Aldwych Hotel, London / 2004; **GREAT BRITAIN** UK Supreme Court, London / 2009; **GREECE** The Loft Project, Athens, 2012 78; Club Hotel Lautrak, Lautrak / 2003; **HUNGARY** Marriott Hotel, Budapest / 2010; **INDIA** Galaxy Hotel Shopping SPA, Gurgaon, New Delhi / 2007; Hotel Le Méridien, New Delhi / 2005; India Terroir Winebar, New Delhi, Gurgaon / 2007; **ISRAELE** Crown Plaza City Center, Tel Aviv / 2009; **INDONESIA** Club Med 2, Polinesia / 2002; **ITALY** Hotel Leitthof, San Candido / 2013 46; UNA Hotel Mediterraneo, Milano / 2013 48; The Hub Hotel, Milano / 28; Hotel Crowne Plaza, Milano / 2000 56; oneapple, Torino / 2000 70; Gorizia, QuibK / 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 / 2006; 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 Leone di Messapia, Cavallino, Lecce; Ora Hotel City Bresso, Bresso, Milano / 2010; Tizzy's NY Milano / 2011; GruppiM, Assago / 2012; UNA Hotels & Resorts, Firenze, UNA Hotel Toq & all UNA Hotel Napoli / 2012; T HOTEL, Cagliari / 2006; Hotel Nhow, Milano / 2009; DuoMotel, Rimini / 2006; Urban Hotel, Trieste / 2007; BHR Hotel, Treviso / 2008; Biba Show Dinner C/O Masseria D'Alella, Castellana Grotte / 2006; BJC, Bergamo / 2007; Black Hotel, Roma / 2005; Byblos Art Hotel Villa Amistà, Verona / 2005; Casa De Astis, Fiera di Puglia / 2003; Casa Fracchiolla, Roma / 2003; Class Hotel Fiera, Piacenza / 2003; Dal Moro Assisi Gallery Hotel, Assisi (PG), Italy / 2004; Eurocongressi (Cavajon), Verona / 2003; Firenze Hotel Cristina, Limone del Garda / 2002; Grand Hotel Verona / 2002; Discoteca Ayers Rock, Lamezia Terme / 2006; Holiday Inn Express, Milano / 2006; Holiday Inn Hotel, Cosenza / 2004; Hotel Admiral Palace, Chianciano Terme / 2007; Hotel Antares, Milano / 2002; Hotel Aqua, Abano Terme (PD) / 2009; Hotel Astoria Italia, Udine / 2002; Hotel Bad Moos, Val Pusteria, 2002; Hotel Bellevue, Sorrento / 2002; Hotel Castello di Carimate, Carimate (CO) / 2009; Hotel

Centrale, Cosenza / 2004; Hotel Cipriani, Venice / 2002; Hotel Clocchiatti, Udine, 2007; Hotel Costa del Salento, Lido Marini (LE) / 6.09.06; Hotel Courtyard Marriott, Venezia 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 Laurin, Bolzano / 2002; Hotel Laurin 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 Tanca, Cardeu / 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; Motel 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, Pieve di Sacco, Padova / 2008, Postumia Hotel Design, Oderzo (TV) / 2006; Quinto Assio Hotel, Rieti / 2003; Romantic Metropolitan Hotel, Venice / 2002; Savoy Palace Hotel, Brescia / 2002; Sorrento Palace, Sorrento / 2002; Sporting Hotel Villa Maria, Francavilla / 2006; StarHotels - Michelangelo, Firenze / 2004; Tenuta Polvere delle Rose, Bari / 2003; T-Hotels Lamezia Terme, Lamezia Terme / 2009; T-Hotel Trezzano sul Naviglio, Trezzano sul Naviglio / 2009; Verona Hotel Metropol, Venice / 2002; Villaggio Gattarella, Vieste / 2004; Villaggio Valentino, Taranto / 2002; Villa privata, Scopello - Castellamare del Golfo (TR) / 2007; Windsor Hotel, Milano / 2003; La Biennale di Venezia, sede di Ca' Giustinian La caffettiera / 2009; Bar Grifo, Arzignano (VI) / 2010; Bar Plaza, Lignano (UD) / 2003; Enoteca Manfrè, Alcamo (TP) / 2007; Factory, Treviso / 2003; MOMART Restaurant Café - Roma, Roma / 2005; Oro Colato, Paese - Treviso / 2003; Restaurant Quick Food, Livorno / 2009; Victory Bar, Lodi / 2007; Victory Restaurant, Sanremo / 2004; Vigilus Mountain Resort, Lana Sudtirol (BZ) / 2004; **JAPAN** Osaka City Dome / 2002; Otani Tower Hotel, Japan / 2002; Urawa Royal Pines Hotel, Tokyo / 2002; Ferrarini 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 Eijhuis Centrum, Eindhoven / 2006; The Blakes Hotel, Amsterdam / 2002; Restaurant 11 on Stedelijk Museum cs, Amsterdam / 2004; Smoking club Hi/Lo, 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 Barbosa Funchal, Madeira / 2002; **POLAND** Trio Apartmets, Warsaw / 2012 18; **QATAR** La Cigale Hotel, Doha / 2009; Kempinski Residence and suites tower, Doha / 2010; **TUNISIA** Le Must - Bar 'a' salade et salon de la Hammam / 2009; **REPUBBLICA CECA** Hotel Vlna, Oladná / 2011 24; **ROMANIA** Clermont Hotel, Covasna / 2008; **RUSSIA** Hotel Mirage, KAZAN / 2004; Mega Center Italia, Moscow / 2005; **SINGAPORE** Singapore, Forlino Italian restaurant / 2009; **SLOVENIA** Vande Urbani Resort, Ljubljana / 2012 76; **SWEDEN** Nordic Sea Hotel, Nordic Choice Hotels Group, Stockholm / 2012 000; Stockholm, Yasuragi Hasseludden / 2004; Hotel Selma, Sunne / 2005; Radisson Garden Hotel / 2002; SAS Hotel / 2002; **SWITZERLAND** Zurich / 2012; 25h hotel Zurich 000; **SPAIN** Hotel The Mirror, Barcelona / 2010 000; Casino 'di Lugano, Lugano / 2003; Hotel Chesa, Mulin Pontresina / 2002; Hotel des Alpes, Luzern / 2002; Hotel Allegro, Bern / 2002; Hotel Montana, Luzern / 2002; Hotel Saratz, Pontresina / 2002; Hotel Seedamm, Pfäffikon / 2002; Wilerbad Hotel am Sarnersee / 2002; Alden Restaurant, Zurigo / 2004; Bar Greulich, Zurigo / 2004; Bar Hotel Crowne Plaza, Genève / 2004; Kongress Kultur 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 Puerta America Madrid / 2006; Hotel Barceló Torre Arias, Madrid / 2006; Hotel Claris, Barcelona / 2002; Hotel Rey Juan Carlos Primero, Barcelona / 2002; U.A.E. Yas Marina Hotel, Abu Dhabi; Hotel Burj Al Arab, Dubai / 2004; Forte Grand Hotel, Abu Dhabi, 2002; Forte Grand Jumeira Beach, Dubai / 2002; Garde Royal, Abu Dhabi, 2002; Golf Club, Dubai, 2002; Golf Course, Abu Dhabi, 2002; Hilton Beach Club, Dubai / 2002; St George Hotel, Dubai / 2002; Yas Marina Hotel, Abu Dhabi; **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 Marela, 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** Aller Media Building, Copenhagen / 2010; **FRANCE** Pole culturel du Marsan, Mont du Marsan / 2007 112; Médiathèque André Malraux, Béziers; ENSAM Bibliothèque de Ecole Nationale Supérieure 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 Maranello, Modena / 2011 104; Biblioteca di Scandicci / Firenze, 2008 130; Hangar Bicocca Foundation, Milano / 2000 124; Museo del vetro, Altare, Savona; Centro Espositivo d'Arte Moderna e Contemporanea - ex Pescheria Centrale di Trieste; Castello di Udine, Salone del Parlamento Udine; Teatro Giovanni da Udine, Udine / 1997; Ca' Giustinian, Venezia; Auditorium Parco della Musica, Red Restaurant Roma; Università del caffè, Trieste / 2004; **SPAIN** Università del País Vasco San Sebastian; Tenerife, Magma Arts Center, Palacio de Congreso / 2010; **THE NETHERLANDS** Amsterdam University College / 2012 114; Theaters Tilburg, Tilburg / 2012 102; TU Eindhoven, Wageningen / 2012 112; Park theater, Eindhoven / 2011; Groninger Museum, Groningen / 2011; Stedelijk Museum, Amsterdam / 2006; **QATAR** Qatar Foundation, Carnegie Mellon University / 2009 - Texas A&M University / 2009; **USA** MassArt, Boston 2013 / 132; IMG College Office, Atlanta / 2013 128; NEW YORK, MoMA "Ron Arad. No discipline" New York / 2009; TEXAS Dallas AT&T Performing arts center Dee and Charles Wyly Theatre / 2009.

healthcare



WELLNESS, HOSPITALS

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

shop



STORE, SHOPPING MALL

EUROPE Kiko / 2000 142; Billionaire / 2000 156; **BELGIUM** Liège, Mediatic / 2009; Shopping Center Louvain La Neuve, Louvain La Neuve / 2005; **CZECH REPUBLIC** Shopping center Černý most, Prague / 2003 000; **DENMARK** Bison - Shop / 2005; Sand 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 / 2009 149; Catzaturificio 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 (MC) / 2006; Concessionaria BMW, Firenze / 2004; Mani & Piedi Spa, Milano / 2005; Negozio calzature, San Benedetto del Tronto (AP) / 2007; Palazzo Fendi, Roma / 2006; **GREAT BRITAIN** Camper store, London / 2009; Boutiques Pomellato, London / 2008; Capital Radio, London / 2004; Mexx, London / 2005; **GERMANY** Hairdresser Salon Viktor Leske International, Berlin / 2013; 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, Barcellona / 2004; Protos, Peñaflor - Valladolid / 2009; **RUSSIA** Moscow, Pomellato, GUM, Glavnyi Universitarny Magazin; U.A.E. Nissan Showroom, - Musaffah industrial area, Abu Dhabi / 2009; Nissan Showroom, Abu Dhabi / 2005; Showroom Fabi, Dubai / 2006; Showroom Le Reve / 2005; **USA** CALIFORNIA Boutiques Pomellato, Miami / 2009; Car Corporate, Miami / 2003; NEW YORK Sisis Showroom, SoHo/New York / 2006

corporate



OFFICE, BANK, CONFERENCE CENTER

BRASIL 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, Chiffley Tower, Sydney / 2002; **AUSTRIA** MusikSchule Meidling, Vienna / 2004; Physikalisches Ambulatorium, Kindberg / 2004; Zentrum fuer Medizinische Grundlagenforschung, Graz / 2004; **BAHRAIN**, Manama, MGA+Co Office / 2010; **BELGIUM** Generale Bank, Bruxelles / 2002; A.B.B., Louvain / 2002; CGER, Bruxelles / 2002; European Parliament, Bruxelles / 2002; Heilig-Hartziekenhuis, Lier / 2002; Provinciehuis Vlaams Brabant - Leuven plaatsen, Leuven / 2003; Showroom Sergio Rossi, Bruxelles / 2002; **CHINA** Hong Kong Poggenpohl Office / 2000 170; **CZECH REPUBLIC** Czech National Bank, Praha / 2004; Komerční Bank / 2002; **DENMARK** Bang & Olufsen A/S, / 2002; Nykredit A/S / 2002; **FRANCE** Banque Indo-Suez, Paris / 2002; Budapest Aeb Bank, Paris / 2002; Kulkersekedelmi Bank, Paris / 2002; Mutuel du Mans, Vichy / 2002; OTP Bank, Paris / 2002; Postbank, Paris / 2002; Crédit Agricole / 2002; Crédit Mutuel, Vichy / 2002; **FRANCE** AGF, Paris / 2002; Andersen Consulting, Paris / 2002; Archives départementales de Marseille, Marseille / 2007; Archives Municipales, Marseille / 2002; Assemblée Nationale, Paris / 2002; AT & T, Paris / 2002; Carbone, Paris / 2002; Cegetel, Paris / 2002; Centre Congrès, Vichy / 2002; CFD, Paris / 2002; Barilla, Paris / 2002; Bibliothèque de Montpellier et de la Rochelle / 2002; Christian Dior, Paris / 2002; Ciba Geigy, Paris / 2002; CNIT Compagnie Générale des Eaux, Paris / 2002; Compag, Paris / 2002; Conseil d'Europe, Strasbourg / 2002; Coopers & Lybrand, Paris / 2002; Czech Embassy, Paris / 2002; Défense, Paris / 2002; Ecole Centrale, Lyon / 2002; EDF, Paris, France / 2002; Emi-Pathé, Paris / 2002; Etam, Paris / 2002; Eun Grupo, San Sebastian, Spain / 2002; 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; Sybasse, Paris / 2002; TFI, Paris / 2002; Thierry Mugler, Paris / 2002; Université, Toulouse / 2002; Walt Disney Company, Paris / 2002 / Wind, Italy / 2002; **GERMANY** Bremer Landsbank / 2002; Deutsche Bank, Bonn / 2002; Dresdner Bank / 2002; Santander Consumer Bank, Moenchengladbach / 2007; Daimler-Benz, Stuttgart, 2002; Neue Messe, München / 2004; Nokia, Berlino / 2002; Städtische Bibliothek, Karstadt Duisburg, Flensburg, Rosenheim / 2002; Paris, France / 2002; Telecom, Bonn / 2002; Universal, Berlin / 2003; Kiefernorthopedische Praxis, Bad Saulgau / 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 Busto Arsizio, Busto 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'Italy, 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; Palacrielle, 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 Europea Spa, Stezzano (Bergamo) / 2007; Infostada / 2002; Light and colors, Alcamo (TP) / 2007; Lloyd Adriatico / 2002; Mandarina Duck, / 2002; Mirabilis Centro Benessere, Verona / 2005; Panasonic / 2002; R.A.I. Italian Television, / 2002; Ras Assicurazioni, Milan / 2002; RT Riviera Trasporti, Imperia / 2008; Ass.ne Industriali Pordenone, Pordenone / 2004; Showroom Dolce & Gabbana, Milan / 2002; Telecom Italia / 2002; Università di Salerno, Salerno / 2002; Villa alle Scalette, Vicenza / 2005; Cliniche e Ospedali, Centro Diagnostico Biocontrol, Cosenza / 2004; Centro medicina rigenerativa, Modena / 2008; **JAPAN** Tokyo Fire Agency, Tokyo / 2002; **MALTA** Tal-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 / 2002; **SPAIN** Eun grupo, San Sebastian / 2010; Mandarina Duck (various shops) / 2002; Morgan Stanley Dean Witter / 2002; Palacio de Congressos, Barcelona / 2002; Sede Social de Sanitas / 2002; **SWITZERLAND** Pädagogische Hochschule in Goldauis, Kanton SCHWYZ / 2006; P.T.T., Generaldirektion, Zürich / 2002; Université, Genève / 2002; **THE NEDERLAND** E-office, Houten / 2007; Roland Insurances, NL headquarter, Amsterdam / 2011; Amsterdam University College, Amsterdam / 2012; Puur Paviljoen Diemen (A'dam), Diemen / 2012 162; Eiffel Consultancy, Arnhem / 2010 220, Houten, E-office / 2007 204; Achmea Bank, Amsterdam / 2002; Commerzbank, Amsterdam / 2002; Aegon, Den Haag / 2010; Alcatel Lucent, Rijswijk / 2011; Astellas pharmacy, Leiderdorp / 2012Corio Vastgoed, Utrecht / 2010; Rabo Bank, Bergschenhoek / 2006; Anderson Consulting, Amsterdam / 2002; Belastingdienst, Utrecht / 2002; Belastingdienst Automatiseringsdienst; Apeldoorn / 2002; Citco/W.T.C. Nederland B.V. / 2002; Crematorium Westerveld, Driehuizen / 2002; CTAC Powerhouse, Den Bosch / 2011; Deloitte Den Haag / Amsterdam / Alkmaar / Rotterdam / Amstelveen / 2009/2010 / 2011; DUO2, Groningen / 2010; D-Offices, Amsterdam / 2002; FrieslandCampina, Amersfoort / 2010; Gemeente, Geldorp / 2013; Heineken, Amsterdam / 2002; K.P.N., Staalbankiers, Den Haag / 2002; ING Bank all over / 2008; Guerilla, Amsterdam / 2010; Nike, Hilversum / 2010; Kromhout Kazerne, Utrecht / 2009; Ministerie van JUBI, Den Haag / 2012; Perskombinatie, Amsterdam / 2002; Reclassering, Amsterdam / 2002; Regus Teleport Towers, Amsterdam / 2005; Shell Training Center / 2002; United Business Center, Den Haag / 2005; Wilhelmina Children Hospital, Utrecht / 2004; Unilever, Rotterdam / 2013; UPC, Amsterdam / 2010-11; **SPAIN** Centros de Inversion Citibank / 2002; Instituto de Credito y Administracion / 2002; **THAILANDIA** Thai Farmers Bank, Bangkok / 2002; **U.A.E.** Dubai Chamber Phase of Commerce, Dubai / 2009; Yas Marina Island-Formula One, Abu Dhabi / 2009; Officers Club, Abu Dhabi / 2002; ZonesCorp: Business Centre of the Administration building, Musaffah - 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; Datek Headquarters, Jersey City, NJ / 2003; Fox Studios / 2002; ILLINOIS Kirkland - Ellis LLP global headquarters, Chicago / 2006; NEW YORK Liquid Net 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 Ethihad Towers / 2000 198; Dubai Law firm Rolex tower / 2012 202

travel



AIRPORT TERMINAL, RAILWAY STATION, CRUISE SHIP, LUXURY YACHT

ALGERIA Houari Boumedienne International Airport, Algiers / 2010; **AUSTRALIA** Singapore Airlines, United Airlines London, Sydney / 2002; Australia British Airways / 2002; **AUSTRIA** VIA Wien Airport, Vienna / 2002-2012 222; **CHINA** Hong Kong International Airport, Hong Kong / 2004; **CROAZIA** Zagreb Airport, Croatia / 2002; **FRANCE** Tolosa, Toulouse-Bagnac Airport / 2003; Aéroport d'Orly, Paris / 2002; Lyon and Mèrinac Airport / 2003; **SLOVENIA** Ljubljana Airport, Ljubljana / 2002; **GERMANY** Lufthansa airterminal, Hamburg / 2004; **SINGAPORE** Malaysian Airlines, Singapore / 2002; **ITALY** Aeroporto Ancona Falconara - Bar, Ancona / 2005; Rome Airport Business Center, Rome / 2002; Stazione Marittima di Savona, Savona / 2004; SLouis Airport, Mauritius, Mauritius / 2002; VIP Lounge - Aereopuerto FVG - Friuli Venezia Giulia, Gorizia / 2003, Vip Lounges - Aereopuerto Fiumicino, Rome / 2002; Vip Lounges - Malpensa and Linate Airport, Milan / 2002; Vip Lounges SAVE - Marco polo Airport, Venezia / 2003; **JAPAN** Qantas Airlines, Tokyo / 2002; **THE NETHERLANDS** Schiphol Airport Amsterdam, Prium 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; **U.A.E** Emirates Airlines - Dubai, Dubai / 2002 **FRANCE** Charles-de-Gaulle (R91) (porte-avion); Val de Loire, Brittany Ferries, / 2002; **ITALY** Freccia Club Roma Tribuna, Roma / 2012 226; SuperJet International spa, Tessera, Venezia, 2008; Azura; Biscuit '95, Pesaro-Urbino; Royal Princess / 2000 228; JoyMe Yacht / 2000 232; Private yacht / 2000 234; Costa Allegra; Costa Classica / 2002; Costa Crociere / 2002; Costa Deliziosa / 2010; Costa Europa; Costa Favolosa; Costa Luminosa; Costa Romantica; Costa Tropicale / 2002; Crown Princess / 2006; Grand Princess / 2002; Queen Elizabeth; Queen Mary 2; Queen Victoria / 2007; Sea Princess; Silja Europa; Ventura Barca Ferri, Bari / 2001; Sun Princess / 2002; **THE NETHERLANDS** Holland American Line / 2002; **USA** P&O Princess Cruises / 2002; **HUNGARY** BUD 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 Illy and Moroso; **SWISS** Basilea / 2011, Blu Juwels, Art Basel 000; **THE NETHERLANDS** Rotterdam, Grrr Jamming Square; **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 edizione limitata, Ron Arad firma il design per molte società di livello internazionale. Gli sono stati commissionati inoltre vari progetti architettonici per strutture alberghiere. Recente è la costruzione del museo del design di Tel Aviv. Le sue opere sono esposte nelle più prestigiose collezioni del mondo.

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



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

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



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

Ayşe Birsell 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 consegue il master in Industrial design alla Domus Academy di Milano. Nel 2007 apre il proprio studio e lavora tra la Svizzera e Milano.

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



ANTONIO CITTERIO nasce a Meda nel 1950. Si laurea in architettura al Politecnico di Milano e apre lo studio nel 1972 occupandosi prevalentemente di disegno industriale. Dal 1981 inizia l'attività di progettazione architettonica e di interni. Attualmente collabora con aziende italiane e straniere. 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, hotels, ristoranti, yachts nonché allestimenti e stand fieristici.

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



NIPA DOSHI nasce nel 1971 a Bombay da una famiglia Gujarati. Nel 1997 è a Londra, dove si laurea al Royal College of Art. Qui incontra Jonathan Levien, nato in Scozia. 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.



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

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



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.



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.



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.



KONSTANTIN GRČIĆ 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.



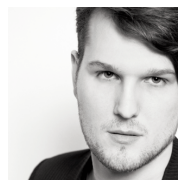
GORDON GUILLAUMIER nasce a Malta nel 1966. Nel 1989 si trasferisce in Italia per gli studi di industrial design e design management. Nel 2002 fonda il suo studio a Milano. Gordon realizza progetti per primarie aziende nell'ambito dell'arredamento, dell'illuminazione e dell'oggettistica.

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.



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.



SEBASTIAN HERKNER nasce in Germania, a Bad Mergentheim e si diploma all'Accademia di Arte e Design di Offenburg 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 Offenburg 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.



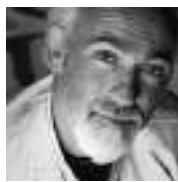
TOMITA KAZUHIKO è nato a Nagasaki nel 1965. Diplomato alla Royal Academy of Arts a Londra nel 1992, si specializza in Industrial Design alla Chiba University. Nel 1993 fonda a Milano lo studio '2.5-dimensional design', oggi Tomitadesign. I suoi maestri sono Vico Magistretti e Yoshio Akioka. Dal 2011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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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 e 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.



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.



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.



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

Maria Patricia Cristina Blanca Hidalgo Urkiola was born in Oviedo, in Spain, under the sign of Taurus. After studying at the Facultad de Arquitectura of Madrid, she graduated from the Politecnico di 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.



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

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



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.



MARCEL WANDERS nasce a Boxtel, in Olanda, nel 1963. Diplomatosi al Liceo Artistico di Arnheim, 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.



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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Nipa Doshi	& Jonathan Levien
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Tomek	Rygalik
Mark Andreas	Thorpe
Tokujin	Yoshioka
Patricia	Urquiola
Edward	van Vliet
Marcel	Wanders
Clemens	Weisshaar

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LE REGOLE

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



The
beauty
of
design

THE RULES

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