

Moroso racconta:  
- Victoria &  
Albert



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2000, Ron Arad design

## A continuous flow of curving lines

An invisible script  
that involves the  
person within a vector  
narration



V&A -2000, Ron Arad

The name, Victoria and Albert, is a tribute to the famous London museum which held a retrospective of Ron Arad's work in 2000

# Unprecedented merging of substance, surface and setting

The Victoria and Albert collection is a design project from 2000 by Ron Arad for Moroso. Works left open and which instinctively adapt to personal needs, differing from the conventional seating model, in which the padding and large cushions are the predominant features. It constitutes a successful attempt to go outside the limitations of the aesthetic in pursuit of new spatial relations in a manner removed from *the sculptural upholstered furniture* which distinguishes the designer's work in the Moroso catalogue.

Shapes drawn in a continuous manner without lifting the pencil from the paper. Elegant forms uniting design and function, balancing a taste for research and technology with total usability in a continuous alternation of movement and staticness for the benefit of everyday use.

In this case the designer's intent was not to create a totemic element but to find an emotive expressive exchange, a spontaneous contact between the person and the object.

Refusing discipline

"No Discipline"  
(2008/2009), the exhibition of the Pompidou Centre organised in association with MoMa, is a tribute to the Israeli designer's over-30 years' career. An amazing number of objects - mass-produced or one-of-a-kind - that with disenchanted humour reveal the experimental nature of his work, a combination of art, architecture and design. A synchronous research into the changes in industrial design brought about by unusual materials: steel, bronze, aluminium and even crystals, optical fibres and LEDs.



Design Museum Holon  
Israel

inspiration



In the beginning a "doughnut", which then became the idea for a sculpture: flattened, remodelled, an ironic perspective which transcends the special industrial design approach in industrial design.



Infinity symbol

Padding and made-to-measure covers – the fruit of the company's flair for fine tailoring – enclose a resin and fibreglass shell and, at the same time, reveal the correspondence between the design's technical and aesthetic values

## Infinity seen from a curved perspective

Continuous, sympathetic yet strong lines, an exact concurrence of surface and form, of skin and body. The fabric takes hold of the space, enhancing and magnifying the substance without overpowering or interrupting the flow.

A continuous movement which, in the collection, conceptually links the small armchair and large sofa via a gradual and modulated process of expansion of volume.





## A new materiality emerges

The Little Albert armchair marks the start of a new dimensional relationship, an unprecedented encounter with the textural consistency of plastic.

Little Albert is rotationally moulded in mass-dyed polyethylene, which is resistant to thermal shock and sunlight and is totally recyclable.

An ergonomically natural shape that makes you want to touch it, leading naturally to the use of strong colors, a focus on the outdoors which does not contrast with the neutrality of black or white. Little Albert is also available in a lacquered version for indoor use.

Synonymous with continuous material research and radical redesigning of shapes and structures. He approaches materials in the manner of a sculptor; he creates works that are modelled and forged in accordance with nature's vital force

## Ron Arad

Teacher of design at the Royal College of Art in London, Ron Arad is an Israeli architect and designer. For more than 25 years he has worked on the thin dividing line between industrial design and contemporary art. In his partnership with Moroso, his plastic and conceptual research added to the company's interpretative sensitivity. The designer's audacious genius is assimilated and translated into objects that transcend their mere form to bring a relationship-generating vitality into everyday life.

## 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





**VICTORIA & ALBERT COLLECTION**

The Victoria & Albert collection is composed of sofas, standard and small armchairs and tables. The sofas are made of different-density polyurethane foam over a reinforced fibreglass framework and steel supports. The painted steel legs have chromed, adjustable feet. The armchairs are made of fire-retardant, cold-cured foam over a steel framework. The feet are made of clear PVC. The OV8 swivel version has a black painted steel round base plate. All the polyurethane foam padding is CFC-free. The Little Albert small armchair and the table are made of recyclable, mass-dyed, roto-moulded polyethylene. They are light- and water-resistant for outdoor use. The armchair has a blind hole on the inner, lower part of the seat to enable it to be weighted with sand if necessary. The table top has a central through hole for water drainage. Victoria & Albert seating has fully removable covers.

**CARE AND USE**

The Victoria & Albert seating range is intended solely for indoor use. The Little Albert small armchair's construction material makes it suitable for outdoors, too. Polyethylene products

should not be exposed directly or indirectly to heat sources above 50°C. The manufacturing process may cause minor imperfections at points where elements join together, and in the tabletop. Do not 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 Little Albert armchair should never come into contact with hard or sharp edges as these may cut its surface, causing irreparable damage. Clean the steel supporting elements with a damp cloth. Do not clean the exposed metal components with chemicals or detergents. Every type of fabric or leather has specific qualities: for non-routine care follow the instructions given in the warranty. The Little Albert small armchair is made of a polyethylene which withstands natural and chemical substances; any changes in colour or light speckling should be considered normal if it is exposed to direct sunlight. To limit the appearance of minor aesthetic

defects clean the seats regularly with a commercial degreaser. For thorough cleaning rub the seating with a plastic-bristle brush and rinse thoroughly.

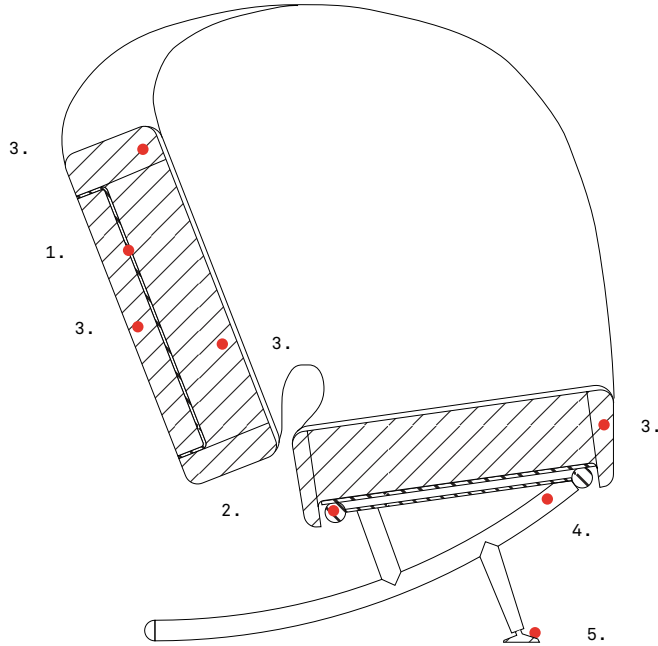
**DISPOSAL**

At product end of life, separate upholstery and structural parts as much as possible to facilitate recycling and disposal operations. The polyethylene used for the Little Albert seating is a 100% recyclable plastic material. 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**

The Little Albert small armchairs meet the most stringent European standards for heavy-duty seating especially as regards significant changes in light and temperature.

**MOROSO SPA**

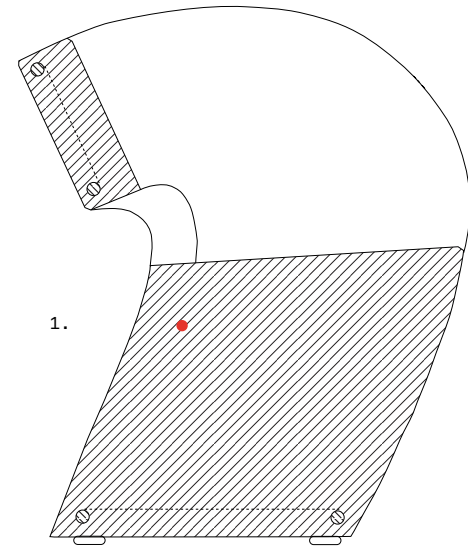


- 1. Reinforced-fibreglass framework
- 2. Steel support
- 3. Resilient, different-density polyurethane foam
- 4. Painted steel legs
- 5. Adjustable chrome feet



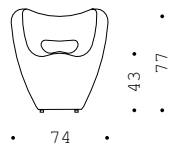
V&A -2000, Ron Arad

TECHNICAL SECTION

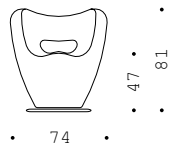


1. Struttura in polietilene

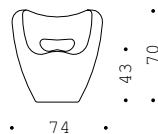
Cod.061  
Small armchair



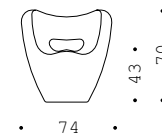
Cod.0V8  
Revolving small armchair



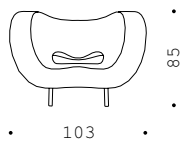
Cod.042  
LITTLE ALBERT



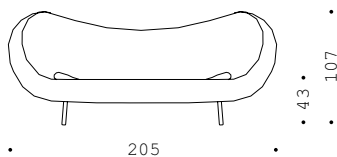
Cod.161  
LITTLE ALBERT lacquered



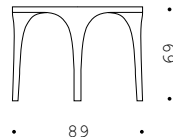
Cod.001  
Armchair



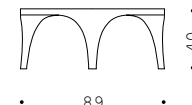
Cod.044  
Sofa 200



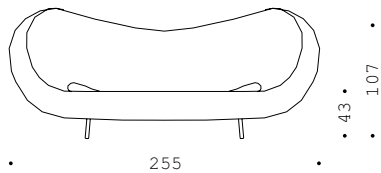
Cod.03W  
Table high



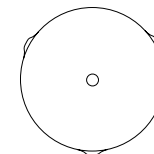
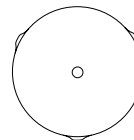
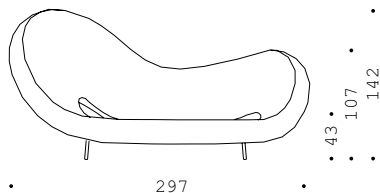
Cod.03V  
Table low



Cod.045  
Sofa 250



Cod.047/048  
Sofa 290 right/left



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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