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This is More-So, Moroso's new Gallery of Wonders

Moroso S.p.A. is proud to announce the founding of More-So, an internal company division created with the objective of enhancing research and experimentation as applied to furnishings-design, whilst creating the conditions for improving efficiency in industrial production, making it more agile and sustainable.

The encounter between design and contemporary art has characterized Moroso since the early 1990s, enhancing the experimental component of its industrial production and making Patrizia Moroso one of the most influential and authoritative players at an international level. For the company, this approach was vital and necessary, capable of creating and sharing innovation with different players in the creative industry, from architects and other top-notch professionals to production chains, the world of cultural institutions and students, as well as customers and end users.

The name "More-So", a clever invention by Ron Arad, one of the most influential contemporary designers and architects and Co-Creative Director of More-So, plays on the English pronunciation of the word "Moroso". It is a bold step, and one that introduces a curatorial framework that is open to dialogue and exchange with cultural sectors like architecture, philosophy and technology.

Through More-So, Moroso is promoting the development of new products for its catalogue, translating research into objects, spaces and behaviours mirroring the ongoing changes of society. An intermediate space between prototyping and industrial production, which includes the development of one-of-a-kind or limited-edition furnishings and objects dedicated to an audience of signature design enthusiasts.

Damir Eskerica, the Company CEO, stated: "In the current competitive scenario, which sees many historic design brands being absorbed by big international groups, Moroso is looking to evolve its industrial model, betting on its own independence and enhancing its unique character, with special attention to the textiles and coverings sector. Through More-So, even a small business like ours can continue to invest in innovation and make it sustainable, particularly from an economic standpoint. We are an industrial manufacturer and we intend to continue being just that. From this perspective, More-So represents the best possible way to safeguard the conceptual strength of designs as well as the interests of designers and the company."

Patrizia Moroso, Artistic Director of the company and Creative Director of More-So, stated: "I have always thought of research as a vital component of my work; it is the most natural and spontaneous way to enter into a deep connection with the ideas of designers and, in a way, making them a bit mine. With More-So, fantastic opportunities open up, because it will now be possible to explore themes and objects that will not necessarily be mass-produced. Thus, experimentation becomes the beating heart of the activity, even when the design does not come to a positive outcome or is an end in itself, which is potentially a critical aspect when dealing with the requirements of industrial production. However, this could also be a home for past projects that were not fully developed and did not find a place on the market, for reasons that had nothing to do with their value or significance; dreams, visions, ideas that we believed in, invested in, and that we are still madly in love with. This is why I like to consider More-So as our "Gallery of Wonders", an open and accessible space for sharing the thrill and wonder of *backstage*".

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Ron Arad, designer and Co-Creative Director of More-So, stated: “Moroso is an exceptional brand — built on an amazing artisanal legacy and advanced production technology — at the same time as always integrating passion for art and the experimental side of design. It’s a known reality that there can be a conflict between the economies of mass production and those of innovative, experimental and art-driven projects. More-So will be a platform that will free new ideas, new ventures, from the usual considerations, and will develop them according to different adventurous criteria utilizing the great knowledge, resources and legacy of one of the greatest design brand of our time”.

Moroso was established in 1952 based on an idea of Agostino Moroso who, together with his wife Diana, founded the company with the intention to design and create sofas, armchairs and furnishing accessories. Aiming at a craftsman approach in production and a strong creative bent in the design phase, the roots were planted for a vision that allowed the company to grow in the market, where it stood out for its quality, innovation and creativity in its products. In the 1980s, the second generation of the family initiated an in-depth study into the signature design sector. Almost 70 years after its founding, Moroso is an haute-couture brand in international design and has become a leading company in the upholstered furniture sector. Thanks to the creative contributions of designers such as Ron Arad, Patricia Urquiola, Ross Lovegrove, Alfredo Häberli, Toshiyuki Kita, Tokujin Yoshioka, Doshi & Levien, Tord Boontje, Front and others, over the years Moroso has created a collection of iconic products, with unique features, while maintaining different local traditions and styles. This international bent allowed the company to set foot in the most beautiful places around the globe, including the MoMa in New York City, the Palais in Tokyo, the Grand Palais in Paris, the Venice Biennale and the Victoria & Albert Museum in London. Important collaborations have made it possible for the company to offer a wide, diverse range of products and services, suited to both the residential and contract sectors.

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