

# Moooi Showroom Los Angeles

*Now open!*

An aerial photograph of the Hollywood sign, which is a landmark in Los Angeles. The sign is made of large, white, block letters and is situated on a rocky, brownish hillside. The lighting is warm, suggesting sunset or sunrise, with long shadows and a golden glow. In the background, there are some industrial structures and a clear blue sky.

HOLLYWOOD

moooi

# m o o o i®

PRESS RELEASE

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## Mooodi opens new showroom in Los Angeles

*An Inspirational Hub for Designers and Architects in Collaboration with Senso*



Los Angeles, CA - August 2024 - Lifestyle brand Mooodi is honored to announce the premiere opening of its newest showroom in Culver City, Los Angeles. Set within a beautifully renovated vintage building, the showroom is open now - offering a creative haven for architects, designers, and interior professionals.

Valuing innovation and unexpectedness, Mooodi has always been celebrated for its original and eclectic pieces that push the boundaries of interior design. The new Los Angeles showroom represents a significant expansion for Mooodi, bringing its collections of creative luxury to one of the world's most exciting cities.

*"Los Angeles is one of the cultural and economic capitals of the world - filled with creators, innovators, and trendsetters. I couldn't think of a better community to bring Mooodi's creative and luxurious collection to, alongside Senso, who shares our same commitment to quality and innovation."*

- JOSHUA MUENZENMAYER, HEAD OF AMERICAS MOODI



Designed by the Amsterdam-based design studio BeyondSpace, the showroom's interior is a masterpiece in its own right. The minimalist space, inspired by the works of artist Richard Serra, is thoughtfully curated to complement Moooi's pioneering pieces. The curved and explorative layout of the showroom champions the fluidity of curiosity, inviting visitors to experience Moooi's designs as if they were in their own spaces. Moooi has partnered with Senso, a Dutch flooring company renowned for its recyclable and sustainable flooring solutions, to bring to life this one-of-a-kind space. Together, the two brands have created an environment that not only showcases cutting-edge design but also fosters creativity and collaboration.

The new showroom is available by appointment only to provide an intimate and personalized experience for architects and designers. But it's more than a display space; it's a collaborative hub for the design community to come together. Visitors can engage in inspirational talks, styling advice sessions, and exclusive events – all while being immersed in Moooi's world of extraordinary design. Local Moooi dealers can also use the space as an extension of their own showrooms, offering a unique opportunity to showcase the latest and greatest from Moooi's collection.

The Moooi showroom in Culver City is set to become a go-to destination for design professionals seeking inspiration and innovation. With its combination of unique interior, focus on sustainability, and considered collaborative approach, it offers an unparalleled experience for the Los Angeles design community and beyond.

#### **MOOOI SHOWROOM LOS ANGELES**

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#### **ABOUT MOOOI**

For over twenty years, Moooi 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. Moooi 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. Moooi 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 which make your environment more special. With their multi-sensorial approach, the lifestyle brand merges the physical with the digital. A Life Extraordinary!

#### **ABOUT SENSO**

Senso is a Dutch flooring company specializing in sustainable, recyclable flooring solutions. Committed to innovation and quality, Senso's products are designed to enhance the aesthetic and functional aspects of any space, making them the perfect partner for Moooi's new showroom in Los Angeles.

#### **INTERVIEW & MORE INFORMATION**

For more information, please contact Isabeau Duppen, Media Relations at Moooi, via [press@moooi.com](mailto:press@moooi.com) or call +31 6 11 28 25 05.

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