

Moroso racconta:
– Supernatural



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2005, Ross Lovegrove design

Forms in sync with the senses

The organic,
multisensory dimension
of a design that re-programmes
the order
between form and function



The liquid nature of its design blends the beauty of an organic form with a highly sophisticated polymer industrialisation process

A new,
special seat,
which seems
to have always been
familiar

Supernatural, designed by Ross Lovegrove for Moroso in 2005, is the result of a meticulous process of technological and conceptual research. The fruit of an evolution rather than of a design process, a new vision of form generated by digital data that merge in a versatile chair for everyday use.

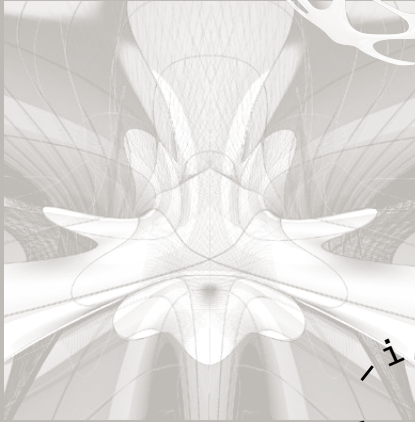
With serial originality, Supernatural overturns the role traditionally belonging to the object of prestige - a formal respect, at times obsequious, which limits its use - entering people's daily lives, the intimacy of homes, places of transit, public areas.

Solid and graceful, Supernatural is produced by gas-assisted injection moulding (gas moulding). Four phases are needed during production to give the seat its outstanding lightness and structural strength.

The heating of the mould (1) means uniform dispersion of the molten polypropylene in the area of the back. Feeding of the gas (2) empties excess material from the mould, to make the frame more streamlined and resistant. The seat, removed from the previously cooled mould (3), is left to harden on an external mould in wood (4), stabilising until it is completely dry.

Organic design

First used for the 1940 *Organic Design in Home Furniture* competition won by Eero Saarinen and Charles Eames, the term organic is associated with products which have a simple, soft shape with no sharp edges. Nature is a direct source of inspiration: its pursuit of perfection through natural selection, the way it changes and adapts to the erosive or sculpting action of water and wind.



inspiration

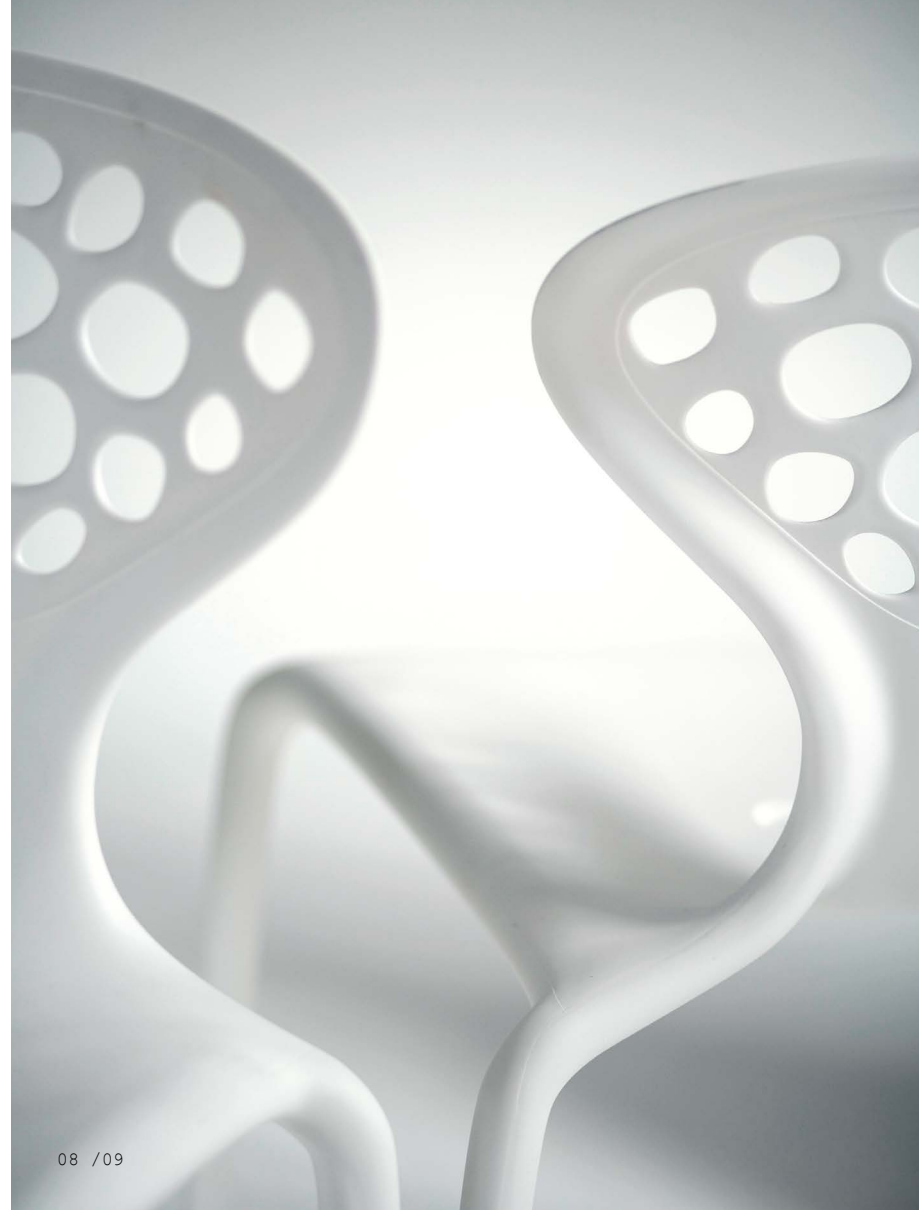
The Supernatural World of Ross Lovegrove

Conceptual design inspired by natural elements and looks absorbed and remodelled in futuristic forms. A new naturalism, which he calls Supernatural, based on studies of new materials, applications and production methods.

An embodiment of human, spatial and technological interrelationship

Multisensory design, lines to be caressed, to be “read” by touch and continuously reformulated. The light passing through the backrest holes creates enchanting plays of shadows, immediately making us think of the shapes created by sunlight as it filters through the leaves of a tree.

Light and shadow permeate the space, imbuing the architectural surfaces with unexpected levels of beauty, reinterpreting them through a narrative that goes beyond a collective story towards individual and personal enjoyment.





Versatile for everyday use, light and very strong

Supernatural talks an intimate, public,
human and technological language.

Its graceful form radiates from its framework
into the surrounding space.

Solid and voids: absences become presences
as the light, the wind, the body pass through.

Colourful and stackable, made of weather-
and dirt-resistant fibre-glass-reinforced
polypropylene, the Supernatural chair is available
in different versions: with a solid or perforated
backrest, with or without armrests.

The inspiration for his research is Nature, where nothing is accidental and nothing is superfluous. More than a designer, he considers himself an evolutionary biologist guided by an aesthetic focused on reducing volumes, shapes and materials

Ross Lovegrove

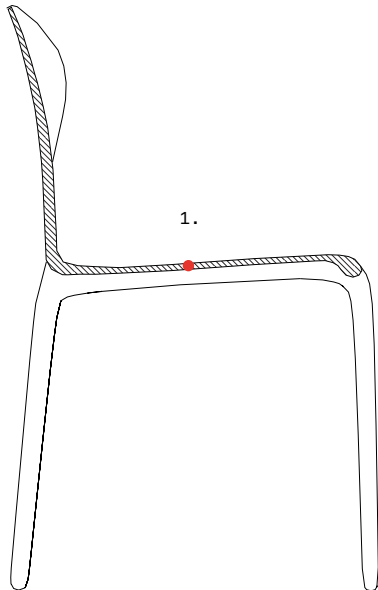
Ross Lovegrove's research goes beyond the boundaries between science, design and architecture. His designs bring together technology, materiality and sculpture in an elegant, sober form. His creations include Solar Tree, a street lighting project which uses advanced solar technology; and a titanium watch for Issey Miyake called HU, short for human, for its particular design in harmony with the human form. To Moroso, he is the link between sensorial and rational, between artisanal skill and technological awareness.

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. Reinforced polypropylene mono-shell

SUPERNATURAL

The Supernatural chair and small armchair are made of fibreglass-reinforced polypropylene. The optional cushions are thermoformed in technical fabric combined with polyurethane foam. Supernatural is a stacking chair.

CARE AND USE

Supernatural seating is intended for indoor and outdoor use. Do not stand on the seats or sit or jump on the back and armrests as this may cause breakage. Climatic elements may affect the appearance of the plastic but this does not compromise the chair's structure in any way. Any shading, more obvious in dark colours, is caused by the flow of the fibreglass during moulding. The construction material withstands natural and chemical substances; any changes in colour or light speckling should be considered normal if the chairs are exposed to direct sunlight. To limit the appearance of minor aesthetic defects, clean the seats regularly with a plastic-bristle brush and water with a grease-removing detergent. Rinse thoroughly.

DISPOSAL

The polypropylene used for Supernatural seating is a 100% recyclable

plastic material.

The chair can be sent to ordinary sorted-waste recycling centres for disposal. 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.

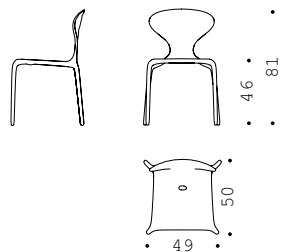
CERTIFICATION

Supernatural seating has undergone fatigue strength testing for use involving a weight no greater than 110 kg.

MOROSO SPA

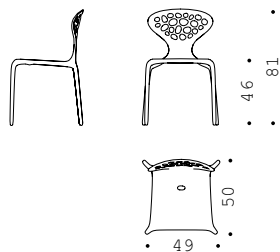
Cod.050

Chair



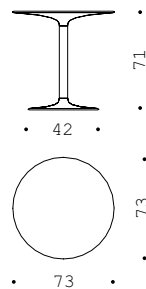
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Chair with perforated back



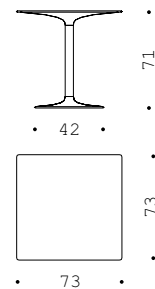
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Round table



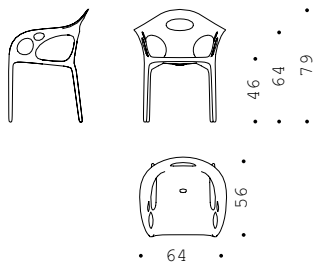
Cod.06P

Square table



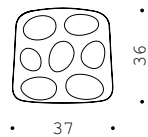
Cod.061

Small armchair



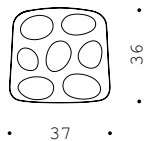
Cod.080

Cushion for chairs



Cod.085

Cushion for small armchair





Supernatural -2005, Ross Lovegrove

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.



Moroso racconta: Supernatural
eng.layout 04/2012

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