

Moroso racconta:  
- Lowland



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2000, Patricia Urquiola design

Simply:  
seat, backrest  
and armrests

A sofa,  
a variable landscape  
of simple forms  
dynamically related  
to each other



Lowland -2000, Patricia Urquiola

Lowland heralds a “sofa” yet, at the same time, offers a free arrangements of its component units: the seats may be placed together or left on their own, just as individual elevations create a landscape that is variable in form yet structurally uniform

## Modularity with a horizontal perspective

Lowland, the range of upholstered seating designed by Patricia Urquiola in 2000, derives from research into a new balance of geometry, line and proportion. Lowland embodies a confrontation between memory and innovation, a modern vision of style and space which divides the present from any connection with the past. The designer de-structures the classic sofa, she redesigns it based on a surface synthesis. And so simplicity, definition, dynamism and transformation become the link that connects formally separate elements: seat, backrest and armrest are units to be co-ordinated, matched and rearranged endlessly in compositions that surprise us for their great versatility.

Patricia Urquiola, in 2000, anticipates something which today is considered a given. She designed a future-driven range that becomes a single unit, a design which goes beyond the mere function of modularity to explore the criterion of elementary proportion. Wide and low, narrow and tall, horizontal and vertical, each unit has a simple, well-defined silhouette. Each element reveals a geometry, an obvious line that precisely divides the individual volumes. The backrest completes the seats, it unites them by starting or finishing halfway or by enveloping them completely. The armrests make a bold statement; floor-based surfaces thrusting upwards and over the seat, they complete the design, they determine its character and style.

Lowland [ˈlɔːlənd]

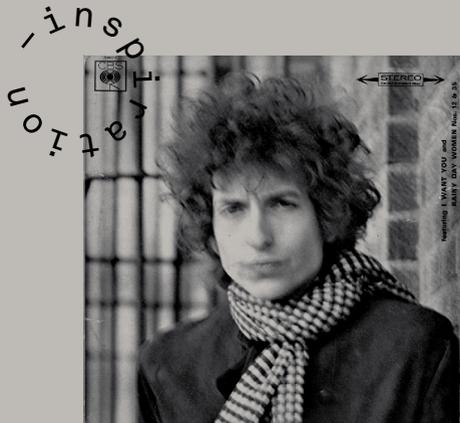
Rather extensive level  
region between uplands.  
No higher than 200-300m  
altitude.

**Synonyms**

plain, flat land,  
plateau, tableland,  
depression,  
level ground

The name  
– lowland – evokes  
the memory  
of a song

“Sad Eyed Lady of the Lowlands”  
is a song that Bob Dylan wrote in 1966.  
Released on the album Blonde On Blonde,  
its eleven minutes took up  
the whole of one side of the disc.  
It is one of Dylan’s most beautiful  
love songs, a poem in song  
for his new bride,  
Sara Lownds (lowlands-lownds).





## Maximum freedom of arrangements focused on comfort and elegance

Lowland is ideal for residential or office settings or for elegant waiting areas where the presence of a sober element with a streamlined and ever-modern silhouette is required. Lowland shows its modernity in its combination of the classic sofa concept, aiming for maximum comfort, and the novelty of its versatility of use. This concept was also behind the Lowland bed, which has the same soft compactness as the sofa. Elegant and attractive, it has a flexible headboard which can be used as a convenient occasional table. The units of the Lowland seating range have an inner wooden frame covered in resilient, variable-density polyurethane foam and polyester fibre. Stainless steel feet. The seating units and the bed have fully removable covers.



Lowland -2000, Patricia Urquiola

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

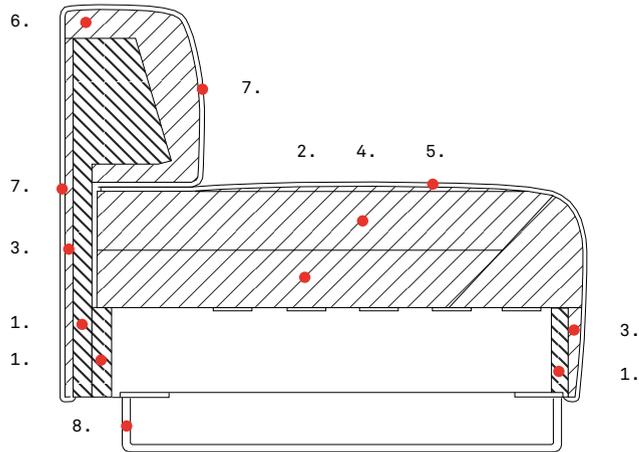
Spanish by birth and Milanese by adoption, Patricia trained under the great names in 20th-century design. University assistant to Achille Castiglioni and Eugenio Bettinelli, she went on to work with Vico Magistretti, Maddalena de Padova and Piero Lissoni. With Patrizia Moroso, she developed a new concept 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. Internal wooden frame
- 2. Resilient, different-density polyurethane foam
- 7. Polyester fibre
- 8. Stainless steel feet

**LOWLAND**

The Lowland seating range comprises sofas, modular units, chaise longue and poufs. The beechwood and firwood frame is reinforced in the areas subject to greater strain and covered in different-density polyurethane foam. The seats have criss-cross stretch webbing fixed to the frame. Stainless steel round drawn bar base. The optional cushions have polyester fibre padding. Lowland has fully removable covers.

**USE AND CARE**

Lowland 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 or you may fall off. 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 hard objects or liquids (water, etc.) and cleaning products containing corrosive chemicals. The polyurethane foam padding is CFC-free. The foams do not require any special care. Lowland's cushions are particularly large, which eventually causes the upholstery material to slacken. This, however, does

not compromise the quality of the product. If necessary, simply open the cover's Velcro fastening, straighten the fabric then reposition the fastening. Routine cleaning: dust the surfaces regularly using a soft brush and, if needed, wipe with a slightly damp cloth. Leather upholstery: dust with a clean, soft cloth. Major cleaning: each fabric has unique characteristics, therefore follow the washing instructions on the label supplied with the warranty. The label is composed of five symbols: tub (washing temperature); triangle (bleaching); square (tumble drying); iron (ironing temperature); circle (professional cleaning). Leather: for leather upholstery care, please use the MOROSO leather cleaning set.

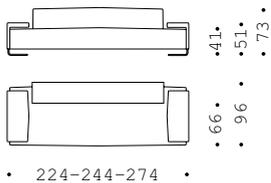
**DISPOSAL**

At product end of life, separate the different parts as much as possible (the upholstery from the polyurethane, the steel feet from the frame), then take it to an approved recovery or disposal service, making sure that the procedures implemented comply with current legislation in the relevant country.

**MOROSO SPA**

Cod.LL C18/C03/CM1

Sofa



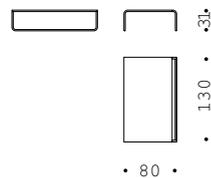
Cod.LL CA1/CA2/CA3

Sofa



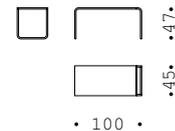
Cod.LL0CF

Rectangular table



Cod.LL0CE

Rectangular table



Cod.LL CB1/CB2/CB3

Sofa



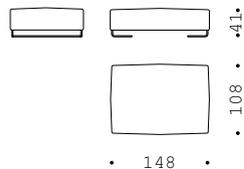
Cod.LLCTC

Sofa



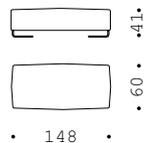
Cod.LL077

Pouf



Cod.LL017

Pouf





Lowland -2000, 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 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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