

Moroso racconta:
- Silver Lake



Moroso racconta:

- Silver Lake

2010, Patricia Urquiola design

The other side of modern

Contemporary furniture
in the relationship
between
people and nature



Recapturing the pleasure of elegant, sophisticated formality

With Silver Lake, designed by Patricia Urquiola, Moroso reintroduces an architectural style inspired by the Californian modernism of the Fifties.

A complete range of three sofas, two armchairs and a chair, prismatic forms with continuous geometric shapes in an interplay of solids and voids. A spatial composition that references the modernist work of Richard Neutra, a synthesis of Bauhaus's European discipline, Frank Lloyd Wright's engaging with composition and the climatic and geographical influences of California.

Contemporary furniture
in the relationship
between people and nature,
elegantly modern in its return
to textural colours
and tones without employing
decorative elements

A sofa which will be naturally long-lasting because it embraces the aesthetic codes that are already part of our collective imagination. The name, Silver Lake, is that of a Los Angeles neighbourhood famous for its architecture, a district where numerous creative offices and agencies are still to be found. Of all this, Silver Lake retains the particular care in choosing materials, which are mutually enhanced by a rigorous contrast of surfaces. A plastic synthesis which indirectly recreates today the Utopian vision of those years.



Silver Lake,
Los Angeles, CA

Silver Lake is still today a varied, multiethnic neighbourhood in the hills around north-east Downtown Los Angeles. Its name is associated with the many homes designed by leading modernist architects, a model of residential architecture which Hollywood helped to disseminate around the world. Vast picture windows, a simple use of steel, wood and concrete. Designs that conveyed faith in technology, projected confidently towards a future of progress and democracy.



inspiration

The birth of californian modernism

In the Fifties, the prosperity that everyone hoped for in the postwar years finally became a tangible reality. A vision of a better life pervaded the West Coast, a celebration of positive thinking stimulated by a sunny climate that encouraged people to open up to the outside world. California became the ideal working environment for artists and architects, a place of cross-fertilisation that would leave its mark on the history of Western lifestyle.

A naturally sober sofa
whose inherent simplicity
is obvious from whichever angle
you look at it.
Surfaces that are different
and unique even when
they are united

A sober seat for composed conviviality

Silver Lake is orientated towards a particular way of interpreting everyday life, an orderly, controlled relationship with ourselves and with others. Its language is sophisticated with echoes of architectural history, exuding the particular charm of California's modernist past.

The feeling is similar to the pleasure of wearing a bespoke shirt, an exclusive gratification deriving from its prestige and fine tailoring.

The use of natural, noble materials manifest its innate value that will last over the years.

Silver Lake is not a vintage article although the importance of its design and reference-literature characteristics make it, from the start, a great classic.

Its materials are a direct reference to elements of nature and their transformation in contrast to the hectic pace of modern life.

Its geometric profile, multifaceted like a prism, changes its look and shape as you move around it. The padding on the seat and backrest are an integral part of the frame.



Silver Lake -2010, Patricia Urquiola

Natural oak painted iron fabric leather

In addition to its highly original look, Silver Lake is also unique for the absolute quality of its component materials and for the craftsmanship and tailoring skills employed in its manufacture. Highlighted by clearly distinguished surfaces, each unique for its textural and chromatic qualities, the various component materials create a perfect dialogue with their surroundings, especially wall-to-floor or picture windows. The wood grain, the colours used for the metallic elements and the textures of fabric and leather together create a richly intense visual effect.

In her design work, she always looks for solutions that will create an intimate, informal, comfortable setting that consumers can adapt to their taste. Designs that are pleasant to touch, beautiful to look at, enjoyable to live with

Patricia Urquiola

Spanish by birth and Milanese by adoption, Patricia trained under the great names in 20th-century design. University assistant to Achille Castiglioni and Eugenio Bettinelli, she went on to work with Vico Magistretti, Maddalena de Padova and Piero Lissoni.

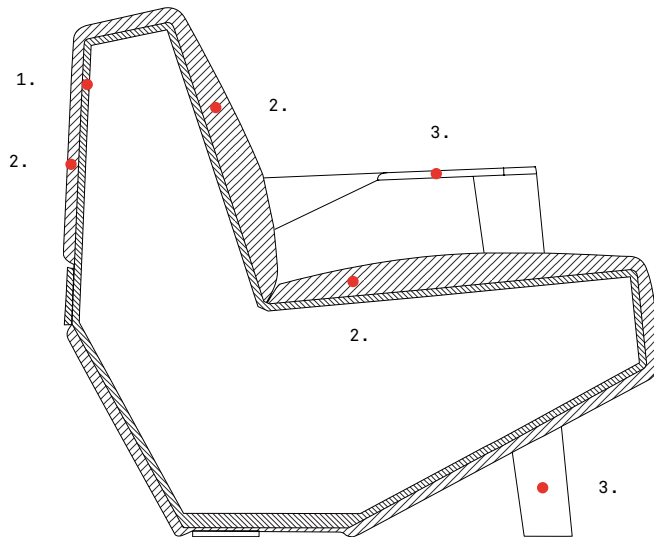
With Patrizia Moroso, she developed a new concept in seating that was flexible and changeable. Unique designs born of a union of talent and feminine sensitivity and sustained by the company's solid artisan and upholstery-sewing expertise.

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. Wooden frame
2. Resilient, different density polyurethane foam
3. Painted steel armrests and legs

SILVER LAKE

The Silver Lake collection's upholstered seats have a deal frame with longitudinal and cross-pieces (load-bearing elements) assembled together and reinforced at stress points to ensure superior strength and durability. Pre-tensioned, criss-cross webbing fixed to the frame ensures seat comfort. The different-density polyurethane foam padding is CFC-free. The feet and arms are made from a laser cut, bent and coated steel sheet.

The foot pads are made of polyethylene. The sides are made of plywood panels with an oak veneer or leather upholstery. The optional cushions are padded with polyester fibre. Silver Lake covers are not removable.

CARE AND USE

Silver Lake is a range Silver Lake seating 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.

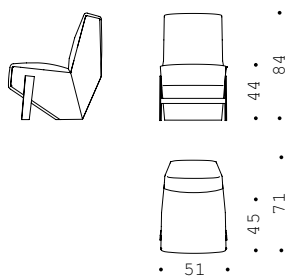
For routine cleaning, brush the seating regularly with a soft brush and, if needed, gently wipe the fabric with a damp cloth. Use the special product supplied by Moroso to clean the leather. Clean the wooden side elements with a soft cloth only; do not under any circumstances use products for cleaning or polishing wood. Every type of fabric or leather has specific qualities: for non-routine care follow the instructions given in the warranty.

DISPOSAL

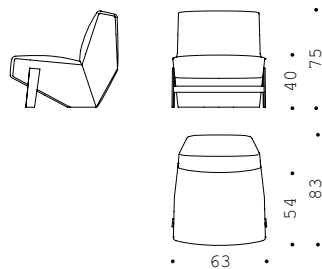
At product end of life, separate upholstery and structural parts as much as possible to facilitate recycling and disposal operations. Most of the materials used for manufacturing Moroso products can be recycled. Arrangements should be made with local waste management and recycling services for disposal,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

MOROSO SPA

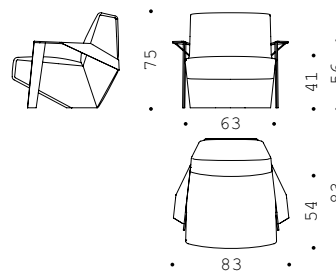
Cod.207 SLA/SLB/SLC
Small armchair whitout arms



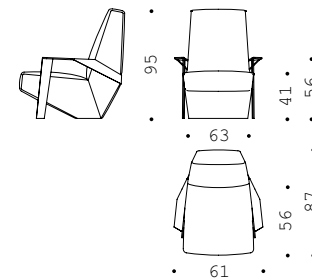
Cod.208 SLA/SLB/SLC
Armchair low whitout arms



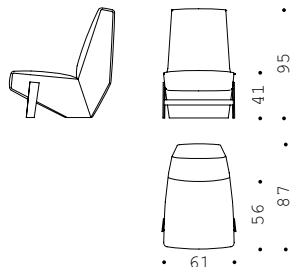
Cod.096 SLB/SLC
Poltrona bassa



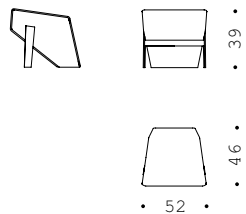
Cod.091 SLB/SLC
Armchair high



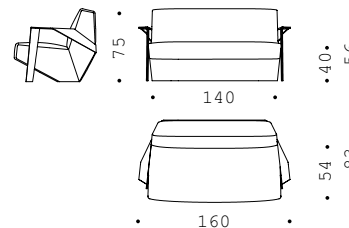
Cod.209 SLA/SLB/SLC
Armchair high whitout arms



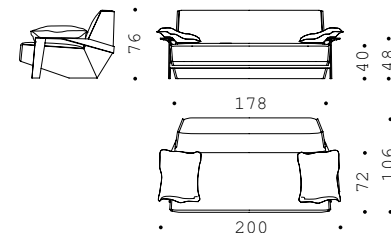
Cod.017 SLA/SLB/SLC
Stool



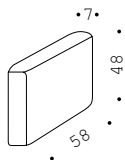
Cod.078 SLB/SLC
Settee with arms



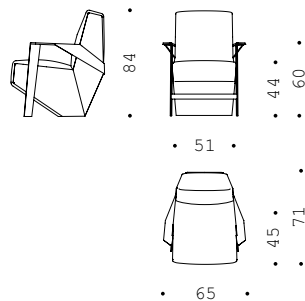
Cod.044 SLB/SLC
Sofa 200



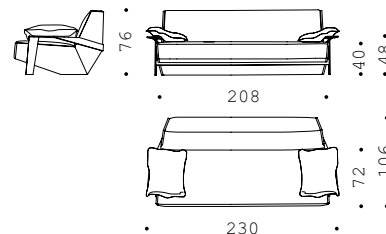
Cod.0K5 SLB/SLC
Optional sofas cushion arm



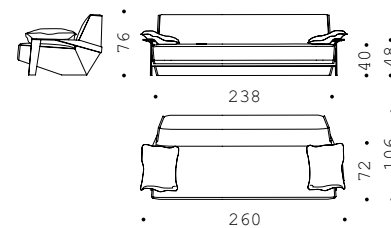
Cod.061 SLB/SLC
Small armchair



Cod.087 SLB/SLC
Sofa 230



Cod.045 SLB/SLC
Sofa 260





Silver Lake - 2010, Patricia Urquiola

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 selecting raw materials and suppliers to the product's life-end. 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.



Moroso racconta: Silver Lake
eng.layout 04/2012

concept+editorial project:
Acrobatik
text: Lorenzo Taucer
translation: Studio Intra
graphic design: Designwork
photography:
Alessandro Paderni / Eye

 **MOROSO**

Moroso Spa
via Nazionale, 60
33010 Cavallico / Ud Italy
T +39 0432 577 111
F +39 0432 570 761
e-mail: info@moroso.it

www.moroso.it

Made in Italy