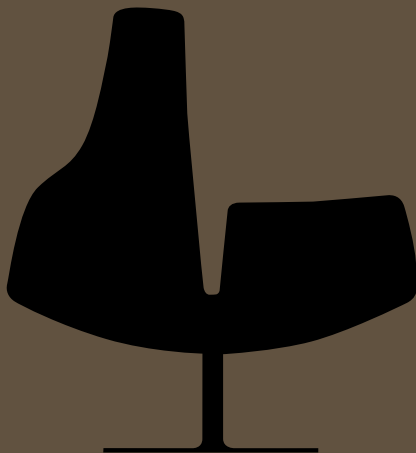


Moroso racconta:
- Fjord



Moroso racconta:

- Fjord

2002, Patricia Urquiola design

In praise
of the imperfect

The geometric balance
of a broken object



Fjord -2002, Patricia Urquiola

Topstitching emphasises the seat shape to highlight, in a continuous exchange of appearance and function, its graceful, snug form

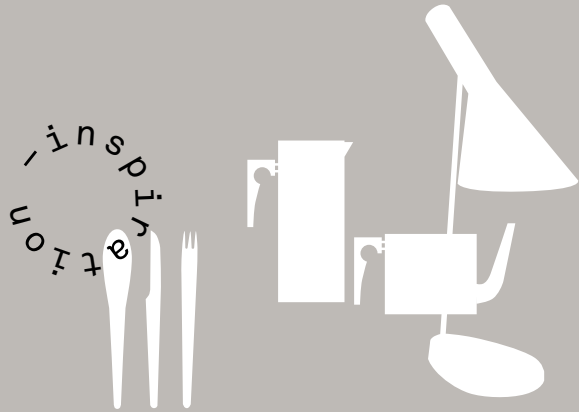
Perfection in a piece of shell

Fjord, a seating collection which Patricia Urquiola designed for Moroso in 2002, turns an abstract concept into a modern design object. Its allusive, incomplete beauty has a natural value in its symbiosis with a broken object smoothed by the waves and tossed on the beach. Fjord displays an iconic shape split and regenerated by time and water. Its light, fluid asymmetry exhibits a traditional awareness of the relationship between form and function in a constant pursuit of the ideal proportions.

The soft, sustaining, comfortable lines of the armchair, chair, stools and pouffes are a play on an archetype of relaxation. Gentle curves highlight the perfect precision of the topstitching in continuous harmony with the simple shape. Seats that adapt to the body, embracing it and accommodating it, anticipating its movement. The Scandinavian influence - starting with the collection's name - is in the allusion to Arne Jacobsen and the long cut featured on the seats and stools, a metaphor for the typical inlets of the Nordic coasts.

Arne Jacobsen

One of the most important, influential Danish architects and designers of the postwar years, Arne Jacobsen still represents the core of Danish design. A perfectionist Modernist with a meticulous eye for detail, his designs include timeless icons of classic elegance - his Egg and Swan chairs are world-famous - and futuristic objects like his AJ cutlery, which Stanley Kubrick chose for the sets of "2001: Space Odyssey".



Beautiful, accessible, democratic objects

Scandinavian design first emerged in Denmark, Sweden and Norway in 1950. It was characterised by simple, minimalist, attractive shapes. Shapes that also had a natural feel created in organic forms and the use of materials whose qualities were enhanced by the object's framework.

Comfort designed for the home and public spaces

Fjord seeks instinctive simplicity in a break and does away with the superfluous to re-establish its balance. As in a natural cycle, the broken shell becomes an armchair and then a stool. With a modern spirit, the designer creates comfortable seats which are only seemingly simple and conventional. The collection is completed by a range of tables designed for light-filled spaces, with simple, round, square or rectangular shapes. An approach to form defined by a precise aesthetic.





Maximum functionality in different uses

Objects of real everyday utility thanks to the use of superior-quality materials and simple lines enriched with unusual details which re-establish the boundary between the artisan's skill and industrial production.

A seating collection offering customisable upholstery and a choice of finishes, such as different inner and outer seat upholstery or stitching that matches or contrasts with the base.

A non-exaggerated aesthetic; guaranteed quality applied to an archetype of contemporary design.

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

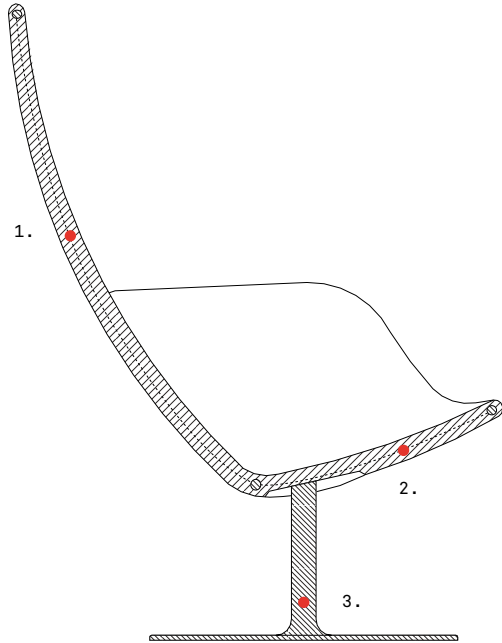
This product sheet meets the provisions of Italian law no. 126 of 10 April 1991 "Consumer Information Law" and Decree no. 101 of 8 February 1997 "Executive Regulation".

Moroso is a member of the FLA - Associazione FederLegnoArredo





Fjord -2002, Patricia Urquiola



1. Fire-retardant, cold-cured foam
2. Steel frame
3. Square base

FJORD

The Fjord armchair, lounge chair and stools are made of fire-retardant, cold-cured foam over a steel core. The shell of the small armchair is made of composite plastic.

The poufs are made of cold-cured foam over a black, anti-shock, heat-moulded plastic base. According to the version chosen, the bases may be: with a swivel plate (*lounge chair and armchair*); five star base (*small armchair*); with a sled-style tubular steel frame (*armchair, small armchair and stool*); with four steel legs (*chair*). The bar frame is made of coated steel; the feet are made of polished die-cast aluminium; and the low table is made of HPL resistant to scratching, impact or abrasion damage.

The polyurethane foam padding is all CFC-free. Fjord covers are non-removable.

CARE AND USE

Fjord 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. To remove more stubborn and difficult stains we recommend carrying out a test beforehand on a hidden area of the furniture.

Clean the steel used for frames with a damp cloth.

The plastic chair may be cleaned with a damp sponge and a mild commercial grease remover.

Every type of fabric or leather has specific qualities: for non-routine care follow the instructions given in the warranty.

DISPOSAL

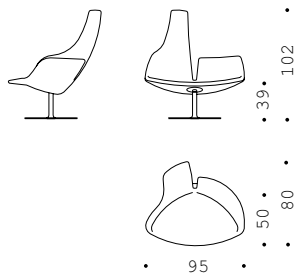
At product end of life, separate upholstery and structural parts as much as possible to facilitate recycling and disposal operations. Most of the materials used for manufacturing Moroso products can be recycled.

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.

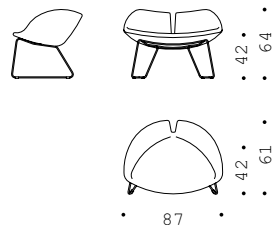
CERTIFICATION

The lounge chair, swivel armchair and shells fitted on a bar meet the most stringent European standards for heavy duty use, in particular as regards static loads, structural fatigue strength and swivel mechanisms.

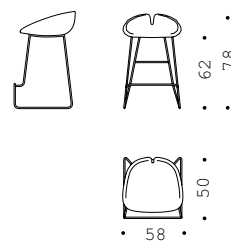
Cod.03K
Armchair Relax



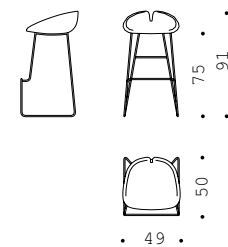
Cod.001
Armchair stainless steel base



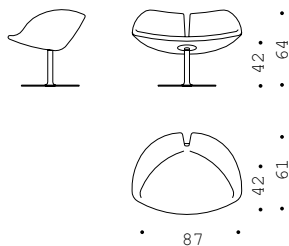
Cod.111 Bar stool low stainless
base option A-C



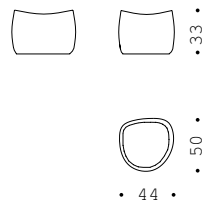
Cod.112
Bar stool hoch stainless base



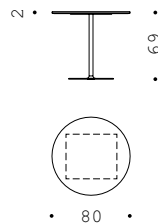
Cod.0V6
Swivel armchair



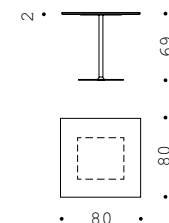
Cod.214
Small foot stool



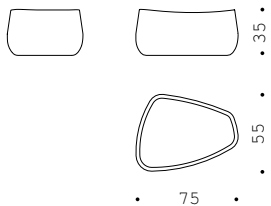
Cod.0S1
Round table



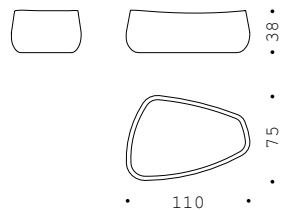
Cod.06P
Square table



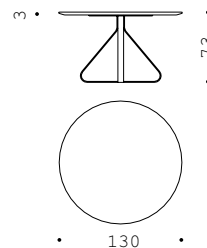
Cod.017
Foot stool



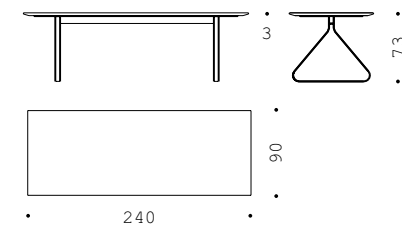
Cod.077
Large foot stool



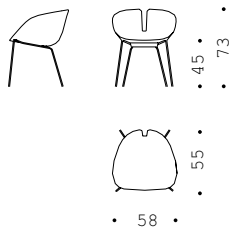
Cod.0SA
Round table large



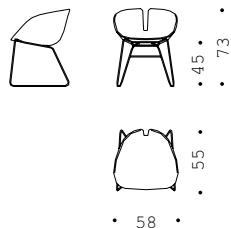
Cod. 0S2
Rectangular table



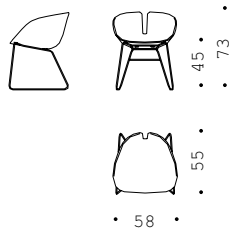
Cod.050
Chair chromed base FJ+FH



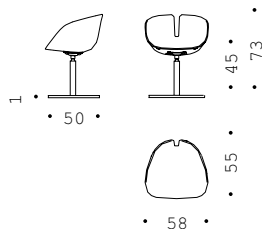
Cod.105 Armchair varnished
white/grey base FJ+FH



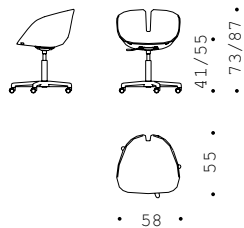
Cod.106 Armchair stainless steel
base FJ+FH



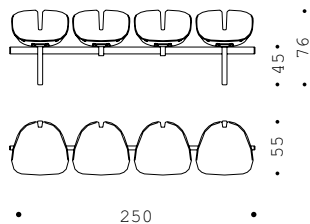
Cod.0V8 Swivel small armchair
black base FJ+FH



Cod.108 Armchair polished
aluminium starbase FJ+FH



Cod.116
Beam 4 seat FJ+FH





Fjord -2002, 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.



Moroso racconta: Fjord
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