

Moroso racconta:
- Klara



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2010, Patricia Urquiola design

Relaxing naturalness

Knowledge in wood



The importance of merging decorative art, craftmanship and design

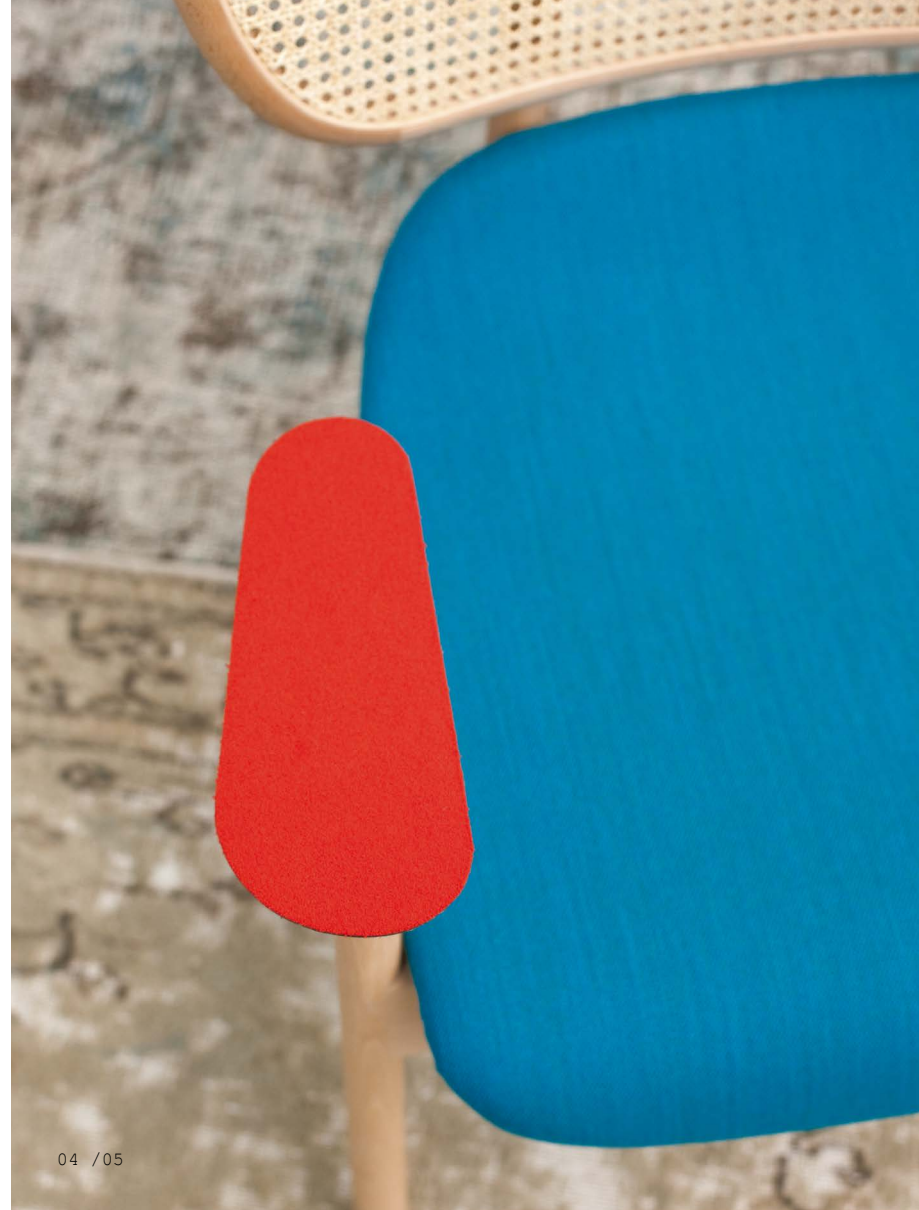
Klara is a wooden armchair designed for Moroso in 2010 by Patricia Urquiola. For Moroso it represents a new way of promoting the experience and skills of the Manzano manufacturing district, which for over a hundred years has been a model of Italian excellence in the industrial production of wooden seating. The design reinterprets the spirit of the early avant-garde movements of industrial design connected with the new developments that opened the way to the first examples of mass production, based on a close collaboration between the arts, industry and craftwork.

A design based on clean lines,
a curved yet simple shape
displaying meticulously precise
design language

An armchair that is at once functional
and decorative, with a craft-made look
but very modern lines.

An article for everyday, private use.
An instinctive familiarity born of the tactile
value of wood, a noble material with
the capacity to imbue feelings of physical
wellbeing.

A comfortable elegance that harks back
to the chairs made in the early 20th century,
not least for the use of Vienna straw,
a hand-weaving technique first used in this
part of Friuli a hundred years ago.

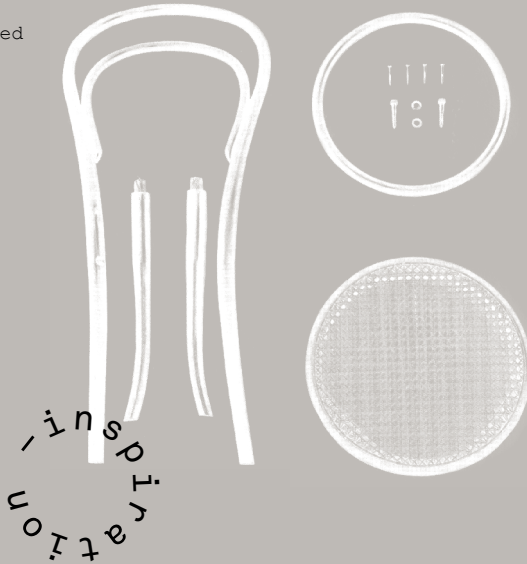


Vienna straw

In the same years,
a new cluster
of chair-making firms
set up in what would
become the Chair
District.

The more skilled firms
moved away from the
classic straw-bottomed
chair to concentrate
on more sophisticated
techniques and better-
quality materials.

Vienna Straw - threads
of bamboo 'skin' straw
woven into the classic
octagonal-hole pattern
- is used with the
first frames of curved
beechwood,
thus anticipating
the geometric
simplicity of later
years.



The artist, the craftsperson, the designer

The role of the industrial designer
emerged in the early 20th century
when craftspeople, architects
and artists began designing practical
things that were also beautiful
and of much better quality
than the rough mediocrity
of early mass-produced articles.

They were the archetypes
of many articles we still see today.



Elements of validation and reassurance in a designer object

The plastic qualities of wood makes Klara a supple, strong armchair with slightly expanded proportions and curving forms which blend perfectly into the understated frame. Klara gives a feeling of natural, elegant, meditational comfort.

It incorporates an iconic, stratified memory which facilitates its dialogue with many different styles.



Klara -2010, Patricia Urquiola



Its shape and simplicity emphasise the wood's natural lightness

Klara has a familiar, reassuring look. Its frame is an extremely precise, experimental design.

Going against tradition, the armrests are not connected to the backrest and seem to float free.

Klara does not like living in the dark. Wood wants sunlight. Its relaxing form requires space in order to be admired.

The backrest is available in three versions: Vienna straw or a beechwood frame with simple or capitonné upholstery.

Plus an optional rocking chair version.

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.

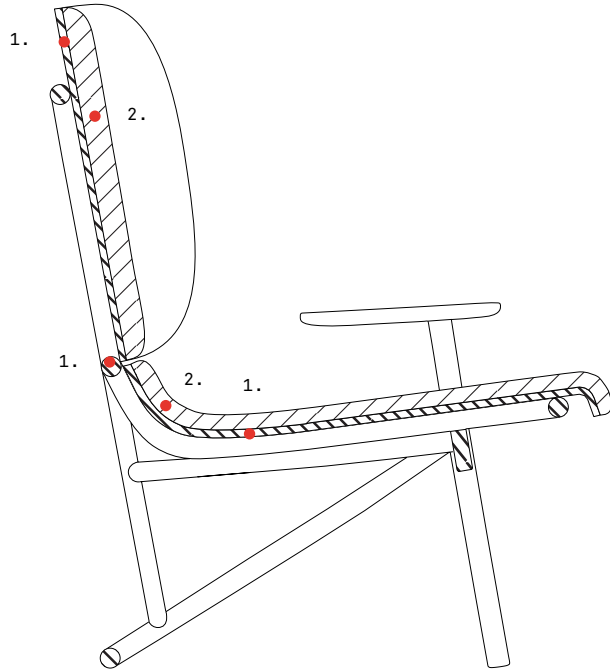
With Patrizia Moroso, she developed a new concept in seating that was flexible and changeable. Unique designs born of a union of talent and feminine sensitivity and sustained by the company's solid artisan and upholstery-sewing expertise.

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. Bent plywood
- 2. Fire-retardant foam

KLARA

The Klara armchair, made of beech or oak, features exposed finger joints in the frame to ensure greater strength and durability.

The arms are attached to the frame by means of a steel core.

The curved plywood seat is shaped and upholstered.

The polyurethane foam padding is CFC free.

The back is available in solid wood and cane (**only in the beech version**) or in upholstered plywood.

Klara covers can be removed by dismantling the chair.

CARE AND USE

Klara armchair 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.

The solid beech and oak are cleaned simply with a soft cloth; never use any 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.

To clean and maintain the features of the cane over time, rub a damp cloth over both sides, more frequently in air-conditioned and dry-air areas.

DISPOSAL

At product end of life separate as far as possible upholstery and structural parts to facilitate operations of recycling and disposal.

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.

CERTIFICATION

Klara meets the most stringent European standards for seating made for heavy duty use, especially as regards seat-back static load, front edge static load, seat-back fatigue strength and armrest horizontal static load.

MOROSO SPA



Armchair + Rocking armchair

	KL001 -492	KL490 -493	KL491 -496	KL190	KL284	KL478
• 93 • • 57 • • 40 •						
	• 55 •	• 55 •	• 55 •	• 55 •	• 55 •	• 55 •
• 75 • • 54 •				• 95 • • 54 •		
	• 80 •	• 80 •	• 80 •	• 82 •	• 82 •	• 82 •

Settee

	KL078	KL299
• 93 • • 57 • • 40 •		
• 75 • • 50 •		
	• 142 •	• 142 •

Stool + little table

	KL017	KL653-655	KL654-656	KL657-659	KL658
• 40 •					
• 40 •					
	• 60 •	44-56	44-56	73-84	• 73 •

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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