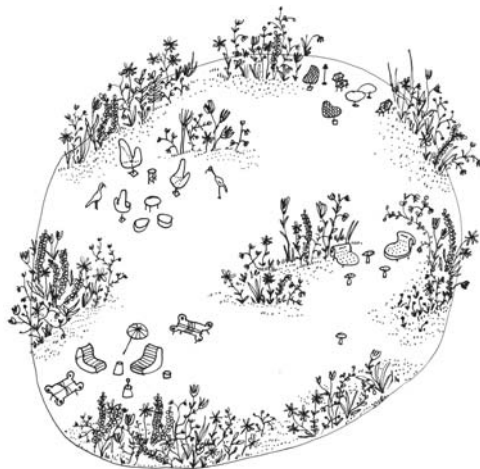


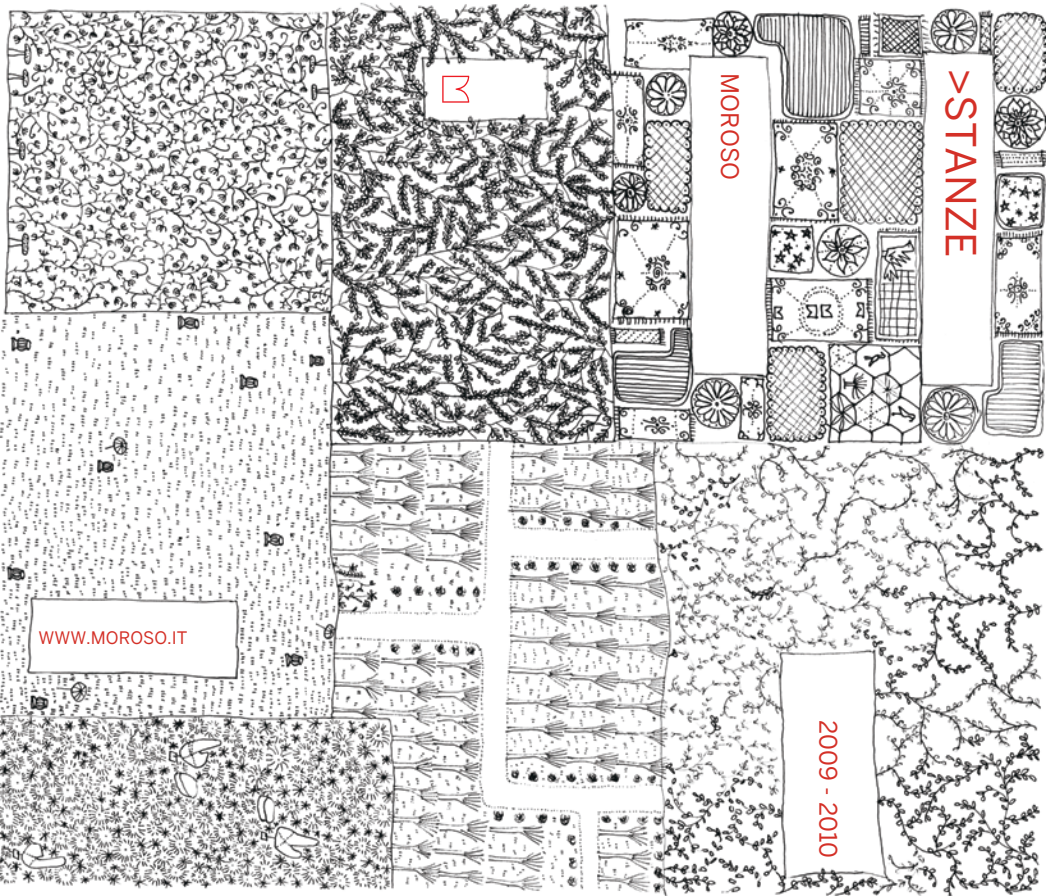
MOROSO^M

STANZA >1/2 SHANGHAI TIP STANZA >3 SUSHI
STANZA >4 MY BEAUTIFUL BACKSIDE STANZA >5 FIELD
STANZA >6 HIGHLANDS STANZA >7 / 8 LOWLAND STANZA >9 FIELD
STANZA >10 MISFITS STANZA >11 VOLANT STANZA >12 BOHEMIAN
STANZA >13 SHADOWY + PRINT STANZA >14 SUPERNATURAL OUTDOOR
STANZA >15 M'AFRIQUE 1 STANZA >16 M'AFRIQUE 2

MOROSO STANZE

>STANZE





>STANZE

MOROSO



WWW.MOROSO.IT

2009 - 2010



LE STANZE in linea con l'anima Moroso sono componibili, flessibili, personali e personalizzabili, solari, allegre, "stand alone" e dunque uniche rispetto alle altre proposte di mercato, aspirazionali, non finite in ogni dettaglio ma con un chiaro target di gusto di riferimento. Diversi abbinamenti di colori, tessuti, complementi di arredo, di metratura, a cui sono stati aggiunti tappeti, lampade, quadri e specchi, danno la connotazione ed il gusto voluto.

È stata inoltre prevista la possibilità del modulo pranzo, per rispondere alla domanda crescente di living-dining. È importante ricordare che gli abbinamenti proposti non sono una chiave di lettura univoca del prodotto Moroso, quanto piuttosto una chiave espositiva per il punto vendita.

In line with the Moroso spirit, STANZE are sectional, flexible, personal and personalisable, bright, cheerful, stand alone, and therefore unique in relation to the other market proposals: they are aspirational, not finished in every detail but with a clear target of taste of reference. Various combinations of colours, fabrics, furnishing accessories, dimensions, to which have been added carpets, lamps, pictures and mirrors, given the desired connotation and taste. The possibility of the dining module has also been envisaged, to meet the increasing demand for a living-dining zone. It is important to remember that the combinations proposed are not a univocal key to the interpretation of the Moroso product, but rather a key to display for the point-of-purchase (P-O-P).



"CARPET RELOADED" per MOROSO

Moroso sceglie un partner importante come Golan per una speciale collezione di tappeti storici reinterpretati. Da una brillante intuizione nasce Carpet reloaded, un' esclusiva collezione di pezzi unici in limited edition che raccoglie i tappeti della prima e della seconda metà del '900 reinterpretati in modo del tutto nuovo e sorprendente. Il passato incontra il presente in un mix tra antica sapienza manifatturiera e design contemporaneo: modelli decorati e ricolorati, sfidati e ritoccati da esperti artigiani che, con abilità, hanno lavorato nel totale rispetto dei materiali originali (cotone, lana, angora, lana di capra nera, canapa, mohair, lino). Un tappeto della collezione carpet reloaded è una scelta di stile e di grande personalità che dona un'impronta unica agli ambienti che arreda. Questa serie di tappeti sono stati sottoposti a un processo di decolorazione e sono stati successivamente rinti con colori naturali a tinte monocromatiche. La reazione stessa delle colorazioni delle lane dà risultati inattesi e imprevedibili poiché dipende dal tipo di lana usata in origine. Le misure vanno da circa 2m x 3m a circa 3m x 6m. Su richiesta dimensioni fuori standard. I colori scelti per la collezione Moroso sono: la gamma dei grigi, dal grigio-beige ai grigi-neri; la gamma dei rossi, dai ruggine ai rossi scuri; la gamma dei verdi, dai verdi menta ai verdi blu.

"CARPET RELOADED" for MOROSO

Moroso chooses a prestigious partner, Golan, for a special collection of old carpets with a new twist. A sudden brainstorme is behind Carpet Reloaded, an exclusive, limited-edition collection of carpets from the first and second halves of the 20th century reinterpreted in a totally new and unexpected way. The past meets the present in a mixture of ancient manufacturing skills and contemporary design. Carpets that are bleached and re-dyed, unwoven and re-woven by skilled weavers who work with due respect for the original materials (cotton, wool, angora, black goat wool, mohair, linen). A rug from the Carpet Reloaded is a style choice that displays great character and adds a unique touch to its setting. These carpets were bleached and then re-dyed using natural monochrome pigments. The results of wool dyeing is unknown and unexpected because it depends on the kind of wool used originally. Sizes range from about 2,3m to about 3,6m. Non-standard sizes available by request. The colours chosen for Moroso's Carpet Reloaded collection are: greys, from grey-beige to grey-blacks; reds, from rusty shades to dark reds; greens, from mist greens to blue-greens.

>STANZE MOROSO

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SUSHI

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STANZA >4

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60 >77

STANZA >6

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92 >105 / 106 >119

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134 >147

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210 >221

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222 >237

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M'AFRIQUE 2

238 >255

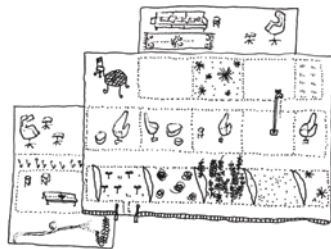
04 >05

STANZA >1



>SHANGHAI TIP

- + FJORD + TAKE A LINE FOR A WALK
- + B-SIDE + CHARPOY



00-107

STANZA >1



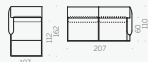






STANZA >1

Prodotti _ Products



Shanghai Top design Patricia Urquiola
SH434 - SH432
Bianco - White



Fjord design Patricia Urquiola
FJ03R
B0126/A0895-A0971
base bianca _ white base



Fjord design Patricia Urquiola
FJ014-FJ017-FJ077
B0126-B0120/A0895-A0868



Take a line for a walk
design Alfredo Hubner
TK016-TK017
B0253



B Side design Patricia Urquiola
B0265-B0260
telaio _ frame:
acciaio verniciato bianco opaco _ white or
black steel
riposti _ shelves:
MDF bianco, nero _ white or black MDF



Cherry design Nees Doornik &
Jonathan Leaver
CH27 Day Bed Side Chair
materasso di seduta in spessi tessili
indiani _ seat mattress realized with special
Indian fabrics



Table design Shanghai Top
design Patricia Urquiola
SH433/243 - SH432/242 - SH434 - SH446
acciaio verniciato bianco, verde, viola _
steel with white, green, violet finish
acciaio cromato _ steel with chrome finish
vetro _ glass



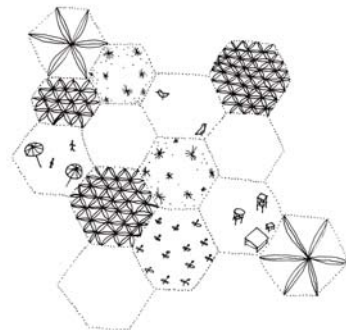
Carpet realized for Mirco
esclusiva collezione di pezzi unici sottoposti
a un processo di decolorazione e
successiva tintura _ an exclusive, limited-
edition collection of carpets that were
bleached and then re-dyed using natural
monochrome pigments



STANZA >2

>SHANGHAI TIP

+ ANTIBODI + B-SIDE + TENNIS CHAIR
+ NANOOK + SARDINIAN RUGS









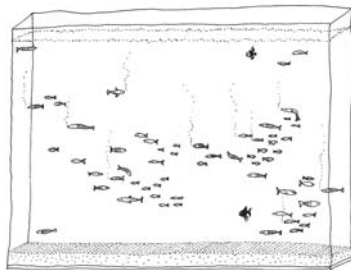


STANZA >3



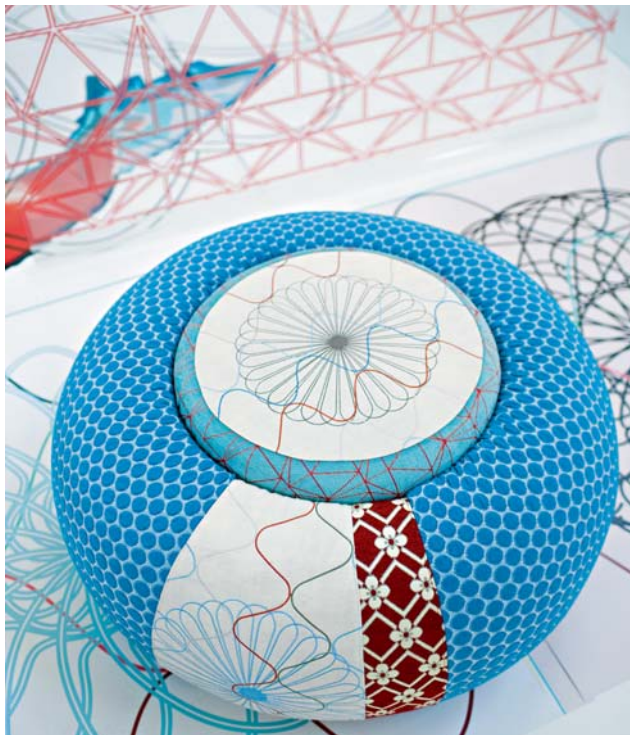
>SUSHI

+ KARMAKOMA SOFA + SUSHI BLOCK SEAT
+ JUJU FAUTEUIL + DONUT















STANZA >3

Prodotti_Products



Karmakoma sofa design Edward van Vliet
S3003
versione D2_D3 version
S3M1
versione A_A version



Karmakoma armchair
design Edward van Vliet
S3003
versione A_A version



South Block seat design Edward van Vliet
S3013-S3021-S4012-S3027
versione B_B version



Juku footstool design Edward van Vliet
S3063
versione A1/C_A1/C version



Donut design Edward van Vliet
S3070-S3087
versione A/B/D_A/B/D version

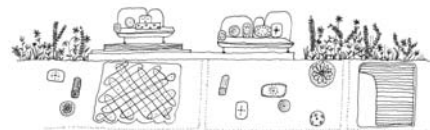


Ond
tappeto di produzione artigianale. Fatto a
mano, lana 100%_handmade oriental
carpet, wool 100%.



>MY BEAUTIFUL BACKSIDE

+ ANTIBODI + PRINCIPESSA + SHEESHA MIRROS
+ WITCH CHAIR + BLOOMY + RANGOLI RUGS + TOOLS OF INSPIRATION



02-03

STANZA 1-4

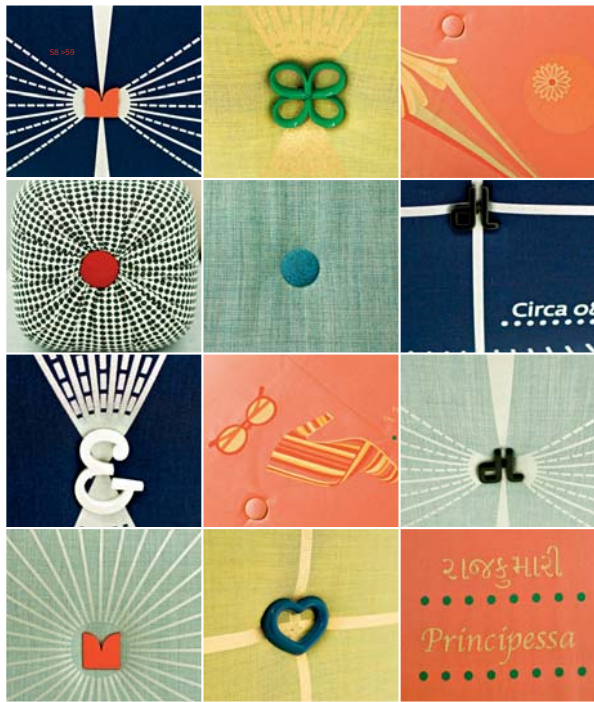


Circa 08
.....









STANZA >4



Prodotti_Products

My Beautiful Backside design Nipa Doshi & Jonathan Leven
 MD076 - MD077
 Yellow green A4285 Remix
 Deep blue A4148 Remix



My Beautiful Backside design Nipa Doshi & Jonathan Leven
 MD078 - MD079
 Light blue A4140 Remix
 Light grey A4250 Remix



Ambed design Patricia Lingotto
 AB257
 A092L/A0867



Principessa design Nipa Doshi & Jonathan Leven
 PR045



Shreeha's memories design Nipa Doshi & Jonathan Leven
 SH642
 specific cam pattern, var graffiti... memories with silk-screened patterns.



Wich chair design Taidi Bompie
 TBL32
 pelle nera... black leather ZB9250



Teaboo... Table Bloomy design Patricia Lingotto
 BMOGH



Rangoli Rug
 design Nipa Doshi & Jonathan Leven
 ROBC Rangoli Stripes
 ROBD Rangoli Kalam
 ROBB Rangoli Circle

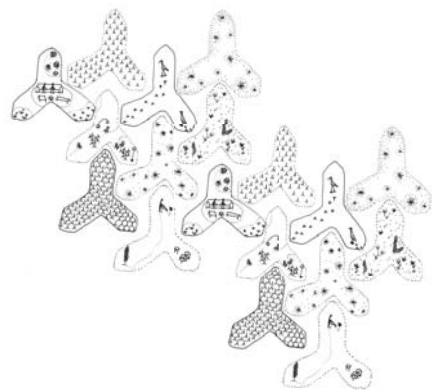


Tools of Inspiration
 design Nipa Doshi & Jonathan Leven
 Rangoli - Stationery tools - Sewing tools



>FIELD

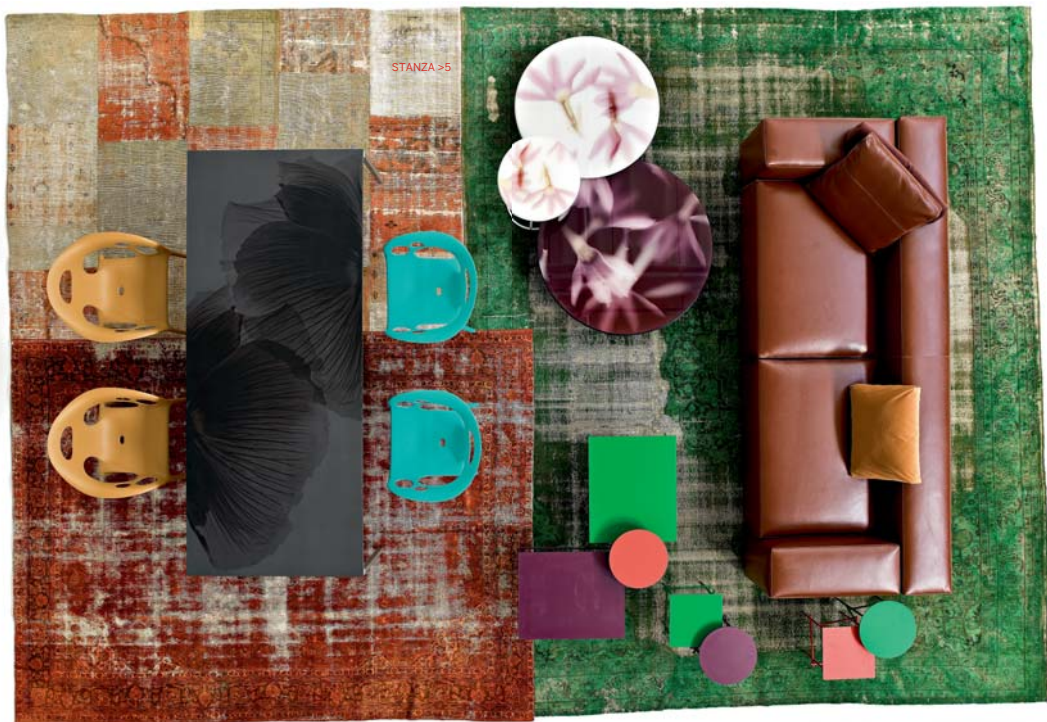
- + ANTIBODI + SHANGAI TIP + AROUND THE ROSES
- + BON BON + NANOOK + TAKE A LINE FOR A WALK
- + BOUQUET + SUPERNATURAL + BLACKSTONE TABLE







STANZA > 5



STANZA >5





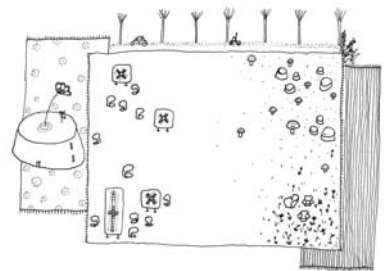




STANZA > 6

>HIGHLANDS

- + BLOOMY + THE FOOL ON THE HILL + CHARPOY
- + YO-YO + SHANGAI TIP + PHOENIX
- + SHEESHA MIRRORS





STANZA +6

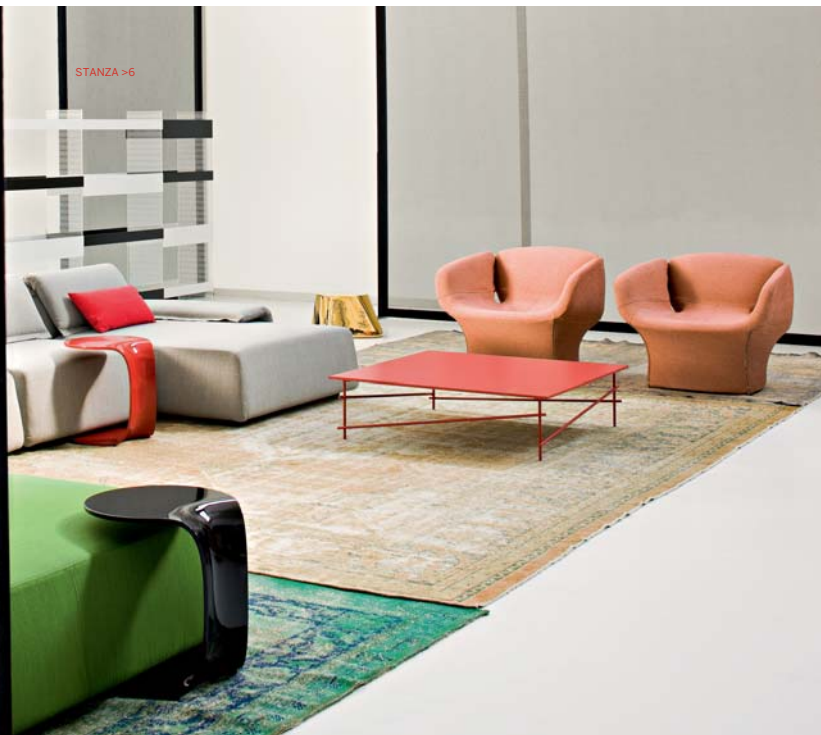




88 > 89



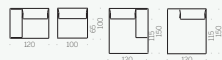
STANZA > 6





STANZA >6

Prodotti _Products



Highlands design Patricia Urquiola
HLO66 - HLO61 - HLO6V
Renna A450
HLO24
Stalact Tre A3280



Bloomy design Patricia Urquiola
BMO2
Chelsea Girl A5523



The Foot on the Hill design Luca Nichetto
TF187 - TF189 - TF191
ceramica _ceramic_ caramello, verde, blu
indigo, oro, piastrelle _caramels forest green,
indigo blue, gold, platinum



Charpy design Nipa Diola &
Jonathan Levan
CH24
materie plastiche di seduta in cotone ricamato a
manica _seat mattress realized in hand
embroidered cotton



Table, Table Yo-Yo design Jakob Wagner
YOY6



Table, Table Shanghai Top
design Patricia Urquiola
SH445



Table, Table Phoenix design Patricia Urquiola
PH43Z - PH43P
pavimento _floor bianco avorio, nero_ ivory white,
black
base _base_ nero_ black finish



Sheshamemors design Nipa Diola &
Jonathan Levan
SH462
specchi con pattern sarragalati _memors
with silk screened patterns



Carpet released for Milano
esclusiva collezione di pezzi unici sottoposti
a un processo di decolorazione e
successiva rinfibratura _an exclusive, limited-
edition collection of carpets that were
bleached and then re-dyed using natural
monochrome pigments

52-53

STANZA >7

>LOWLAND

+ FJORD + FUTON + RIPPLE CHAIR
+ NO WASTE + UKIYO + PHOENIX







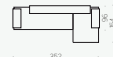






STANZA >7

Prodotti _ Products



Lowland design Patricia Ungaro
LLCR3
Chelsea Grl A0959



Fjord design Patricia Ungaro
FJ038
B0110/B0262
base _ base bianco _ white finish



Fjord design Patricia Ungaro
FJ014 - FJ017 - FJ077
B0064, B0262, B0310/Roma A0583, A0534



Futon design Tomita Kazuhiko
FU000
Mubokoro A0200/A0863



Ripple chair design Ron Arad
RC050 - RC071



Tavolo, Table No Waste design Ron Arad
NW026



Tavolo, Table Ulayo design Tomita
Kazuhiko
UK051 - UK052
piano tavolo _ table top Sakura, Pip orange,
Paradise purple, Impero grey



Tavolo, Table Phoenix design Patricia Ungaro
PH042 - PH049
piano _ top bianco avorio nero _ ivory white,
black
base _ base nero _ black finish



Carpeti tessuti per Milano
esclusiva collezione di pezzi unici sottoposti
a un processo di decolorazione a
successione ritmica _ an exclusive, limited-
edition collection of carpets that were
bleached and then re-dyed using natural
monochrome pigments

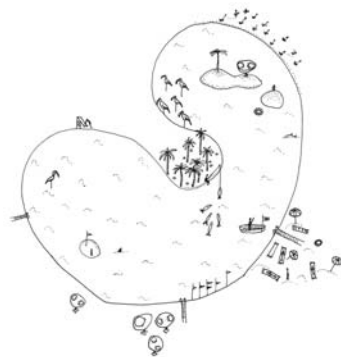
106 +107

STANZA >8



>LOWLAND

+ SOFT LITTLE HEAVY + SMOCK + FJORD H
+ FJORD + UKIYO + MALMO







114-115

STANZA > 8



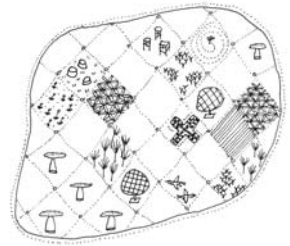




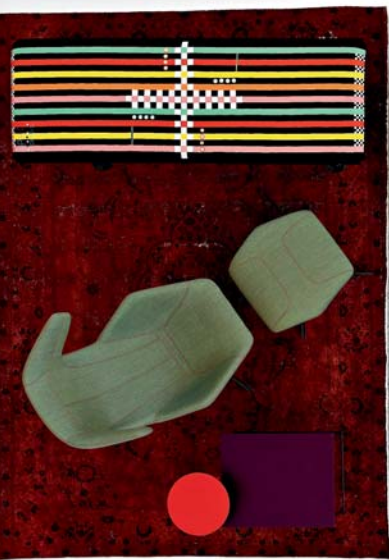
STANZA >9

>FIELD

- + BOHEMIAN + ANTIBODI + CHARPOY
- + TAKE A LINE FOR A WALK + OVAL TABLE + BON BON
- + HAL + SPRINGFIELD



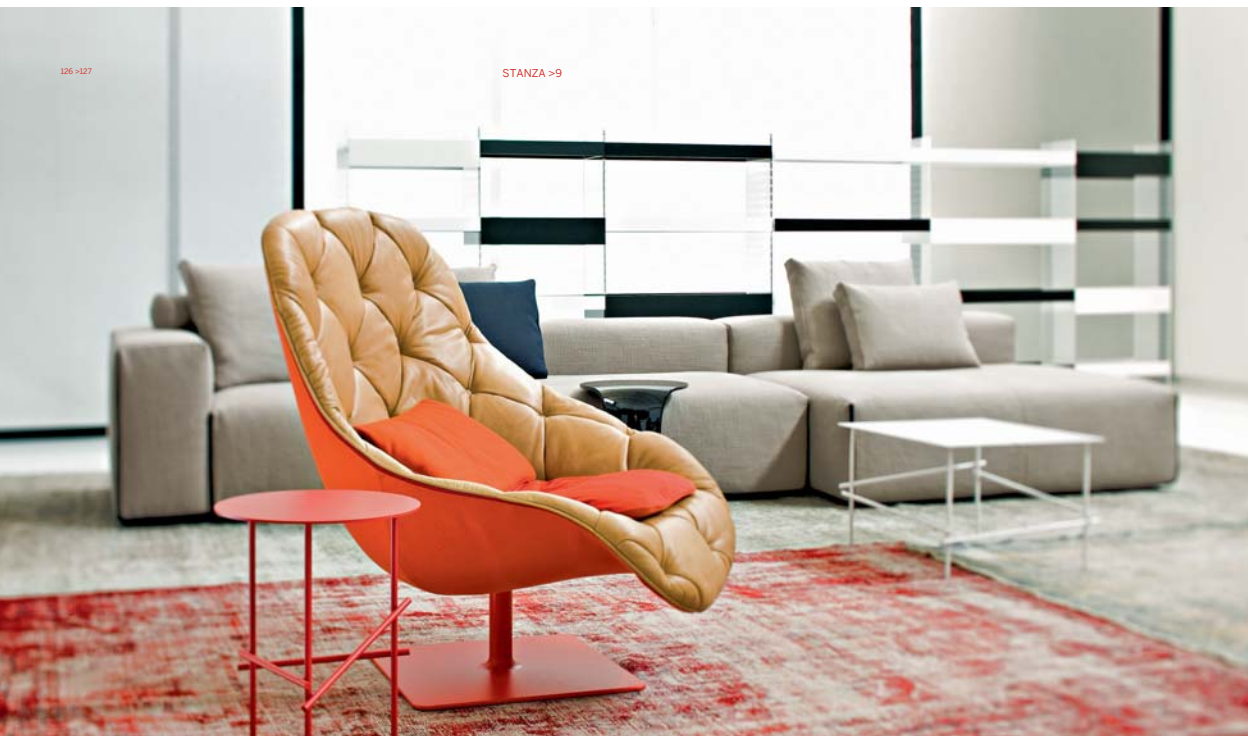
122 + 123



STANZA > 9





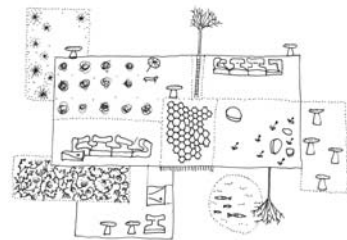






>MISFITS

+ FJORD + BOHEMIAN + SOFT LITTLE HEAVY
+ SHITAKE



STANZA 102

STANZA 103





STANZA



142-143

STANZA >10







STANZA >10

Prodotti_Products



Motta design Ron Arad
MF274 - MF275
Remo A0867



Motta design Ron Arad
MF274 - MF275
Remo A0867



Motta design Ron Arad
MF274 - MF275
A0867



Fjord design Patricia Lingua
FJ339
A0865/A0867
B0310/B0302
B0306/B0305
FJ214 - FJ217
A0355/A3480 - B0320/A0868



Bohman design Patricia Lingua
BH401
base_base A0863
sedile_seat B0339



Soft Little Henry design Ron Arad
SF050
A3742 A0536



Teuco_Table Shitake design Marcel Wanders
ST100



Carpet recolored for Mirco
esclusiva collezione di pezzi unici sottoposti
a un processo di decolorazione e
successiva tintura, un'esclusiva limited-
edition collection of carpets that were
bleached and then re-dyed using natural
monochrome pigments.

STANZA >11



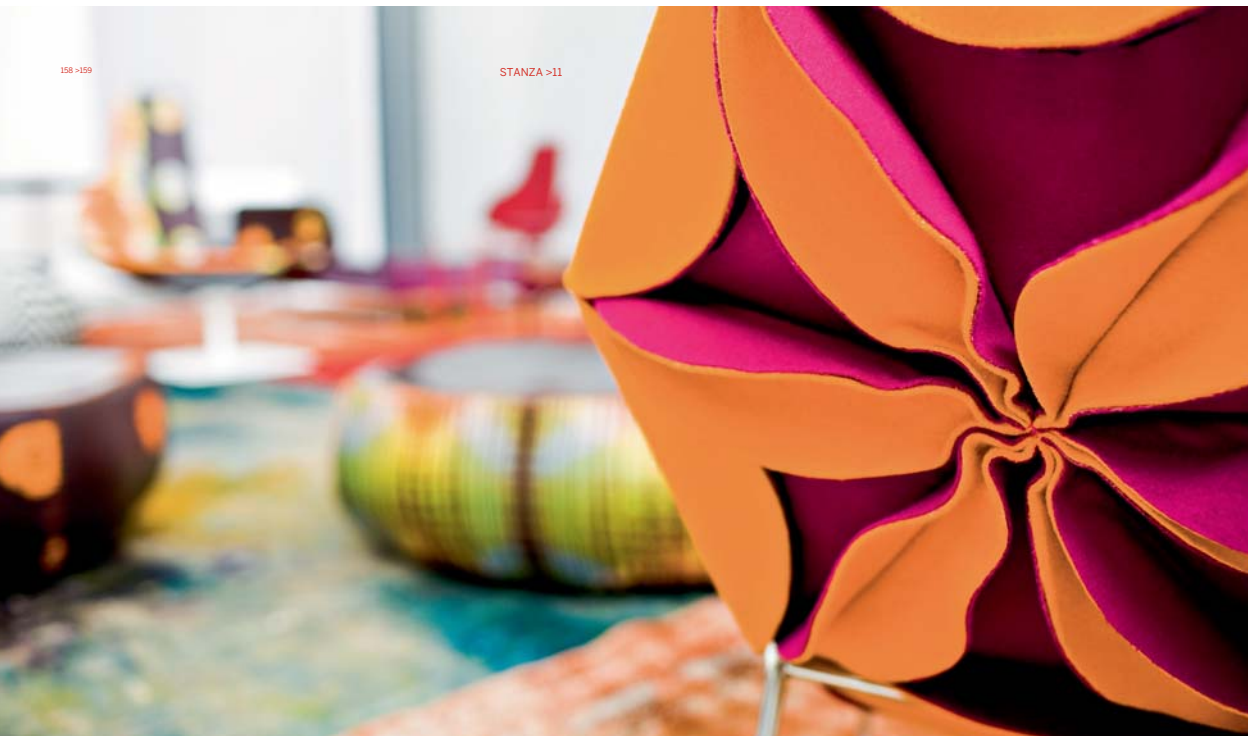
>VOLANT

+ FJORD + ANTIBODI + RIPPLE CHAIR + TWIST
+ OSOROM + TROPICALIA + DEW











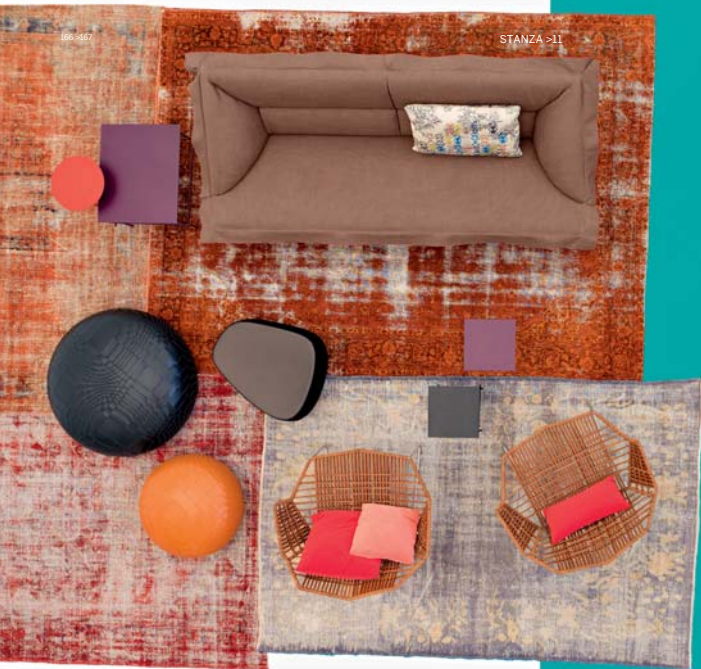


STANZA -11

164 -165

STANZA >11







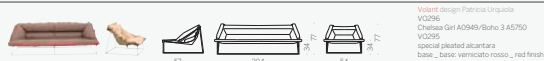






STANZA >11

Prodotti_Products



Carpet reworked for Mirco
esclusiva collezione di pezzi unici sottoposti
a un processo di decolorazione e successiva
finitura_ an exclusive limited-edition
collection of carpets that were bleached and
then re-dyed using natural monochrome
pigments

STANZA >12



>BOHEMIAN

+ KUB + CAPITELLO + YO-YO + PHOENIX
+ BLOOMY + FERGANA







186 + 187

STANZA -12

































STANZA >12

Prodotti_Products

			<p>Boheman design Patricia Ungarelli BH003 Chelsea Girl A5529</p>
			<p>Boheman design Patricia Ungarelli BH004 - BH001 - BH036 Bino A575/A08B2 Bino A506/A08C3 B240/A08J7 base: acciaio verniciato nero, steel black finish</p>
			<p>Kub design Henno KU327 - KU306</p>
			<p>Capello design Raja Sans CP027</p>
			<p>Table_ Table Yo-Yo design Jakob Wagner Y004G</p>
			<p>Table_ Table Phoenix design Patricia Ungarelli PH042 - PH04P</p>
			<p>Table_ Table Bloomy design Patricia Ungarelli BL004Z piano, top rigato rosso-nero, strisce red-black</p>
			<p>Table_ Table Ferga design Patricia Ungarelli</p>
			<p>Carpet intended for Mirano esclusiva collezione di pezzi unici sottoposti a un processo di bleacitazione e successiva rifinitura, an exclusive, limited edition collection of carpets that were bleached and then re-piled using natural monochrome pigments</p>

STANZA >13



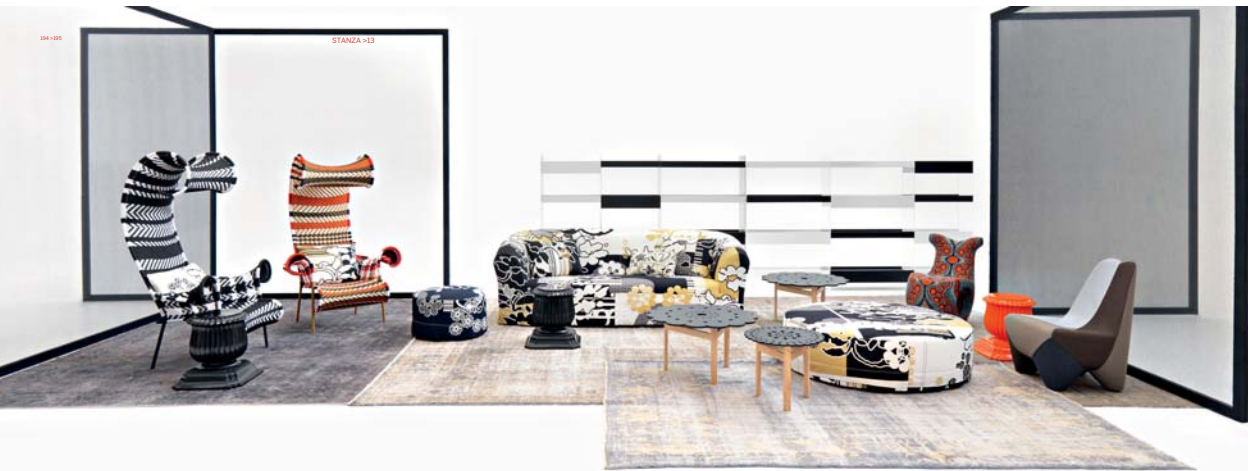
>SHADOWY + PRINT

+ HELIX + BINTA + TENNIS CHAIR + CAPITELLO
+ FERGANA + PHOENIX



200-100

STANZA 113





100 + 100



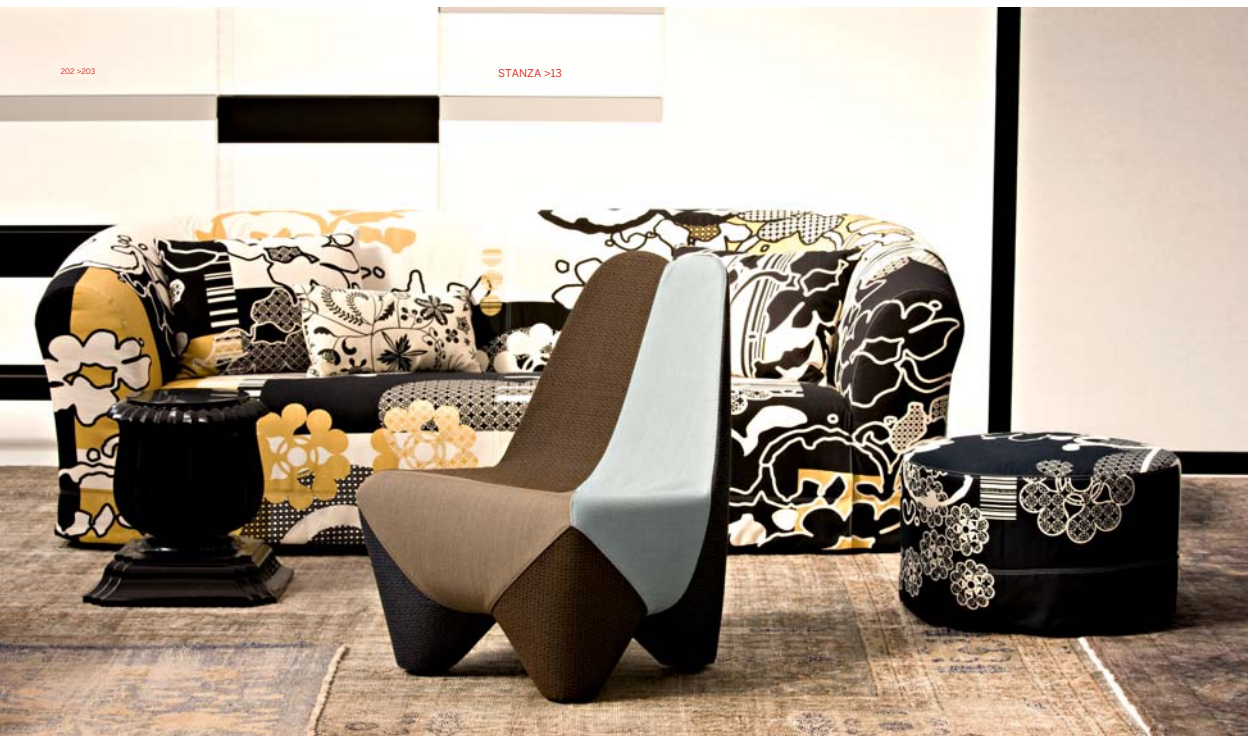
STANZA +13

200 >201



STANZA >13







206 + 207

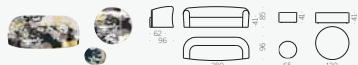
STANZA 913





STANZA >13

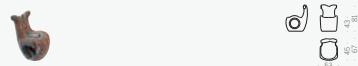
Prodotti _ Products



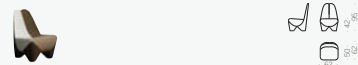
Puff design Marcel Wanders
P0003
The Specials A280
Puff Puff design Marcel Wanders
P0070 - P0087
The Specials A280



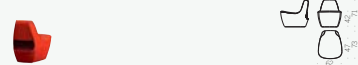
Shadow design Tord Boontje
S0006 - S0008
intreccio _ range
black & white, multired



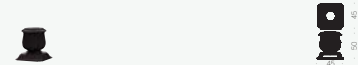
Ink design Kamelero Martino
H006
African collection special cover



Binta design Philippe Bessonier
B1000
Shooca Tiro A3289 - A3285 - Kaban A7266



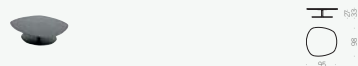
Towers chair design Tomak Rygaik
T006
A0867



Castello design Rajee Sans
C0017



Tavolo, Table Fergano
design Patricia Urquiola



Tavolo, Table Phoenix design Patricia Urquiola
P0424



Carpet intended for Monso
esclusiva collezione di pezzi unici sottoposti
a un processo di decolorazione a
successiva rifinitura _un' esclusiva, limito-
edition collection of carpets that were
bleached and then re-dyed using natural
monochrome pigments

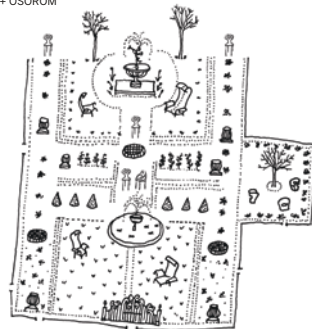
210 > 211

STANZA >14

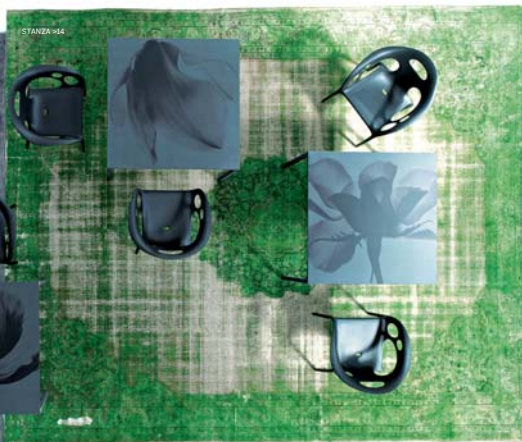


>SUPERNATURAL OUTDOOR

+ RAIN COLLECTION + LITTLE ALBERT + OSOROM
+ SHADOWY + BLACKSTONE TABLE







218 > 219

STANZA > 14





STANZA >14

Prodotti_Products



Supernatural design Ross Lovegrove
SU554 - SU561
black



Rain collection design Toni Boonige
RA0050 - RA007 - RA006
RAL 9003 con trattamento per esterno,
RAL 9003 with outdoor protection



Little Albert design Ron Arad
VA042 - VA061



Discom design Konstantin Grcic
OS257
laccato nero lucido, gloss black lacquered



Shadow design Toni Boonige
SW002
intreccio, range
black & white, supercolor



Tabco - Table Blackstone
design Luca Nichetto & Massimo Gardino
BL265
patture,
B03 - B07 - B08



Carpet reloaded for Moroso
esclusiva collezione di pezzi unici sottoposti
a un processo di decolorazione e
successiva rinfittura, an exclusive, limited-
edition collection of carpets that were
bleached and then re-dyed using natural
monochrome pigments

STANZA >15



>M'AFRIQUE 1

+ PRESS FLOWER TABLE + SHADOWY + LITTLE ALBERT
+ NOPOLOU + REII + TOUTI + SHITAKE + CAPITELLO







230 +231

STANZA -15









STANZA >15

Prodotti _ Products



Madame Dakar design Ayaie Seneal & Miu Sack
multicolored



M'afrique cafe chair + M'afrique cafe table
design Stephen Burke



Press Flower Table design Tord Boontje



Shadow + Sunny design Tord Boontje
SW001 - SW050
attacco, orange black & white, supercolor,
multined, plain green



Little Albert design Ron Arad
VAC02 - VAC05
rosso, arancio, verde acido, arancio laccato
kubdo, red, orange, acid green, red high
gloss lacquered



Nippelu design Ayaie Seneal & Miu Sack



Rei + Touh design Patricia Urquiola



Tricks Table Shtake design Marcel Wanders
ST001
polietilene _ polyethylene
spring green, carbon black, lacquer red



Capitello design Pope Sano
CP001

238 - 029

STANZA n°16



>M'AFRIQUE 2

+ SHADOWY + SUPERNATURAL
+ O-NEST + OSOROM
+ SHITAKE + SUPERNATURAL





246-247

STANZA >16



248 +249

STANZA 10



250 +251

STANZA >16



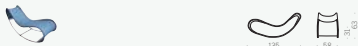




STANZA >16

Prodotti _ Products

Bayleku design Ayar Birsel & Bilo Sack



135 58 16, 10

Shadrey design Tord Boontje
SNOOK - SNOOK
intreccio _ range black & white

82 98 101 140 90 133 80 71 108

Tolgou design Ayar Birsel & Bilo Sack



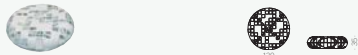
80 50 40 91

Supernatural design Ross Lovegrove
SUS56 - SUS61

54 53 55 56 64 76

O-Neck design Tord Boontje
NOCK2

67 67 77 66 4, 10 11

Ophion design Konstantin Grcic
OS217

30

Tavolo _ Table Shitake design Marcel Wanders
ST100

4,3 10 52

Tavolo _ Table Supernatural
design Ross Lovegrove
SUS6P - SUS61

73 82 121 73 82 121

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