



FIND YOUR WAY HOME TO MOOOI'S 'UNEXPECTED WELCOME' AT VIA SAVONA 56

From the 7th to the 13th of April, for the 53rd edition of the Salone del Mobile, Mooodi welcomes you to enjoy and gather inspiration at their presentation in via Savona 56. Mooodi is looking forward to transforming the grand space of 1.700 m² into an assembly of vibrant living quarters and original product displays, blended into the timeless atmospheres of a unique exhibition of awe-inspiring photographs by Massimo Listri.

The Mooodi team travels to Milan with a treasure chest full of surprises gathered from all around the five continents and beyond. They won't find peace until they have shown the public how furnishing a living quarter with clever details and tasteful pieces of furniture brings beauty and value inside our homes and to our lives. By means of furnishing and accessorising numerous living spaces, the colourful variety of Mooodi's treasures is revealed in several environments, the perfect settings to display the magic multitude of memories gathered during travels and day to day adventures. Mooodi knows how to convey playful accents to a no-nonsense business environment, a hint of richness to a hotel room or elements of mystery and surprise to the everyday comforts of home.

An exhibition of Massimo Listri's photography envelops and blends into the living quarters with endless perspective and historical content, conveying at the same time a deeper sense of meaning to the public. *'We try to reach out to people and give them an experience that touches them in their heart and inspires them'*, explains Mooodi's CEO and co-Founder Casper Vissers, and, having seen the richness of the details and the magnificence of the interiors highlighted by Listri's photography, it comes as no surprise that Mooodi has invited him to showcase a selection of his amazing works of art during this year's collection presentation. Mooodi's Art Director and co-Founder Marcel Wanders explains: *'In a world which is dominated by the new, we like to see our works in the context of eternity. Massimo Listri is the closest ambassador of this eternal heritage'*.

Inspired by masters like Piero della Francesca and Vermeer, Massimo Listri believes that everything is a question of perspective and has made sure to prove it in his 30 years working as a photographer. During his career he has had the privilege to photograph some of the most important and restricted monuments in the world, like the Vatican Museums in Rome and Palazzo Pitti in Florence, showing all their glory from a different point of view. When asked how he does it, Listri explains the following: *'My photography is an expression of tranquility in a chaotic world, bringing perspective and equilibrium to the viewer's soul. Every time I take a photo it's like the first time a treasure is revealed, a first emotion, be it an empty room or the greatest treasures of the Vatican.'* These captured moments embody the perfect atmospheres to surround Mooodi's sparkling collection and inspiring living quarters.



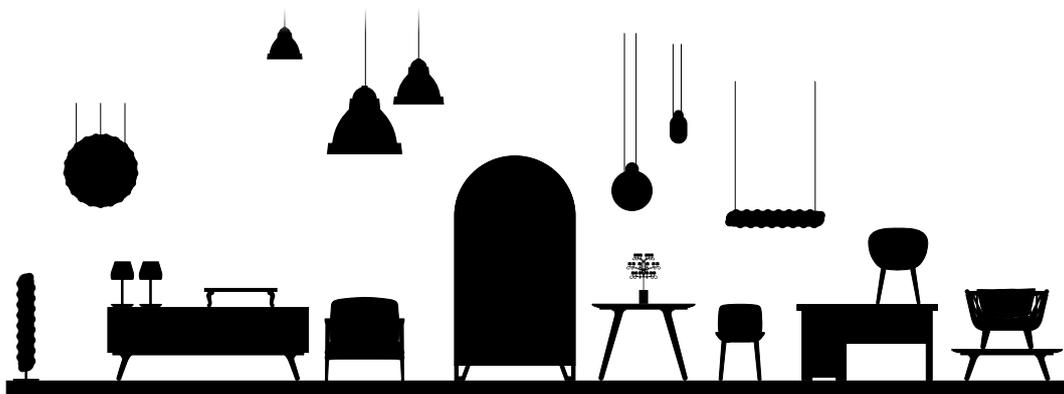
Especially for this exhibition a selection of his photographs is reproduced on a very grand scale, almost reaching the sky with their majestic height of 4,5 meters. This way Moooi wants to make sure to reach and inspire with a sensational combination of ground-breaking products and glorious settings, a must-see during Salone del Mobile 2014.

This year the living quarters will be furnished with items from the current collection and many new, thrilling creations by Alvin Tjitrowirjo, Bertjan Pot, Danny Fang, Joost van Bleiswijk & Kiki van Eijk, Marcel Wanders, Scholten & Baijings and Studio Job.

Amongst the highlights of the new collection you will be able to witness the alluring contrasts between fluid organic shapes and straight cuts, adorned with precious woven textiles, of the exclusive Zio collection by Marcel Wanders. Then take a look around and imagine flirting with your sweetheart or with a box of chocolates in the rounded shapes of Marcel's sweet, cozy Love Chairs, or lazily cuddling up in the soft and colorful cushions of the Nest Chair to enjoy a good book or your favorite TV program. Look out for the most versatile lamp ever, the straightforward yet ingenious Prop Light by Bertjan Pot, which is bound to strike you as the perfect lighting solution for literally any kind of interior. Take your time to admire the reflections and hidden details of the Colour Globe lamps by Scholten & Baijings, the brilliant results of their first cooperation with Moooi. Don't miss your chance to take a break and step into the African jungle of Studio Job's carpet 'L'Afrique' or to enjoy studying the precious canvases enclosed in the Tudor furniture by Joost van Bleiswijk & Kiki van Eijk. Relax and lighten up while trying out Alvin Tjitrowirjo's Taffeta sofa and chair, which bring a touch of sunshine and celebration indoors, while Danny Fang will focus your attention on contrasts, by blending the timeless value of mastering a craft into the shape of a classic industrial lamp. Last but not least take your time to enjoy the new Paper Desk by studio Job, a solid piece of furniture made out of many blank sheets of paper and heaps of imagination!

Come and unveil all these amazing treasures with your own eyes...

The Moooi Team





NOTES TO THE EDITOR

Please join our press preview at via Savona 56

Monday 7 April from 15.00 till 19.00hrs

During the press preview take your time to enjoy the Pinned Up Cocktail created by Marcel Wanders in collaboration with Bols.

Interviews request

- Marcel Wanders (Moool co-founder and Art Director)
- Casper Vissers (Moool co-founder and CEO)
- Massimo Listri (Photographer)
- Alvin Tjitrowirjo
- Bertjan Pot
- Danny Fang
- Joost van Bleiswijk & Kiki van Eijk
- Nika Zupanc
- Scholten & Baijings
- Studio Job

They will be available for interviews upon previous request via laura@moool.com

Opening times during Salone Internazionale del Mobile 2014, via Savona 56

- Tuesday 8 April – Saturday 12 April from 10.00 till 21.00hrs
- Sunday 13 April from 10.00 till 17.00hrs

MOOOI

The venture founded in 2001 by *Marcel Wanders* and *Casper Vissers* 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 and uniqueness. The core strengths of both men continue to complement each other perfectly; Marcel, the obstinate, passionate designer with a nose for business, and Casper, the driven marketer with a keen eye for design.

In addition to Marcel Wanders' designs, the Moool portfolio contains a range of work from other nationally and internationally recognized designers. These include, amongst others, Jurgen Bey, Bertjan Pot, Maarten Baas, Jaime Hayon, Neri & Hu, Joost van Bleiswijk, Studio Job and Nika Zupanc.

The collection' style is exclusive, daring, playful, exquisite and based on the belief that design is a question of love. 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.



For interviews, press queries or imagery please contact:

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Images and information of the Moool collection are available at our press download area at www.moool.com

With this unique and iconic mix of lighting, furniture and accessories, which outlast everyday interiors, Moooi 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. This unexpected home vision brings to life a whole world of new ideas and inspiring complete Moooi settings to brighten up daily life with a touch of magic. They represent places where visions converge and where everyone can stop and feel comfortable within the perfect eclectic mix of culture and experiences that makes a home environment *more beautiful and unique*.

During the last couple of years Moooi has expanded its horizons, opening several showrooms in strategically located key-cities: *Amsterdam, London & New York*. The Moooi showrooms are the perfect place for design professionals to experience the Moooi collection in a unique, inspiring setting and to have perfect visual examples of the many possibilities of the Moooi product range!

'We are here to make an environment more beautiful, exciting and inspiring!'

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MASSIMO LISTRI

Born in 1953, began his career as a photographer at a very young age. During his university years contributed numerous photographic services to publications devoted to Art, Architecture, and Interior Design. In 1981 Massimo founded the internationally renowned magazine and art books FMR, with the publisher Franco Maria Ricci and Vittorio Sgarbi. For 20 years this beautiful magazine served as the major vehicle for the expression of Massimo's photographic essays of the most beautiful Palaces, Villas, Interior Design, and Architecture from all periods. In thirty years Massimo has published more than 60 books with the most prestigious publishers in Europe and the United States. In addition, he has exhibited his work at numerous 'single artist' exhibitions throughout the world.

www.massimolistri.com

This presentation is realized in collaboration with Exposize:

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EXPOSIZE is the no.1 company for printing large format visuals in your interior, retail or design-project. With our dynamic, fresh team of EXPOSIZERS and the most modern equipment we are a quality driven organization that can handle all inspiring and challenging projects in these areas. Our goal is to form a partnership with our relations in order to achieve the most optimal result: in quality, time and budget. Last year you could have seen our printed full colour visuals at Viktor & Rolf's catwalks designed by Studio Job, Moooi's unexpected welcome at the Salone, Mode Biennale (NL), a range of Nike retail projects, Studio Job's wall

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