

## Agenda

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13 November 2009

### Moroso celebrates in London

Lively celebrations in London to inaugurate the new showroom opened, with Flos, in the heart of the city. More than six hundred guests stayed well into the late evening in the fantastic space of over 600 square metres designed by Patricia Urquiola with the support of London firm Mackay & Partners. The guest list featured designers (such as Ron Arad, Ross Lovegrove, Nipa Doshi & Jonathan Levien, Edward van Vliet) and journalists, including Michelle Ogundehin, editor of *Elle Decoration UK*, Barbara Chandler from the *Evening Standard*, Caroline Roux from *The Guardian*, Silvia Robertazzi from *Corriere della Sera's At casa* and Cristina Jucker from *Il Sole 24 Ore*. There were also representatives from a high number of London's top architectural firms, including Foster & Partners, Gensler, KCA and Zaha Hadid.

On this occasion Agostino and Diana Moroso - who founded Moroso S.p.A in 1952 - attended the event, together with their children, grandchildren, Moroso's long-time general manager, Alberto Gortani, and company management.

Moroso- Flos Showroom

7-15 Rosebery Avenue

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