

Milan Design Week

2025



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PRESS RELEASE

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A Life Extraordinary 2025 Mooodi takes over Milan for Design Week



Milan is more than a destination – it is Mooodi's stage. This year, the lifestyle brand is set for a full take over throughout Milan in multiple locations featuring multiple creative collaborators and designers. Mooodi marks a major milestone with the opening of a permanent store in Milan at Via Filippo Turati 2, the ultimate showcase of Mooodi's world. Alongside this, Mooodi takes on Salone del Mobile Fair at Hall 22, Stand A08-B07 by unveiling new designs that push the boundaries of interior storytelling.

Internationally renowned creative, Andrés Reisinger, will surprise and delight visitors of the new Mooodi Store Milan with a completely unique takeover installation. People of

Milan Design Week should also expect the unexpected with artwork from Ada Sokół and sculptures from Antoine Peters featured throughout Mooodi's many locations in Milan.

Expanding its vision of A Life Extraordinary, Mooodi introduces the Haybale Lounge Chair with Footstool by Nicholas Baker, a sculptural take on rural nostalgia. Two new fabric collections: Bouclé and Extinct Animals bring depth and movement, while Mooodi Carpets debuts Timber Tones by Sjoerd Vroonland, inspired by marquetry, and Organic Sequences by Jana Kleine-Kalmer, capturing nature's unpredictability. Innovation continues with the Beta Living Pebble, a lighting system that transforms Mooodi lights into living works of art.

Moooi also showcases recent designs that many have yet to experience. Luminora Light by Cristina Celestino balances Murano-inspired grandeur with the precision of the golden ratio, forming a luminous sculpture of floating light. Drape Light by Jamie Wolfond combines geometric structure with a 3D-knitted shade, shaping light with gravity. Hana Bar Stool by Simone Bonanni elevates spaces with sculptural curves and petal-like comfort. Meanwhile, the Serpentine 8 Large Light by Front expands its signature swirling form into a larger, more dramatic presence.

Moooi expands its universe into the world of ceramics with its first-ever Ceramic Surfaces collection. This collection transforms floors and walls into immersive canvases of art and texture. More than just surfaces, these striking designs bring depth, storytelling and Moooi's signature aesthetic to interiors. During Milan Design Week, a serene outdoor installation offers a first glimpse into this exciting new chapter, at ABK Group Studio's store in Milan.

With each unveiling, Moooi continues to shape extraordinary interiors – where every object tells a story, and every space becomes a masterpiece. A Life Extraordinary waits for anyone who wants to experience it.

At Moooi, we don't just create objects – we create experiences that surprise, delight and transform spaces into something extraordinary. With our new store in Milan and a bold presence at Salone del Mobile, we are embracing a new era for Moooi, one where imagination and innovation meet in unexpected ways.”

- MARCEL WANDERS,
CO-FOUNDER OF MOOOI

“Moooi has always been a brand that challenges the ordinary, and Milan 2025 reflects that. With our first store in Milan and our return to Salone del Mobile, we are opening doors – both figuratively and literally – to a world where design knows no limits.”

- ROBIN BEVERS, CEO OF MOOOI



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NEW: HAYBALE LOUNGE CHAIR WITH FOOTSTOOL BY NICHOLAS BAKER

A bold reinterpretation of rural nostalgia, the Haybale Lounge Chair with Footstool transforms stacked hay bales into a sculptural statement of comfort. Inspired by childhood memories of farm life, designer Nicholas Baker reimagines the practicality of bound hay into a modular seating system with a distinct, architectural presence.

Plush quilted cushions, secured with striking bold straps in multiple colour options, bring a raw, inviting aesthetic. The chair and footstool are available in three upholstery choices: Bouclé, Spectrum Leather and Signature Wabi Sabi fabric – from soft, neutral hues to rich, deep tones, allowing for versatility in any space. Complete with a matching Footstool, this piece embraces versatility and adaptability, evolving beautifully over time to become uniquely personal to each space.

A chair, a light – they don't just serve a function, they tell a story. That's what excites me: creating objects that feel like they belong."

- NICHOLAS BAKER, DESIGNER OF HAYBALE LOUNGE CHAIR WITH FOOTSTOOL

NEW: THE BETA LIVING PEBBLE

Moooi introduces the Beta Living Pebble, a first-of-its-kind innovation that transforms lighting into a living work of art. Evolving from last year's Living Room concept, this plug-and-play add-on brings gentle motion, soft rotations and organic dimming, mimicking the rhythms of nature. With four poetic modes – Dream, Twinkle, Whisper, and Dance – your light glows, sways and shifts on its own, redefining illumination as a sensory experience. Controlled by the Moooi Wireless Wall Switch, Living Pebble makes light fluid, responsive and alive.



NEW: EXTINCT ANIMAL FABRIC COLLECTION

The Extinct Animal Fabric Collection celebrates nature's wonders through soft, textured weaves and intricate details. From the golden sheen of Golden Tiger Flax to the detailed pleats of Dandelion Crane Paper, every fabric captures movement, texture and personality. The shimmer of Pogo Goat Jacquard has a playful energy, while Queen Cobra Pebble brings balance with its flowing weave. Blushing Sloth Jacquard, with its gentle movement, rounds out the collection. These added fabrics to the existing Extinct Animals Collection bring depth and dimension to any space, turning interiors into immersive landscapes.

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NEW: BOUCLÉ FABRIC COLLECTION

The new Bouclé Collection offers a deep exploration of texture. Woven from premium wool blends, each fabric balances softness with durability. Ivory is elegant for any space, while Smoke adds a moody depth. Fossil grounds interiors with earthy warmth, and Sage introduces a soft, nature-inspired hue. For a touch of warmth, Blossom gives spaces a delicate blush tone. Designed for both comfort and durability, this collection places tactility at the forefront of design.



NEW: THE TIMBER TONES COLLECTION BY SJOERD VROONLAND FOR MOOOI CARPETS

A story told by nature, the new Timber Tones Collection by Sjoerd Vroonland for Moooi Carpets captures the organic elegance of wood through marquetry-inspired patterns and flowing grain motifs. Inspired by traditional woodworking techniques, this collection transforms the warmth and artistry of timber into a stunning textile experience. Collaborating with FineMarq, a master in veneer crafting, Sjoerd Vroonland reimagines the delicate precision of marquetry, translating its geometric compositions into carpets that shift and evolve with light. Each design plays with depth, shadow, and texture, creating an immersive underfoot experience that never stands still. A tribute to nature's quiet strength, Timber Tones brings the soul of wood into modern interiors with a timeless, tactile presence.

NEW: ORGANIC SEQUENCES COLLECTION BY JANA KLEINE-KALMER FOR MOOOI CARPETS

The Organic Sequences Collection by Jana Kleine-Kalmer for Moooi Carpets embraces the art of the unplanned. Free-flowing ink forms intricate, organic patterns that capture movement, depth and nature's quiet unpredictability. Each carpet in this collection is not designed but discovered – born from a meditative process where texture and form emerge naturally, unrestricted by expectation. Inspired by microscopic details of nature and the vast expanse of the cosmos, these carpets shift and transform with every glance. Their fluid, layered compositions resist uniformity, making each piece feel alive – an invitation to pause, explore and embrace the beauty of imperfection. More than decoration, Organic Sequences is a sensory experience, a study in movement and a celebration of nature's boundless creativity.



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NEW: MOOOI CERAMIC SURFACES

The new collection of Moooi Ceramic Surfaces is set to give a fresh perspective to wall and floor surfaces. More than ceramic tiles, this collection transforms floors, walls and surfaces into striking canvases of art and texture. It will bring depth, storytelling and another signature Moooi aesthetic to interiors.

Moooi has created an immersive installation to show off the new collection in all its glory. The outdoor area next to ABK Group Studio's store will be transformed, blending Moooi's striking ceramic tiles, iconic furniture and lush greenery to create a tranquil retreat in the heart of Milan. Visit the peaceful space featuring the latest Moooi Ceramic Surfaces collection called the 'Nesting Room' at ABK Group Studio Via Fernanda Wittgens 12, 20123 Milan.

The mesmerising Reiki Rhea, a rhythmic, sand-dancing ostrich, takes centre stage, weaving hypnotic patterns across the space. The Hypnotic Owl, revered as a guardian of the night, graces the space with a hypnotic stare that enchants.

The official debut of the collection is at CERSAIE 2025 in Bologna, Italy.



any dinner party from ordinary to extraordinary as it rests on two minimalistic glass tubes encapsulating LED lights that produce a mesmerizing interplay of light and shadow. After years of exploration, Jamie Wolfond and Moooi were able to condense it into a simple, yet sophisticated light that creates an essential, deliberate, and warm atmosphere.

RECENT: LUMINORA LIGHT BY CRISTINA CELESTINO

Inspired by the grandeur of Murano glass and the mathematical elegance of the golden ratio, Luminora Light merges craftsmanship with modernity. Its sculptural, floating design embodies simplicity and complexity, creating a luminous sculpture where the structure is light itself. The V-shaped diamond optical pattern and transparent flexible LED tubes produce a mesmerizing optical effect. The sculptural light is timeless, adaptable, and inviting for any style, in any space – modern or classic, homes or hospitality.

RECENT: DRAPE LIGHT BY JAMIE WOLFOND

Merging a minimalistic geometric structure with the organic flow of its 3D-knitted polyester shade, the Drape Light is a perfect expression of functionality and aesthetic impact. The impressive drape will transform

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EXTENSIONS: HANA BAR STOOL BY SIMONE BONANNI

Welcoming the newest edition to the Hana family: Hana Bar Stool by Simone Bonanni. The elegant extension combines generous proportions with unparalleled comfort – a style icon designed for prolonged sitting. And now at new heights: low (65 cm) and high (75 cm). Enjoy the same enveloping flower embrace, but in black and chrome frames in non-upholstered and upholstered. Elevate your seating space with the new Hana Bar Stool.



EXTENSIONS: SERPENTINE 8 LARGE LIGHT BY FRONT

Welcoming a bigger edition to the family: Serpentine Light 8 Large by Front. The Serpentine Light family grows, embracing a larger size but with the same elaborate twists and turns. Serpentine Light 8 Large is an airy suspension lamp at a bigger size – 68x68x78 cm – to help your customers fill and light up their space. The larger-sized light comprises of four bigger S-shapes, twisted into cones and fashioned together to create an intricate upward-spiralling shape effect with the help of its dark lines. The design's strong character and illusion of perpetual movement makes it the perfect residential lamp to hang above dining tables, in hallways or above an office desk.



ALL EYES ON ADA SOKÓŁ

Ada Sokół's works are an ultra-sensory experience, based on oneiric scenery resembling visions of the far future. And this year, the 3D artist and designer pushes Moooi's imaginative Extinct Animals into a new realm – exploring how Blooming Seadragon, Indigo Macaque and the recently discovered Reiki Rhea come alive across locations all over Milan. Sokół doesn't like being restricted to reality and plays with the infinite possibilities of digital surrealism, allowing the Extinct Animals to flourish and tell more of the story. Her artwork can be discovered at the new Moooi Store Milan, Salone del Mobile Fair and ABK Group Studio.

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A NEW PHASE FOR MOOOI

Mooodi is pleased to announce Anders Westerholm as the new CEO, effective September 1st, 2025. With extensive entrepreneurial experience and a forward-thinking vision, Anders will lead Mooodi into its next phase of innovation and growth, ensuring the company remains at the forefront of design excellence.

Robin Bevers will remain with Mooodi until the end of the year to ensure a seamless transition. Thereafter, he will continue as an ambassador for the brand, supporting Mooodi's strategic initiatives. Mooodi is deeply grateful for Robin's contributions and looks forward to his continued involvement.

To celebrate this transition, Anders will join Robin at key events such as Milan Design Week and NYCxDesign, offering industry leaders, partners, and customers an opportunity to engage with Mooodi's future vision. The company looks forward to this next chapter under Anders' leadership.

"It's an incredible honour to step into the role of CEO at Mooodi, a company that dares to dream and disrupt. I'm inspired by Mooodi's bold creativity and global reach, and I look forward to working with this exceptional team to write the next chapter – building a bridge between creative luxury and responsible design."

- ANDERS WESTERHOLM

ABOUT MOOOI

For over twenty years, Mooodi has inspired and seduced the world with sparkling and innovative designs. The venture founded in 2001 is currently led by Marcel Wanders and Robin Bevers. Mooodi is named after the Dutch word for beautiful - Mooi. The third 'O' in the brand name stands for an extra value in terms of beauty and uniqueness. Mooodi does not tell designers what to do, but listens to what designers want to make, and realizes their dreams. Eclectic and always on the edge of commercial reality and cultural interest. To trigger, to create conversation pieces that make your environment more special. With their multi-sensorial approach, the lifestyle brand merges the physical with the digital. A Life Extraordinary!



ABOUT MOOOI CARPETS

In 2015, Mooodi introduced Mooodi Carpets as part of the Mooodi collection, to make interiors even more beautiful, exciting and inspiring. Mooodi Carpets offers a rich and refined carpet collection with an extensive assembly of unique, iconic and breathtaking designs and a wide range of carpet solutions that include a variety of Signature area rugs, broadlooms patterns, carpet tiles and solutions for individual requirements. The existing carpet designs and customizing carpet possibilities are endless and open a world of opportunities. Together with well-known designers Mooodi Carpets creates carpet collections that are exclusive, daring, exquisite and based on the belief that design is a question of love.

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ABOUT NICHOLAS BAKER

Nicholas Baker is a Brooklyn-based designer born and raised in North Carolina. After graduating from Savannah College of Art and Design, Baker began his professional career designing for a pet company and freelancing in his spare time. In 2017, Baker moved to New York City to start his design studio. Today, Nicholas Baker Studio focuses on designing furniture, lighting, housewares, and everyday objects. Nicholas Baker Studio was founded with one simple philosophy: design objects that embrace a delightful future. Most recently, he has collaborated with Moooi to bring the Haybale Lounge Chair with Footstool to the world.

ABOUT SJOERD VROONLAND

Sjoerd Vroonland is a master of revised crafts and a remarkable furniture designer. Best known for his “extension chair” that became an instant icon of the Dutch Design label Moooi. As a designer he is always thinking on two fronts: sincere construction and sensorial experience. Using form language to show simply how a piece is made. While at the same time engaging all the senses by applying generous loving attention to detail in shape, material and touch.

ABOUT JANA KLEINE-KALMER

Jana Kleine-Kalmer likes to dance at the cross section of many design disciplines. Interior architect by degree, her studio (Kleine-Kalmer) branches into architecture, spatial and furniture design as well as art. She explores the ever-shifting balance between bold/wild/spectacular/exciting on the one hand, and harmonious/functional/wholesome on the other. Between her roots in the German countryside and her home in the city of Amsterdam, she finds delight in creating personal designs that inspire people and enrich their lives every day.

ABOUT ANDRÉS REISINGER

Creating at the intersection of art, design, and direction, Andrés Reisinger bridges the imagined and the tangible. Conceptual yet accessible, his immersive 3D visuals, otherworldly compositions, and experimental use of texture draw the realm of dreams close. Hailing from Buenos Aires and based in Barcelona, Reisinger applies over a decade’s worth of experience working with the likes of Apple, Microsoft, and Samsung to challenge the boundaries of diverse media. His progressive spatial experiences and hyped collectible pieces have earned him recognition in the Forbes 30 Under 30 Europe, ADC One Club Young Guns, and the AD100, among others.

ABOUT ADA SOKÓŁ

Ada Sokół is a 3D artist & designer. Her works allow the viewers to glance into her extraordinary imagination and offer a glimpse into her perspective of the beauty surrounding us. Subtlety, femininity, magic - those keywords are the most accurate way to describe her aesthetic. Her works are an ultra-sensory experience, based on dreamlike scenery resembling visions of the far future. Her renders’ themes and main inspirations are creatures and phenomena from the surrounding environment - water bears, sea dragons, orchids or fungi. As an independent entity, Ada quickly made her way to embody a solid, self-made 3D brand. During the years spent in Paris and London, her unique style developed during collaborations with Nike, Apple, Louis Vuitton, Valentino, Rimowa or Gentle Monster on global campaigns, videos and multimedia installations. Recently, she has already appeared on multiple exhibitions (Miami Art Basel, Dubai Expo) and debuted as an academic lecturer at Swiss ECAL. Overall, her works have been exhibited worldwide, from Beijing, New York, Los Angeles to London or Paris.

ABOUT JAMIE WOLFOND

Jamie Wolfond is renowned for his innovative approach to design, blending curiosity with hands-on experimentation. Everything designed starts with an observation of the material and natural world. He creates unique furniture, lighting, and everyday objects, focusing on the interplay between materials and function. By collaborating with skilled tradespeople and emphasizing sustainable practices, Jamie Wolfond delivers products that are both aesthetically striking and highly functional, pushing the boundaries of contemporary design.

ABOUT CRISTINA CELESTINO

In 2013, Cristina Celestino established her studio in Milan and has since engaged in a diverse range of projects spanning residential, hospitality, commercial, creative direction, and product design. Her innate freedom of observation, combined with her erudite, curious, and playful nature, sets her apart. With a great capacity for scientific and aesthetic investigation, she is obsessed with material and geometry. Cristina navigates through history and traditions, altering the scale of objects to create new conceptual and decorative canons, where nature speaks to us in harmony. She intertwines a transdisciplinary approach with analytical rigor, leading to unexpected spaces, objects, and experiences. Other designs for Moooi include the Aldora Sofa, Vis a Vis, and Chaise Longue.

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ABOUT FRONT

Sofia Lagerkvist and Anna Lindgren are the members of the Swedish design studio Front. Their works are based on common discussions, explorations and experiments and they collaborate in all projects from initial ideas to the final product. Front's design objects often communicate a story to the observer about the design process, about the material, or about conventions within the design field. Significant in their work is the partial assignment of the design process to animals, computers or machines. They worked on various projects such as a constantly changing interior, exploding objects, robotic furniture and a range of furniture inspired by their fascination with magic. Front's work is represented at MoMA, Victoria & Albert Museum, M+, Nationalmuseum and Centre Pompidou.

ABOUT SIMONE BONANNI

Simone Bonanni was born in Pordenone, Italy, 1989. In 2015, he founded Simone Bonanni Studio (SBS) in Milan. SBS specialises in product design and limited editions, exploring creativity and embracing new perspectives. SBS believes that aesthetics should ult from not only personal taste but also from a deep understanding of object essence, context, function, and meaning. These elements find innovative ways to coexist, and each project receives dedicated attention. The studio strives to create a connection between their work and the user that is initially effective and subsequently tangible.

ABOUT ANTOINE PETERS

Antoine Peters was born and raised in Vorden at the countryside of the Netherlands. He graduated with honours at the Art Academy in Arnhem as well at the mastercourse Fashion Institute Arnhem and has working experience at Viktor & Rolf. Now the fanatic soccerplayer is living and working in Amsterdam. Antoine Peters collaborated with iconic brands like Marcel Wanders' Moooi, United Nude, Quinze & Milan, Film Festival Rotterdam, Effio, Eastpak, Gsus Sindustries, EYE and Kidscase. His work is exhibited at renowned international musea and galleries including MOTI Museum, Arcam Architecture Institute, Arnhem Fashion Biennial, Museo del Traje Madrid, Museum Boijmans van Beuningen, MUDAC Lausanne, Zeeuws Museum, Shanghai Design Biennial and OCAT Shenzhen.



PRESS INQUIRIES & CONTACT INFORMATION

Interested in learning more about A Life Extraordinary 2025 by Moooi in Milan? Would you like to schedule an interview with any of the designers, or do you have any questions about the designs, collaborations or a different topic? Contact Isabeau Duppen, Media Relations at Moooi, via press@moooi.com.

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