

Moroso racconta:  
- Rift



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2009, Patricia Urquiola design

## A departure from routine

Private areas  
in a shared space:  
a new concept in sitting



## Studied randomness inspired by nature's unforeseeable effects

Rift, a term which in geology indicates a cleft or fissure in the earth, is a seating collection designed for Moroso by Patricia Urquiola in 2009. The sofas are large, comfortable platforms for a new style of living, seating which suits movement naturally. The shape takes its stylised inspiration from Africa's Rift Valley, in the region where humankind was born, a giant three-point star whose branches separate the two banks of the Red Sea, cut through the Ethiopian highlands and southwards cross the savannah and forests of eastern Africa.

A different beauty, a junction between the elegant and the extreme, Rift gives a fluid feel to rigid, formal settings without altering their identity but blending, in a complementary way, into the flow in transit areas

Unlike modular systems based on a rational use of geometry, Rift is built on an unexpected, asymmetric arrangement of volumes, an overlapping of different layers which, in the case of the armchair and chair, involve the body in a tactile relationship.

Rift is the starting point that divides and generates imaginary territories which depart from the one it actually forms, creating, in an existing space, a fresh view made of new perspectives and relationships.

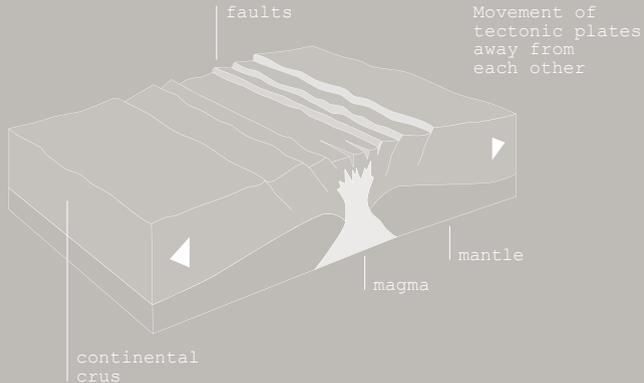


## The Rift Valley

The entire Rift Valley (which includes the Afar Depression) could be described as an immense sign left on the Earth's crust testifying to our planet's never-ending evolution. Created by the very long process of separation between the African and Arabian tectonic plates that started 35 million years ago, the Rift Valley's characteristic "Y" shape stretches for some 6000 kilometres from northern Syria to central Mozambique.



INSPIRATION



## Memory in sediment

Among the vast wealth of fossils which emerge from the sediment of the Afar Depression, the paleoanthropologist Donald Johanson found the remains of Lucy, the first woman in history. The strata or layers of rocks in the valley tell us of our origins, like the pages of a book.

A seating collection to suit  
the many different spaces  
of modern living,  
a dynamic presence within  
a system of basic,  
simple solutions which blend  
harmoniously with different  
furnishing styles

## New paths designed in rock fractures

Rift is an unusual collection. It differs from the classic style of seating, halfway between use in a public waiting area and a domestic living room. Like tectonic plates, the various layers tend to collide and overlap, creating an unusual effect of movement. Multi-level strata in an obvious, unexpected asymmetry where a person can choose where to sit, whether alone or with other people. A single element capable of interacting with different perspectives, offering other possible paths where people can stop, enter, leave, live.

Collective and,  
at the same time,  
individual use



## A tailored product with crafted finishing touches

An eclectic, versatile and informal collection, at the same time maintaining geometric discipline, it is easy to install in a space already fitted out, where it stimulates a tendency towards movement.

As a whole, the collection has visual continuity: two Y-shaped sofas, an L-shaped sofa, one larger and one smaller armchair, a chair available in four-legged or cantilever versions, and a stool.



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.

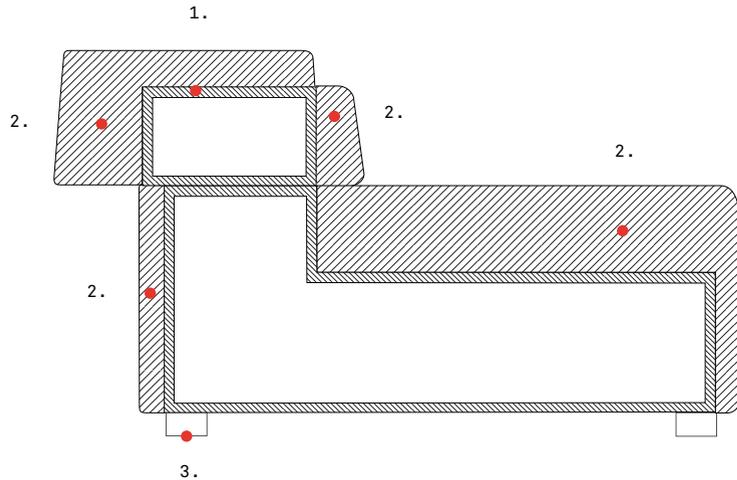
With Patrizia Moroso, she developed a new concept in seating that was flexible and changeable. Unique designs born of a union of talent and feminine sensitivity and sustained by the company's solid artisan and upholstery-sewing expertise.

### 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 and polyester fibre
3. Polypropylene feet

### RIFT

The Rift seating collection is composed of sofas, standard and small armchairs, chairs and stools. The sofas are made of different-density resilient polyurethane foam and polyester fibre over an internal wooden frame. The polypropylene feet are screwed into the frame. The standard and small armchairs are made of fire-retardant, cold-cured foam over an internal steel frame. The polypropylene feet are screwed into the frame. The chairs have a integral-polyurethane shell; the stools have a polypropylene shell. The optional cushions are made of polyurethane foam and polyester fibre. All the polyurethane foam padding is CFC-free. The covers of Rift upholstered seating are not removable.

### CARE AND USE

The Rift sofas and standard and small armchairs are intended solely for indoor use; the chair and stools may be used indoors and outdoors. Do not stand on the seats or jump on the protruding parts or backrests as this may cause breakage. When moving the seating 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. Climatic elements may affect the look of the plastic used for the chair and stools but this does not compromise the structure in any way. For routine cleaning, brush the seating regularly with a soft brush and, if needed, gently wipe the fabric with a damp cloth. Use the special product supplied by Moroso to clean the leather. Every type of fabric or leather has specific qualities: for non-routine care, follow the instructions given in the warranty. Do not use chemicals or detergents on the exposed metal parts, clean them with a damp cloth. The material used for the chairs and stools withstands natural and chemical substances; any changes in colour or light speckling should be considered normal if the products are exposed to direct sunlight. To limit the appearance of minor aesthetic defects, clean the seats with a mild detergent and water.

### 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

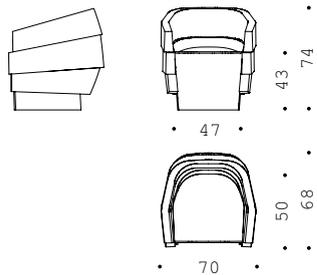
management and recycling services for disposal, making sure that the procedures implemented comply with current legislation in the relevant country.

### CERTIFICATION

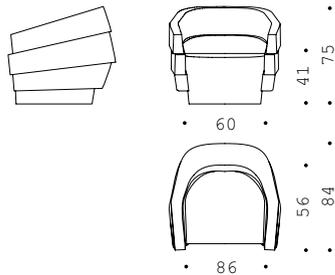
The Rift collection's chair and stool meet the most stringent European standards for heavy-duty seating, especially as regards static stress resistance.

### MOROSO SPA

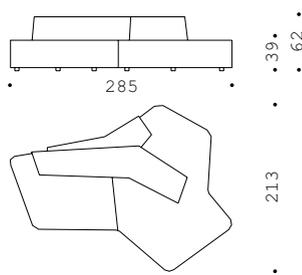
Cod.061  
Small armchair



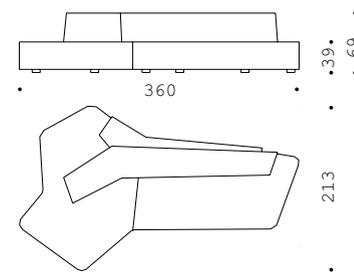
Cod.001  
Armchair



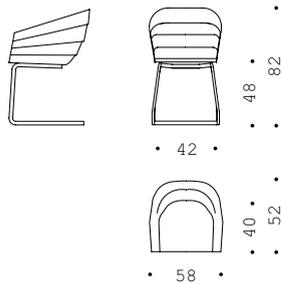
Cod.345  
Y composition



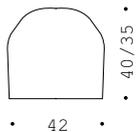
Cod.346/347  
Y large composition left/right



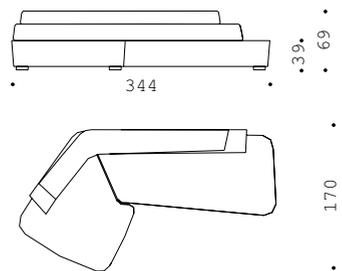
Cod.050  
Chair



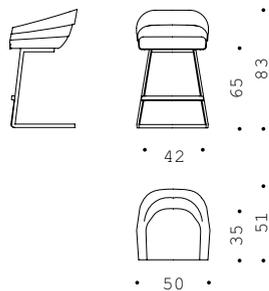
Cod.318/319  
Chair cushion/Bar stool cushion



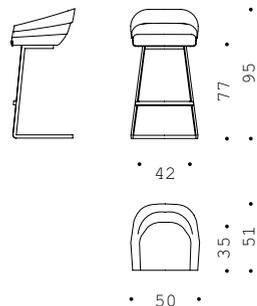
Cod.348/349  
L composition left/right



Cod.111  
Bar stool low



Cod.112  
Bar stool high





Rift -2009, Patricia Urquiola



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**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: Rift**  
eng.layout 04/2012

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