

# FRAMES



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THE GREAT INDUSTRY

# 100

SEP/OCT 2014

KITSCH  
MAKES A  
ONEBACK

LOOKING  
FORWARD  
BACK

JOYCE WANG  
SUBTERRANEAN  
DINING  
IN HONG  
KONG

JOYCE WANG  
BODY  
ARCHITECT

ELING AND BRADSETT  
"IDENTITY"  
IS A LIQUID  
PHENOMENON

FACE SPECIAL

Installations

spid/BIG-GAME/  
Lehaneur

Milan

UK £10  
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# Reports

## *Surfaces*

**Behnaz Farahi  
transforms static walls into  
'living' creatures**

PAGE 214

**Read the latest on  
material mimicry in our  
products rundown**

PAGE 218





Designed by Giorgia Zanellato and Daniele Bortotto, Il Doge (2014) from the Serenissima collection is covered in patterned silk, which recalls the aesthetic of plaster corroded by saltwater.

## *'Sustainability also comes through durability'*

‘The designer came a synthesis of old and new. There is only the present. She turns a classic sofa into something else.’ The new wave meant a new perspective on surfaces as well. ‘Cloth is not her thing,’ says Patrizia, ‘Urquiola prefers something with depth that gives richness to a simple form.’ The result was an addition to Moroso’s portfolio of surfaces. ‘We started working on textile projects, especially with Giulio Ridolfo, who collaborates with brands like Kvadrat and Vitra.’

A focus on surfaces doesn’t mean superficiality; on the contrary, Moroso has received environmental certification for its sustainable approach to design. ‘As I mentioned, we work with Kvadrat, which has all possible certifications. We use only pure materials: 100 per cent cotton and virgin wool. Those are the basics.’ Moroso was an eco-friendly company even before environmental awareness became a macro trend. ‘We were among the first to distribute a whole range of cottons and hemp, produced by one of the few Italian companies that worked with entirely organic methods. Unfortunately, they’ve now gone bankrupt.’ For outdoor or special projects, Moroso also



Craftspeople and tailors put the finishing touches on products – such as Patricia

uses plastics, including polyester, ‘but only if the situation demands it’. And even when it doesn’t show, aluminium is another staple of the new collections. Alongside products made with gas injection moulding, such as Ross Lovegrove’s monobloc polypropylene Supernatural chair, Patrizia points out aluminium as Moroso’s material of choice for frames. ‘One example is Patricia Urquiola’s latest sofa, Tender, which we presented this year. All its parts are mono-material. The sofa can be disassembled and recycled, which is possible only with aluminium.’ Moroso uses a range of materials in its products, however. ‘Wood is a noble material, but it’s difficult to recycle. The less we use the better. Then there’s wool, aluminium and certain polyurethanes. They’re not as bad as they used to be, and they’re long-lasting. Plus, there are some beautiful options being made with vegetable oil.’ Some materials are more recyclable than others, but that’s not the only consideration. ‘I always say that sustainability also comes through durability. Many clients come back after years of enjoying their furniture to ask whether it can be reupholstered.’ X

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