



A Life Extraordinary

'Moooli presents creative luxury for a well curated life. Innovative, provocative and poetic at the same time. A Life Extraordinary!'

Moooli

Moooli invites you to come closer and discover an exceptional world of remarkable detail and attention at Via Savona 56, Milan. From the 4th to the 9th of April 2017, during Salone del Mobile, the 1700m² space will be transformed into a comfortable, warm and welcoming environment of creative luxury.

Presenting 'A Life Extraordinary'!

Exploring the worlds of interiors this year's presentation consists of different areas which all have their own functional appearance reflecting our ideas around interior settings like hotels, restaurants, lobbies, offices, homes and bars. With hospitality in mind we have created an atmosphere of extraordinary attention and dedication and literally invite people to come closer. We are very grateful to all our guests for visiting us and in return make them feel special, comfortable and understood. Whether you are an old acquaintance or a new friend, we look forward to meeting you in Milan!

Angles & Facts

Come closer

Moooli returns to Via Savona 56 in 2017, to dedicate a stunning 1700 m² space to create an atmosphere of extraordinary attention & dedication and literally invite people to come closer.

Hospitality

Hospitality | noun | the friendly and generous reception and entertainment of guests, visitors or strangers.

Size does matter!

Imagine a Moooli chandelier of 161 lamps sparkling together, creating a marvelous lighting sculpture.

Hidden World

Get up close with the extraordinary photography by Levon Biss. Levon and Moooli collaborate in Milan with an exceptional presentation of his intriguing microscopic insect portraits.

WOOL

Luxurious, high-definition woollen carpets are an exciting new option for the complete collection. Creating an extraordinary luxurious twist to any space

High-end experimentation

Moooli joins forces with high-end eyewear brand Gentle Monster for an exciting collaboration.



For interviews, press queries or imagery please contact:

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Don't miss

Bertjan Pot, Edward van Vliet, Frank Tjepkema, Joost van Bleiswijk, Kit Miles, Maarten Baas, Marcel Wanders, Neal Peterson, Luca Nichetto, Noortje van Eekelen & Rick Tegelaar who have all created new designs and product extensions for Moooi and/or Moooi Carpets. All are available for interviews during the press preview on Monday 3rd April; as will Moooi's CEO Robin Bevers... Book now to be the first to speak to them!

Moooi enters new land

Moooi will open a new showroom in Stockholm this year, stay tuned!

Bedtime Story

Moooi discovers how a bed could be integrated into the world of Moooi, revealing the first ever Monster Bed!

Did you know?

Together with Luxury Hotel Cosmetics, in 2015 Moooi created a line of sumptuous beauty products for luxury hotels. The shampoo, conditioner, body wash and body lotion bottles (50ml) come in the shape of Moooi's extra O.

Touch and Shoot

Moooi teams up with Italian creative agency Media Integrati for an interactive photography installation entitled *Siede e Scatta*, capturing the moment where two hands meet.



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Full press release

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Levon Biss: A hidden world of details

'The images use a delicate and odd language that reflects A Life Extraordinary'

Marcel Wanders

Showing in Milan alongside Moooli's new product lines, Biss' photography proves that no detail is ever too small, that even the tiniest of things can have a dramatic impact. Printed larger than life, these details reveal themselves in a straightforward way and invite you to come closer. Levon Biss' *Microsculpture* series show an incredible eye for detail and exceptional quality. This series of beautifully-lit, high magnification portraits captures the microscopic form of insects from the collections of the *Oxford University Museum of Natural History*. In striking high-resolution Biss provides the viewer a unique opportunity to study and appreciate this hidden world of beauty. Formed at scales too tiny for us to perceive and with astonishing complexity, the true structure and beauty of insects remains mostly hidden. Their intricate shapes, colours and microsculpture are dizzying in their variety, and it takes the power of an optical microscope or camera lens to experience insects at their own scale.

Crafted from Designers' Dreams

Moooli is thrilled to announce the launch of over 20 new designs and product extensions this year in Milan, where novelties by Maarten Baas, Joost van Bleiswijk, Luca Nichetto, Bertjan Pot, Frank Tjepkema, Edward van Vliet, and Marcel Wanders will be on show. Crafted from designers' dreams, the new range of furniture and lighting designs raises the bar of sophistication and comfort to the next level.



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Where hospitality and residential design collide

Exceeding the needs and desires of both worlds, Moooi presents 4 striking new decorative lighting designs by Frank Tjepkema, Rick Tegelaar, Marcel Wanders and Edward van Vliet. Powered by LEDs, these luminous beauties are perfect for hotels, lounges, restaurants or homes. The Canal Chair by Luca Nichetto sets sail to conquer new terrains of cozy comfort at home and abroad. A new design by Marcel Wanders, the Boutique Horizons is a sophisticated and stylish match for any interior. What would a Moooi bed look like? The first of its kind, the Monster Bed is developed to answer this question. Meanwhile, O. gets things rocking in hotel lobbies and private terraces.

Find your way home

Nothing will make you feel more at home than the comforts of the playful Something Like This Sofa by Maarten Baas. Set your imagination free and take a ride with Baas' Turbo High and Low tables. Shaped like wooden toy cars, the tables have fun written all over them. Marcel Wanders brings nature indoors with the whimsical Woody table, where a dainty doe follows you everywhere you go. Voluptuous in velvet, the plump Boutique Botero is decadence and desire wrapped into one.

Family Extensions

Three exciting new product extensions, are completing Moooi's Milan 2017 presentation. A royal companion to the noble Jackson Chair, the new Jackson Footstool invites you to kick up your heels and relax. Bertjan Pot adds two sizes to the NR2 family. Joost van Bleiswijk's industrial Construction Floor Lamp gets not one, but two matching suspension lights in sizes Medium and Large.

Covering New Ground with Carpet

This year Moooi Carpets invited renowned British textile designer Kit Miles and American artist Neal Peterson for the creation of a number of sensational new carpets designs. They can be admired in their full glory, together with new signature broadloom and rug designs by Edward van Vliet, Marcel Wanders and Noortje van Eekelen.

Wondrous Wool

After only two years, with a collection offering over 80 different patterns and the possibility to adapt or create your own print, Moooi Carpets takes the next step by introducing a new refined material. High-definition woollen carpets are an exciting new option for the complete collection. Creating an extraordinary twist to a space on a rich natural fibre; wool. This ancient material has wonderful qualities that put it at the top of creative luxury. This new option will help satisfy the high-end demands of the contract market and private residences that search for an extraordinary luxurious twist to their space.

Spectacular Spectacles: Seeing Eye to Eye with Gentle Monster

Moooi returns to its distinctive, rebellious roots with an exciting collaboration with high-end eyewear brand Gentle Monster. Sharing values of creative excellence and experimentation, Gentle Monster and Moooi make a perfect match. Whether its an immersive shop in Shanghai or a unique collaboration project with actress Tilda Swinton, Gentle Monster is constantly pushing the boundaries of retail and design. Needless to say, Gentle Monster's talent for theatre and storytelling fits perfectly with Moooi's DNA. Together, the brands defy expectations to bring a daring new collection of creative eyewear designs to the table.



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Sitting Pretty: Seats with an element of surprise

Canal Chair by Luca Nichetto

Inspired by a historical ship that dominated the Mediterranean waterways for centuries, the Canal Chair resembles the bow of a boat and displays striking compositions of matching or contrasting textiles.

O. by Marcel Wanders

Marcel Wanders envisions and creates a giant rocking O-shaped seat with an identity of its own. As big as a person and available in various elegant colour nuances, it rocks!

Something like This Sofa by Maarten Baas

In Maarten Baas' sofa, its different blocks and shapes resemble a swift, impulsive drawing. It evokes the irregular trace left by pen on paper in a moment of inspiration.

Jackson Footstool by Marcel Wanders

A master in pampering and seduction, Jackson now provides you with a stylish footstool to match its smart, elegant look. Kick up your legs and take a break!

Boutique Horizons by Marcel Wanders

A timeless dark blue striped outfit characterises this stylish sofa. Strong, elegant and intense, Boutique Horizons strikes us with its air of enigmatic sophistication and mysterious flair.

Boutique Botero by Marcel Wanders

A new tenderness is born into the Boutique collection, a cosy embracing look with a warm heart. The sofa's armrests are skilfully modelled and accurately stitched into a softer, curvier figure than ever before.

Bright Ideas: Casting a new light on creative luxury

Meshmatics Chandelier by Rick Tegelaar

The Meshmatics Chandelier reveals the full potential of wire netting, which is ingeniously stretched and moulded into three layers. Its wire mesh structure reflects and diffuses light.

Chalice Lamp by Edward van Vliet

The Chalice Lamp captures the essential grace of glass. Blossoms of 24 or 48 chalices define the lamp, diffusing light naturally and reflecting the floral pattern enclosed within each chalice.

Busk Lamp by Frank Tjepkema

Busk has come to life thanks to Frank Tjepkema's fascination with mysterious creatures living in the darkest oceans, sources of unexpected, colourful fairytale light.

Luna Piena Lamp by Marcel Wanders

A constellation of crystal flakes is engraved into full moons of light, reflecting and refracting its beams like precious jewels. As you turn them more crystals appear and multiply.

Construction Lamp Suspended by Joost van Bleiswijk

The industrial look of the Construction Lamp Suspended, with the signature electricity pole structure, blends in nicely with its elegant colour nuances and stylish brass details.



NR2 Suspended (small & large) & Floor Lamp (small) by Bertjan Pot

Bertjan Pot adds new members to the NR2 family of lights. Bertjan Pot's elegant bubble of light, dressed in a fine web of exclusively white fiberglass thread, softly shimmers when illuminated by the integrated LED light source. The lamp subtly incorporates a black or white hat and cable, depending on the style you are looking for.

Table Turners: Finding friends in furniture

Woody by Marcel Wanders

Woody is an endearing portable wooden table resembling the shape and posture of a timid deer. Its modest dimensions allow you to easily carry it to different areas and spaces.

Turbo by Maarten Baas

This set of Turbo Tables by Maarten Baas represents the pure translation of a child's instant fantasy, ready to drive away any moment... Coffee on the go?

Container Dress by Marcel Wanders

Famous broadloom collection wrapped around the Container Tables, growing from the carpets onto the tables' legs.

Sleeping Beauty: A new bed is born

Monster Bed by Marcel Wanders

With its signature Monster Face embroidered on the soft, curved headboard, Moooi discovers how a bed could be integrated into the world of Moooi. Monster Bed brings heaps of style and character to the bedroom area.



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Press Preview

Monday 3rd of April from 15.00 to 18.30hrs - Via Savona 56, Milan

For interview requests, please contact Nikki Brandenburg: nikkibrandenburg@moooi.com

Full list of interviewees Moooi

Arihiro Miyake

Bertjan Pot

Edward van Vliet

Frank Tjepkema

Gentle Monster

Joost van Bleiswijk

Kit Miles

Lorenza Bozzoli

Luca Nichetto

Maarten Baas

Marcel Wanders

Neal Peterson

Noortje van Eekelen

Rick Tegelaar

Robin Bevers (CEO, Moooi)

Umut Yamac

Opening times during Salone del Mobile 2017 at Via Savona 56

Tuesday 4th of April - Saturday 8th of April from 10.00 to 21.00hrs

Sunday 9th of April from 10.00 to 17.00hrs

Contacts Moooi

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Collaborations & Partners

Levon Biss

Levon Biss is a British photographer whose work has covered a wide breath of photographic genres, from portrait, documentary and sport. In 2006 he produced his first book, *One Love*, in which he travelled to 28 countries documenting the culture of soccer. The project captured all levels of the game, from children playing in the mountains of Peru to professionals plying their trade at international level. The photography from *One Love* produced a touring exhibition, displayed in 17 countries over 2 years. Biss' portrait subjects have included names such as Quentin Tarantino and Usain Bolt, with his work appearing on the covers *TIME*, *The New York Times*, *GQ* and *Sports Illustrated*. Levon has exhibited in print shows around the world and his work is permanently housed in many museum and private collections.

Biss' passion for nature and photography have now come together to create *Microsculpture*, a unique photographic study of insects in mind-blowing magnification that has taken the genre of macrophotography to an entirely new level. *Microsculpture* is a ground breaking project by Levon Biss that presents insect specimens from the *Oxford University Museum of Natural History* like never before. These images reveal an unexpected and often breathtaking beauty and make visible the many intricate adaptations to the form of insects – what entomologists call their microsculpture. Biss has adapted traditional macro techniques to create a photographic process that reveals the



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minute detail of insects in a resolution never seen before. His photographs are printed in large-scale formats, with insects that are only millimeters long being presented as 3-meter-high prints. Each image takes over 3 weeks to create and are produced from over 8000 individual photographs.

His work has won numerous awards over the years and in 2016 he honored with a *Fellowship to the Royal Photographic Society*.

www.levonbiss.com | www.microsculpture.net

Gentle Monster

Founded in Seoul, Korea in 2011, Gentle Monster is the fastest growing eyewear and sunglass brand in Asia, now a global business with extensive worldwide distribution. The designer eyewear brand distinguishes itself with their 'high-end experimentation' philosophy, stemming from the brand's core focuses: product, space, styling, culture redesign, and technology. Gentle Monster collaborated with several notable designer brands including Opening Ceremony, Tome, and Hood by Air.

www.gentlemonster.com

Media Integrati

Italian creative agency Media Integrati presents a special installation entitled 'Siede e Scatta'. Consisting of little more than a camera and a sofa, the interactive installation serves up a visual commentary on contemporary culture's chronic obsession with capturing the 'now'. Prompted by physical interaction, sensors connected to a camera 'seize' the moment two hands meet. Digital images of the event are then conveniently prepped to be shared across social networks, hashtags, check-ins and all. #comecloser

www.mediaintegrati.it

With a special thanks to:



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‘ We don't tell designers what to do, we listen to what designers want to make, try to realise their dreams.’

—Marcel Wanders

Mooui

For more than ten years Mooui has inspired and seduced the world with sparkling and innovative designs. The venture founded in 2001 by Marcel Wanders and Casper Visser is named after their native Dutch word for beautiful – the third ‘o’ in the brand name stands for an extra value in terms of beauty & uniqueness. Since 2013 the company’s art direction is in the hands of Marcel Wanders and Desirée de Jong. Two creative souls that lead the company’s creative potential. From 1 September 2015 Robin Bevers assumed the position of Mooui CEO, taking over this role from Mooui co-founder Casper Visser.

In addition to Marcel Wanders’ designs, the Mooui portfolio contains a range of work from other nationally and internationally recognized designers. These include, amongst others, Arihiro Miyake, Bertjan Pot, Maarten Baas, Umut Yamac, Edward van Vliet, Joost van Bleiswijk, Studio Job and Nika Zupanc. The collection’s style is exclusive, daring, playful, exquisite and based on the belief that design is a question of love. Mooui does not tell designers what to do, but listens to what designers want to make, and tries to realise their dreams. Eclectic and always on the edge of commercial reality and cultural interest. To trigger, to create conversation pieces which make your environment more special. To create an extra ‘O’ in terms of value and beauty!

Timeless objects of beauty which possess the uniqueness and character of antiques combined with the freshness of modern times. This fusion brings the brand to focus on the production of iconic objects. With this unique and iconic mix of lighting, furniture and accessories, which outlast everyday interiors, Mooui creates interior environments decorated with an inspiring variety of patterns and colours to embrace any kind of space and make people of different ages, cultures and personalities fall in love with their homes.

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www.mooui.com

Mooui Carpets

Mooui Carpets offers a rich and refined carpet collection with an extensive assembly of unique, iconic and breathtaking designs. From Signatures rugs and broadlooms by renowned names from the world of design, fashion & art, to adjustable Mooui Works designs and Your Own Design, which provide totally customizable solutions. Ideal to finish off any interior environment in style! A dedicated team of designers, project managers and customer care is at your service to meet individual project requirements. No matter the size, scale or specification of your wishes, their experience and knowledge is at your availability to produce the most creative and stylish flooring solutions for hospitality, leisure and office. A groundbreaking high definition Chromojet 800 printer achieves incredible divers yet accurate tones through mixing 16 basic shades and using 76dpi reproduction to create an unlimited mix of colours. This opens the doors to an endless and infinite world of depth, making it possible to produce photo realistic rugs and broadloom flooring solutions.

www.moouicarpets.com

Mooui & Luxury Hotel Cosmetics

Imagine checking-in in a beautiful hotel room after a day in an unfamiliar city, spent between people, chaos and noise... After closing the door of your luxurious hotel room you are finally in peace, far away from home. Mooui has always been about bringing additional beauty to our lives by decorating our homes, offices and hotel rooms with iconic and innovative pieces of furniture and lighting. Together with Luxury Hotel Cosmetics, in 2015 Mooui



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introduced a line of sumptuous beauty products for luxury hotels. The shampoo, conditioner, body wash and body lotion bottles (50ml) come in the shape of Moooi's extra O, which symbolizes an extra value in terms of beauty and uniqueness.

The fragrance evokes contrasting senses and is multi-faceted, characterized by the purity of its individual ingredients. A fresh blend, starting with a light top note of bergamot, cardamom and nutmeg lead over to a warm, aromatic-woody heart of lavender and cedarwood are perfectly complemented by a deep, elegant base note of patchouli, tobacco and musk.

www.mooui.com/luxury-hotel-cosmetics

