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PRESS RELEASE

17 APRIL 2023

Moooi takes away boundaries between design, technology and humankind



Experience a world where design meets innovation and humanity in 'A Life Extraordinary'. Moooi's exhibition is a stunning display of innovative, multi-sensorial designs that have physical and digital worlds seamlessly co-exist and complement each other. Think AI-powered fragrance experiences and soundscapes that will transport you to other worlds! Lifestyle brand Moooi's vision is to create an immersive experience that is not only technologically advanced but also deeply personal and human. Get ready to embark on an unforgettable journey at 'A Life Extraordinary' from 18 to 22 April at Salone dei Tessuti at Via S. Gregorio, 29, 20124, Milan.

"In a rapidly evolving world of technology, we weave a tapestry of wonder and awe at A Life Extraordinary 2023.

Our innovative online- and offline designs inspire and connect people on a deeper level, transcending boundaries of space and time. We invite everyone on this journey of self-discovery as we continue creating a future where technology and humankind enhance and complement each other."

– MARCEL WANDERS, FOUNDER AND CREATIVE DIRECTOR MOOOI



MOOOI PRESENTS: MOOOI X EVERYHUMAN

Moooi introduces 'Moooi x EveryHuman', a bespoke room fragrance experience fuelled by AI that is the centrepiece of their exhibition. EveryHuman™ is the creator of the world's first public AI scent design platform: Algorithmic Perfumery. In this new version of the digital experience and sensory machine, visitors embark on a spatial and sensory exploration to create their personal room fragrance produced on-site, in real time. Moooi x EveryHuman echoes Moooi's use of technology to tap into unexplored areas of personalisation for designing our lives and homes. As to lead to a more creative and customised life, A Life Extraordinary.

The experience, accessible at moooi.everyhuman.com, lets you be the creator of your own customised room fragrance. The experience starts with a questionnaire. But not your typical factual one. Instead, it is mood- and feeling-based, designed to inspire your imagination and shift your mindset. The questions are unexpected, poetic, and associative, giving you a much-needed break from regular thinking. The real magic happens when your answers are combined with the power of AI to create a room fragrance formula that is perfectly tailored to your mood. This formula is then used by the sensory machine to produce a bespoke scent that is truly one-of-a-kind. The result is a room fragrance that is as unique as you are.

“We are on a mission to empower everyone to explore, create and play with scent. To let you connect more deeply with who you are and how you perceive yourself at that moment. We are excited to expand this experience to our homes and lives with Moooi x EveryHuman.”

— ANAHITA MEKANIK & FREDERIK DEURINCK, FOUNDERS EVERYHUMAN

“We are very excited to present Moooi x EveryHuman and to continue our technological journey by merging lifestyle and technology. Very proud to collaborate with exceptional innovative partners, to create experiences that enhance and transform our homes and our lives.”

ROBIN BEVERS, CEO MOOOI



MOOOI TO LAUNCH DIGITAL ART ON NIFTY GATEWAY

Moooi will launch a digital art collection later this year on Nifty Gateway, an online auction platform for digital art and collectibles. Fostering creativity, Moooi's mission is to make designer's dreams come true. By entering the online art world, Moooi expands their platform to make digital design dreams come true! By having digital and physical worlds co-exist and complement each other, Moooi explores new avenues for creativity and pushing the boundaries of design.

The genesis project on Moooi's platform on Nifty Gateway will be a collection by Marcel Wanders. The founder and creative director of the lifestyle brand created his digital art collection, called 'Virtual Interiors', back in 2013. With the current technological developments, he has now found a way to make his digital dreams come true. The upcoming collection will provide a glimpse into the future of design, building on the foundation Wanders laid in 2013. Keep an eye on niftygateway.com/@moooinft and set an email reminder aka drop alert to be the first to know the exact date Marcel Wanders' digital art collection will launch.

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For all press inquiries and imagery please contact: Stéphanie de Kanter, press@moooi.com, T +31 (0)6 11 28 25 05
All information available at our press room area at moooi.com/press



MOOOI AND LG CONTINUE COLLABORATION

This year, Moooi again presents a seamless integration of interior, lifestyle, and technology in collaboration with leading tech giant LG OLED. Creative luxury for a well-curated life merged with technology. The two brands, operating in different industries, have a common denominator in serving creative communities through extraordinary design. For A Life Extraordinary 2023, LG heightens the multi-sensorial aspect of Moooi’s exhibition with Moooi branded lifestyle screens. The LG OLED Posé, Easel televisions and XBOOM 360 RP4 speakers are enhanced with signature Moooi motifs. Also merged in the exhibition is the ‘LG OLED R’, a rollable television, and LG OLED StanbyME, a movable Smart Touch Screen.

“Our ongoing collaboration with Moooi is a great example of building extraordinary experiences based on innovation and exquisite design. Infused with Moooi patterns, the LG OLED Objet Collection leaves no place for generic design and enhances the lifestyle of the world’s most creative communities.”

– KATE OH, VICE PRESIDENT LG HOME ENTERTAINMENT COMPANY, BRAND COMMUNICATION DIVISION



NEW! PALLANA LIGHT BY IDEO

During Milan Design Week 2023, Moooi launches the Pallana Light by global design company IDEO. An elegant and playful suspension light that supports you in the balancing act that is daily life. Pallana Light is available worldwide from 18 April at Moooi.com, Moooi Stores, and Moooi dealers. See Attachment 1 – New designs by Moooi – A Life Extraordinary 2023 for more information.



NEW! KNITTY LOUNGE CHAIR BY NIKA ZUPANC

During Milan Design Week 2023, Moooi launches the Knitty Lounge Chair by Nika Zupanc. An icon of relaxation that transforms simple materials into something unexpected that at first seemed impossible. The Knitty Lounge Chair is available worldwide from 18 April at Moooi.com, Moooi Stores, and Moooi dealers. See Attachment 1 – New designs by Moooi – A Life Extraordinary 2023 for more information.

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**NEW! EVERY DAY IS SPA DAY WITH MOOOI'S
EXTINCT ANIMAL BATH COLLECTION**

Moooi launches their brand-new Extinct Animals bath collection during Milan Design Week 2023. A collection that is not just about bathroom couture, but about transforming your daily routine into a relaxing and rejuvenating experience. Wrap yourself in soothing softness after a shower or during lazy Sundays with woven jacquard towels, bathrobes, and cotton-sateen kimonos. Every day is spa day with the Extinct Animal bath collection.

Crafted from high-quality materials, the designs in the collection boast excellent absorption power and dries quickly, leaving you feeling refreshed and rejuvenated after every use. The towels and bathrobes feature a high-low effect jacquard weave that adds a touch of elegance and sophistication to your bathroom decor. The jacquard weave creates a beautiful pattern that is both eye-catching and stylish. The kimono is made from 100% cotton with a sateen weave that feels wonderfully soft and smooth on your skin.

**NEW! THREE NEW CARPET COLLECTIONS
BY MOOOI CARPETS**

Moooi Carpets will present a range of new signature carpet collections by three different designers: the Pollination of Hortensia Carpet by 3D Artist and designer Andrés Reisinger, Mimesis Carpet by multi-disciplinary artist Seb Janiak, and Colour Dial Carpet by experimental design studio Rive Roshan. See Attachment 1 – New designs by Moooi – A Life Extraordinary 2023 for more information.



NEW! LIMITED EDITION BLOW AWAY VASE BY FRONT

During Milan Design Week 2023, Moooi will showcase a limited-edition collection of the Blow Away Vase by Front. The limited edition will comprise 150 hand-painted make-to-order Blow Away Vases. The Blow Away is a classic Moooi x Royal Delft porcelain vase that looks as if it has been blown aside by a powerful gush of wind. The beauty of the vase lies in being bent but not defeated. Since its introduction in 2008, the Blow Away Vase has been produced at 'Royal Delft', the original producer of the beautiful Delft Blue ceramics, since 1653. Moooi designs will become more easily accessible globally through the expansion of their collaboration.

PREVIEW OF THE KISS CHAIR BY MARCEL WANDERS

Introducing the Kisss Chair by Marcel Wanders. A preview installation that pays homage to the iconic Mae West Lips Sofa by Salvador Dali. The Kisss Chair's alluring and curvy silhouette beckons you to sit and relax, while its surreal and whimsical nature brings a touch of playful sophistication to a space. The ability to combine multiple chairs, makes it perfect for any space, big or small. The Kisss Chair is presented with a series of AI-fuelled videos. Created in collaboration with Magic Factory, the videos are a testament to the endless possibilities of creativity and technology.

In 'A Life Extraordinary' the preview installation of the Kisss Chair is part of a space called the 'Kissing Booth'. The Kissing Booth also provides a preview of a carpet and wall covering designs with a new signature motif called "Coccinella Bella." These upcoming designs, along with the future digital art on display, continue to build on Moooi's tech-driven aesthetic. Notably, the Coccinella Bella motif was created using artificial intelligence, further highlighting Moooi's commitment to innovative design techniques.

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PREVIEW OF THE TUBELIGHT BY BCXSY

During Milan Design Week 2023 Moooi offers a preview installation of the Tubelight designed by Amsterdam-based design collective BCXSY. Born from a fascination for fluorescent tubes, this revolutionary suspension light is all about bending reality in a way that is both simple yet surreal. The end-result is pure and minimalistic, but with a twist that makes it stand out from traditional lighting fixtures. Tubelight takes something recognisable and transforms it into an alienating object that is both mesmerising and intriguing. For now, the Tubelight can only be previewed at 'A Life Extraordinary 2023'.

ABOUT MOOOI

For over twenty years, Moooi has inspired and seduced the world with sparkling and innovative designs. The venture founded in 2001 is currently led by Marcel Wanders and Robin Bevers. Moooi is named after the Dutch word for beautiful - Mooi. The third 'O' in the brand name stands for an extra value in terms of beauty and uniqueness. Moooi does not tell designers what to do, but listens to what designers want to make, and realises 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. With their multi-sensorial approach, the lifestyle brand merges the physical with the digital. A Life Extraordinary!

ABOUT EVERYHUMAN

EveryHuman is the creator of the world's first public AI scent design platform: Algorithmic Perfumery. Their endeavours sit at the crossroads of art, science, and technology. It was born out of the encounter between

artist-technologist Frederik Duerinck and scent designer Anahita Mekanik. Together, they aim to offer a new way to interact with scent by placing users at the heart of the creation process. This shift in perspective radically challenges the current model offered by the industry and questions why 800 people decide how the world smells for 8 billion humans.

ABOUT LG OLED ART

Advanced technology enriches our lives and drives changes in the world, leading us to a better place. Art inspires us and changes the way we see the world. LG has long recognized the truth of these statements and is committed to making life better through the power of art and technology. LG's recent projects represent this commitment and celebrate the merging of technical essence and artistic creativity that has come to define LG and the unique value it continues to deliver. LG OLED becomes a digital canvas for artists, with 'self-lit' being the core value of LG OLED. Through this technology, LG believes artists can express their imagination and create a new generation of digital art that was never before available. As a bridge that connects lifestyle with art, LG OLED will keep building a society where more people can relish art. To follow the journey of LG OLED ART, visit LGOLEDART.com.

INTERVIEW + MORE INFORMATION

Interested to learn more about A Life Extraordinary 2023 by Moooi in Milan? Would you like to schedule an interview with any of the designers, or do you have any questions about the designs, collaborations, or a different topic? Contact Stèphanie de Kanter, global PR at Moooi, via press@moooi.com or GC Agency via press@giuliacastelli.com.

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