

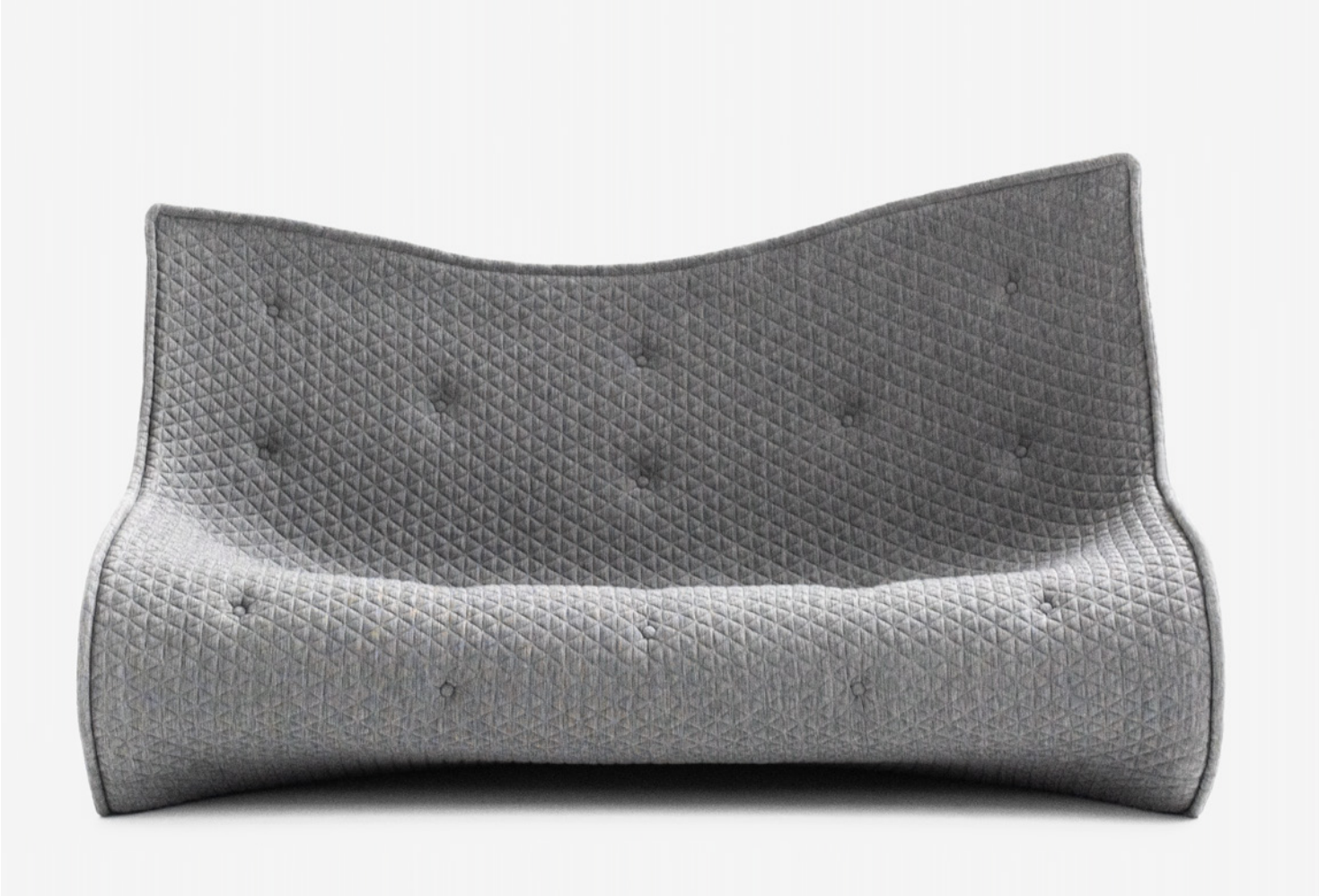


MORE—SO

RON ARAD
MATRIZIA

RELEASE YEAR	2023 (ORIGINAL CREATED 2015)
MATERIALS	BIRCH PLYWOOD, POLIMEX STRUCTURE (EPS + POLYURETHANE), FOAM, PADDED WOVEN FABRIC (65% POLYESTER FILLING, 17% NEW WOOL, 13% POLYESTER, 5% NYLON)
DIMENSIONS	L210 W120 H125 CM
WEIGHT	75 KG
EDITION	EDITION OF 10 + 1P









Matrizia

A sofa-sculpture, an exemplary blend of design skill and craftsmanship.

A chance encounter becomes the pretext for creating a sofa that overcomes the temptation of the ready-made, stepping back from its provocative or symbolic scope. A wool mattress abandoned on a pavement offers itself up in this way as an objet trouvé, encouraging an imaginary operation of salvage and decontextualization. The mattress, at the end of its life cycle, inspires ideas for new forms of use in the designer, offering itself as the starting point for further structural analysis - a short step. Matrizia, a witty fusion of the word mattress with Patrizia, takes shape in the Moroso workshops, configured as a sofa-sculpture, an exemplary blend of design skill and craftsmanship.



A first prototype of Matrizia was presented at Salone del Mobile di Milano 2015. A limited edition will be finalized and released in 2023, pre-orders are now being taken.



Photo credit: Alessandro Paderni

Ron Arad**BIO**

Born in Tel Aviv, Israel in 1951, Ron Arad has defiantly placed himself on the edge between sculpture, architecture, and industrial design since the 80's, with a never-ending creative process capable of mixing artisanal techniques and advanced industrial technology.

From 1994 to 1999 he established the Ron Arad Studio, design and production unit in Como, Italy. Ron Arad was awarded the Royal Designer for Industry (RDI) in recognition of his 'sustained excellence in aesthetic and efficient design for industry' in 2002, and was awarded the London Design Medal in 2011. He was professor of Design at the Hochschule in Vienna from 1994 to 1997, and later Professor of Design Products at the Royal College of Art in London up until 2009, when he was made Professor Emeritus. In 2013 he was elected as a Royal Academician by the Royal Academy of Art in London.

His expressionistic use of metals like steel and aluminium, upon meeting with Moroso, was translated into morphological experiments in the field of upholstery, which in turn brought to life products that have become design icons like Spring Collection (1991) and Misfits (2007).

Many of his works have been exhibited in the permanent collections of the Centre Georges-Pompidou in Paris, the Metropolitan Museum of Art in New York, the Victoria and Albert Museum in London and the Vitra Design Museum in Germany.

**The Moroso
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