

Moroso racconta:
– Paper Planes



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2010, Nipa Doshi & Jonathan Levien design

Suspended
in an imaginary
space

An open book,
a light, functional,
practical and surprisingly
strong design



A perfect blend of industrial design and creative flair

Paper Planes is the new design by Nipa Doshi and Jonathan Levien for Moroso.

It derives from a fabric pattern inspired by graph paper, an orthogonal space superimposed on a 3D shape.

Practical and symbolic functionality, shapes created by folding and making points in paper for the first prototype.

The seat shape derives from the geometry of the fabric's pattern, which blends with the structure and defines the outline to be cut.

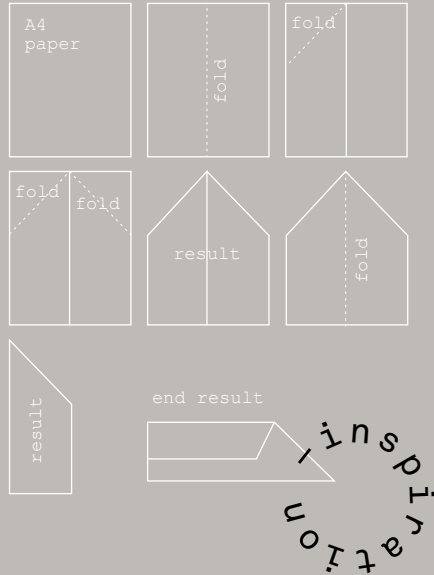
A snug, comfortable
reading chair,
strong yet light,
almost suspended as if
defying gravity

As a seemingly simple object yet with an authoritative personality, Paper Planes encompasses a multitude of conceptual allusions, a blend of cultures with different geographies and histories. A thin, light armchair, a slightly slanting shell set on a simple, geometric metal frame. Two versions: a high one with a headrest and a low one in two, left/right versions, creating a kind of unjoined sofa in a symbiotic relationship which highlights each piece's individuality in a visual continuity that never becomes modularity.



The art of folding paper

Origami is a Japanese word that literally means folding paper. It is the technique used for making all kinds of figures or shapes by folding one or more sheets of paper. Origami is very ancient, its history probably began with the invention of paper. The folding techniques were handed down orally through the generations until the 18th century when the first books with explanatory illustrations were published. This is why the classic figures - frogs, cranes, little dolls and swans - are still the most widespread today.



An outside origami

The paper plane is the commonest and simplest origami, which is the ancient art of paper-folding. Making a paper plane allows anyone to play with the geometry of space, folding a sheet of paper along symmetric axes, exploring shapes and structures and producing corners, lines, polygons.

Functional sculpture, being seated turns into floating

The version made in association with Swarovski sees the fabric's check motif - thin black and white stripes - highlighted with a line of tiny crystals. They are hidden by the lines of the check, becoming almost invisible, and only reveal themselves when light reflects off them.

Paper Planes ideally blends into a contemporary, luminous modern decor, confounding its rational, inexpressive geometry, producing an effect that surprises for its combination of elegance and solidity.

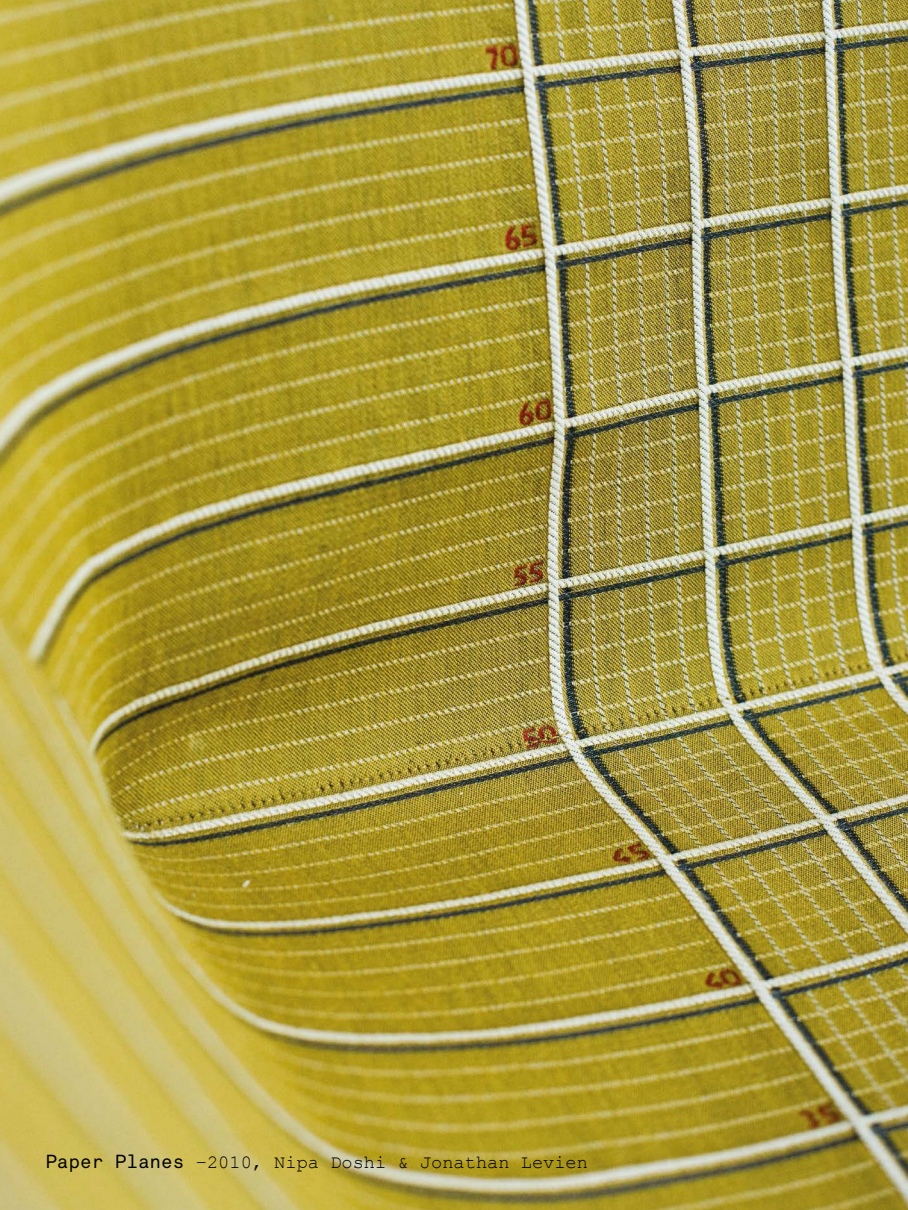
Non-ornamental decoration,
an integrated design structure
to perceive through the senses,
to see without interpreting,
revealed in a figurative,
architectural and spatial visual
language



From
European geometrism
to Japanese minimalism



Paper Planes -2010, Nipa Doshi & Jonathan Levien



An apparent
simplicity
that requires
exceptional
tailoring skill

The shell mould - a steel core covered in cold-cured foam - is the result of the folds which follow the fabric's printed lines, a pattern inspired by graph paper.

The seat's particular geometric shape means that the decorative lines must be matched perfectly when tacking, with no room for even the tiniest mistake.

There are three different fabric options for Paper Planes: printed and woven cool wool with application by hand (by heat-sealing) of tiny Swarovski crystals; wool, cotton and silk jacquard fabric personalised with the geometric pattern designed to measure by the designers; plain fabric, felt or woven wool.

A work steeped in cultural
cross-fertilisation
through a skilful use of colours,
a meticulous eye for detail
and in the choice of materials

Nipa Doshi & Jonathan Levien

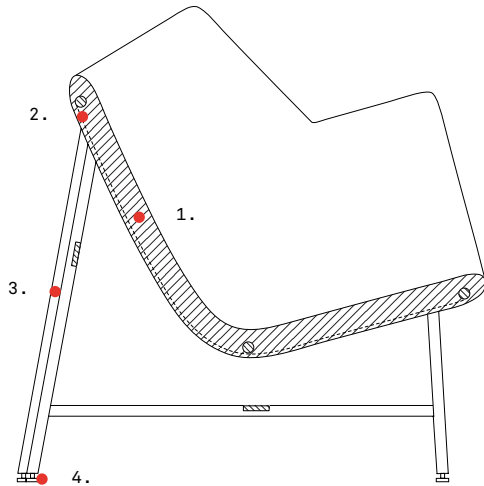
Nipa Doshi, Indian, and Jonathan Levien,
a Scot, are work and life partners.
They have complementary approaches to design.
She is strongly influenced by the culture
of India, by colours and a tactile sense.
His approach is through industrial design,
geometric and rational.
Together, they cultivate interest in and
openness towards new sources of inspiration;
a cultural fusion enriched by diversity
and dialogue.
Their work with Moroso is natural, based
on sharing values and knowledge and on a study
of the perfect balance between mass production
and craftsmanship.

Technical info

This product sheet meets
the provisions of Italian
law no. 126 of 10 April
1991 "Consumer Information
Law" and Decree no. 101 of
8 February 1997 "Executive
Regulation".

Moroso is a member of
the FLA - Associazione
FederLegnoArredo





1. Fire-retardant, cold-cured foam
2. Internal steel frame
3. Matte painted steel base
4. Chromed steel or bronze glides

PAPER PLANES

The Paper Planes armchair has an internal steel frame covered in moulded, fire-retardant polyurethane foam. All the polyurethane foam padding is CFC-free. The base is made of square-section coated steel tubing. The chromed-steel or brass feet are jointed. Paper Planes' covers can be removed by detaching the base completely.

CARE AND USE

Paper Planes is intended solely for indoor use. Do not stand on the seats or sit or jump on the back and armrests as this may cause breakage. When moving the seating for any distance whatsoever, do not drag it along the floor: lift it instead to avoid damage to the frame and to the floor itself. Protect the parts that touch the floor from knocks and contact with water or cleaning products containing corrosive chemicals. For routine cleaning, brush the chair regularly with a soft brush and, if needed, gently wipe the fabric with a damp cloth. Brush models upholstered in Swarovski fabric very carefully to avoid accidentally removing the small crystals. Under no circumstance should steam-cleaning devices be used on the crystals. Every type of fabric or leather has specific qualities: for non-routine care follow

the instructions given in the warranty. Clean the steel of the base with a damp cloth.

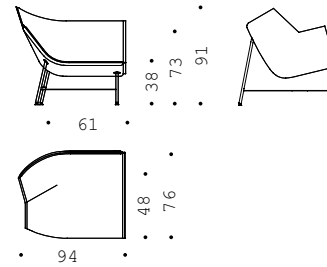
DISPOSAL

At product end of life, separate upholstery and structural parts as much as possible to facilitate recycling and disposal operations. Most of the materials used for manufacturing Moroso products can be recycled. Arrangements should be made with local waste management and recycling services for disposal, making sure that the procedures implemented comply with current legislation in the relevant country.

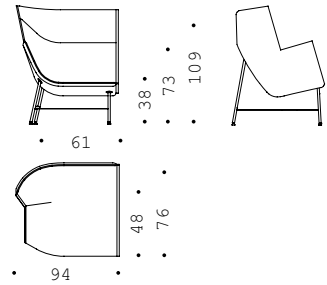
MOROSO SPA



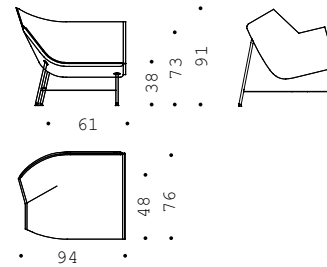
Cod.365/366
Left/right low armchair



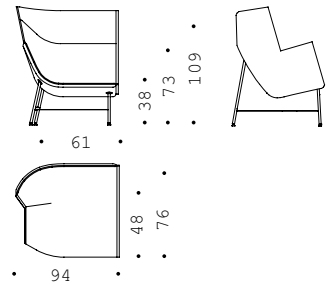
Cod.368/369
Left/right high armchair



Cod.371/372 Left/right low armchair with Swarovski



Cod.374/375 Left/right high armchair with Swarovski



Moroso has for more than 50 years been the preferred choice for those who enjoy rewarding themselves with unique, non-standard furnishings of the highest aesthetic and design quality. Furnishings that display authentic quality and a meticulous eye for detail; diverse ideas and solutions to meet the different styles of modern life. An eco-sustainable approach which is the result of rigorous control throughout the entire production cycle, from choosing materials and suppliers to the product's end-of-life. Each Moroso design is the fruit of a long process of dialogue, discussion and interpretation between the company and the most exciting, influential international designers.



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