



Moooi X London Design Festival 2018

Dodo Pavone travels from The Museum of Extinct Animals

Moooi's Museum of Extinct Animals, first shown during Salone del Mobile this year, celebrates nature's diversity, offering endless creative inspiration for Moooi's new collection of fabrics, leathers, wallcovering and carpets that bring the extinct animals back to life! Some of the participants have started their own adventure and the Moooi London Showroom and Brand Store is delighted to welcome the glorious Dodo Pavone!

Angles & Facts

The Museum of Extinct Animals

During Salone del Mobile, Moooi hosted The Museum of Extinct Animals paying tribute to a selection of forgotten creatures and The Moooi London Showroom & Brand Store welcomes one of them – Dodo Pavone, showcased in a new beautiful concept installation.

Earthy terracotta

This ancient material has stood the test of time and is still an inspiration today. With its appearance and feel recreated through the use of ceramics and glazing, for Moooi it comes in shape of Obon, the new table range by Simone Bonanni.

Pet Lights

Taking nature as constant inspiration, Uuh, Purr & Noot Noot (owl, rabbit & penguin) are a series of playful table lamps by Marcel Wanders.

How about Something like this?

The first modular sofa for Moooi, playful and unique in style, comes courtesy of Maarten Baas. It provides some insight into the way Baas's creative mind works, while also allowing the customer to become the creator. We invite you to configure your life around it!

Coppelia's new tutu

This intricate chandelier has received a new costume; now available in an elegant black finish.

Complete Press Release

“We searched museums around the world and found the most incredible drawings of bygone animals, documented by explorers on their travels. We were able to borrow them for our “Museum of Extinct Animals”. So much of what has lived is lost and can only live in our memories and imagination. For Moooi, the “Museum of Extinct Animals” became an inspiration. We want to share our excitement, wonder and love, and try humbly, against our better judgement, to hold on to what is lost and celebrate it coming back alive again.” - Marcel Wanders

The Museum of Extinct Animals

The Museum of Extinct Animals, first shown during Salone del Mobile this year, celebrates nature’s diversity, offering endless creative inspiration. Some of the participants have started their own adventure and the Moooi London Showroom & Brand Store is delighted to welcome the glorious Dodo Pavone!

The inspiration for the eclectic Extinct Animal Collections comes from the long forgotten extinct animals museum drawings showing their beauty and all the striking features, their majesty and mystery. A new collection of fabrics, leathers, carpets and the introduction of Moooi wallcovering, bring the extinct animals back to life!

Extinct Animal Collections

Extinct Animal Fabrics by Moooi

The Extinct Animal Fabrics are the ultimate high-end collection of fabrics and leathers bringing a touch of luxury, softness and a splash of natural beauty to upholstered designs from the Moooi collection. Their organic structures, extreme softness or roughness, their landscapes and geometric patterns are reminders of the wonders of nature. Using an assortment of high-quality materials, they range from high pile cotton velvet to jacquards; from treated leathers to mohair and fluffy fur. Thanks to this collection, our favourite Moooi designs get to wear the most amazing outfits!

Moooi Wallcovering by Arte

Moooi is proud to announce its new partnership with Arte, passionate manufacturer of sophisticated wallcoverings achieving the highest standards of quality with extraordinary, innovative designs. The Extinct Animal Wallcovering collection broadens Moooi’s design horizons by adding a new vertical dimension thus completing its 360° world of creative luxury. As with fabrics, the extinct animals’ features and textures are poured into a collection of luxurious wallcoverings, made of the most exquisite materials, such as three-dimensional soft suede, real metal foil, paper weave, raw jute, moiré textile etc. Each pattern is inspired by the characteristics of one animal. Striking combinations of colours, features and patterns of its fur, plumage or skin bring it vividly back to life on our walls. Some designs narrate a story; others stimulate our senses through the use of imagery and textures. Cherish the possibility of bringing imaginative worlds and symphonies of shapes & colours to the vertical dimension.

Moooi Carpets

Following on the success of the existing Moooi Carpets design range, The Extinct Animal collection is a new family within the Signature collection. Each carpet is inspired by one of the extinct animals. The colours, structure and patterns of their fur, plumage or skin comes vividly back to life. Legends and stories that surround these creatures from the past also find a place at the heart of every carpet.

Thanks to the use of an extremely soft and comfy material, high pile soft yarn, their high-resolution prints bring the animals back into our lives, untamed and beautiful.

Mooui LONDON LDF 2018 Installation and Debutantes

Dodo Pavone New Concept Installation

For London Design Festival 2018, The Mooui London Showroom & Brand Store will host a new concept installation honouring Dodo Pavone, one of 10 forgotten animals whose drawings have been inspiration for creating a whole new world of surfaces. This installation will showcase Dodo Pavone rug and wallcovering as a backdrop to Love Sofa adorned in new fabric from The Extinct Animals collection. The Museum of Extinct Animals is highlighting that the most invaluable treasure from past and present expeditions is the unexpected diversity of beauty in all its forms.

Obon Tables by Simone Bonanni

Obon is a collection of three tables inspired by an ancient, earthy, irregular material: terracotta. With its origins lost in the mists of time, terracotta is at the base of millenary archaeological finds all over the world. These precious discoveries are evidence of our timeless creativity and desire to leave a sign, admire and ritualize. The tables' design is the result of a patient process of combining shapes and volumes. Their graphical purity blends into the structure of ceramics creating a unique mix of new and antique. Enjoy a pure touch of earthiness in a sophisticated world.

Pet Lights by Marcel Wanders

Uhuh, Purr & Noot Noot (owl, rabbit & penguin) are a series of table lamps by Marcel Wanders with their very own personalities and characteristics. Rounded, endearing and elegant, they find their place in any kind of interior climate and environment. Their frosted glass bodies, decorated with touches of gold, emit a sunny, heart-warming light glow. Choose your favourite characters amongst a penguin, a rabbit and an owl.

Their gold plated ceramic features bring the animals to life, accessorizing them with precious jewels that complement the snowy whiteness of their bodies. Enjoy a wonderland of fairy tale characters with heaps of charm!

Something Like This Sofa by Maarten Baas

Something like this sofa has developed into a complete modular system, to match any interior style and dream. With endless possibilities, and an online configurator as a great help tool, imagination is the only limit!

The Golden Chair Black by Nika Zupanc

Black is the new gold for Nika Zupanc's Golden Chair. Its elegant new black frame and the existing golden one can both be dressed in a selection of fabrics to match different interiors.

Bart Pouf & Footstool by Mooui Works

Inspired by 18th century Rococo, Bart Family is now ready for the full range of 21st century comfort. Available in two sizes, it completes the collection with its rounded charm.

Coppélia Suspended Black by Arihiro Miyake

Coppélia's dance continues fluid and undisturbed in this new version, available in two sizes. Enveloped in a black costume.

Notes to the editor

Opening Times

Saturday 15th September, 10am-6pm

Monday 17th September, 10am-9pm

Tuesday 18th September – Wednesday 19th September, 10am- 6pm

Thursday 20th September, 10am-8pm

Friday 21st-Saturday 22nd September, 10am-6pm

Closed Sunday 16th and 23rd September

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Social media

Please tag us

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All information is available from our PRESS ROOM area at www.moooi.com/press

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