

MOROSO^M

Gruuvelot

Patricia Urquiola, 2025



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System Certification
according to:
UNI EN ISO 9001
Quality Management
UNI EN ISO 14001
Eco Management

The Gruuve sofa transcends its static form, morphing into a living entity—an organism that expands and unfolds within space. Protrusions, extensions, and organic volumes weave into its structure, shaping a seating ecosystem that beckons interaction and redefines the dialogue between body and object. No longer just a piece of furniture, it becomes a tactile habitat, a fluid landscape that adapts to the body, offering multiple ways to sit and engage.

If Gruuve encapsulates the free-spirited essence of the 1970s with its sinuous forms and dynamic modularity, **Gruuvelot** intensifies its sensory and symbiotic nature. Its surfaces do not merely accommodate but seem to breathe, grow, and shift—an object in perpetual metamorphosis.

This metamorphosis is made even more radical by the fabric enveloping **Gruuvelot**, produced using a water-based printing technique that reduces water consumption by 90% and greenhouse gas emissions by 80% compared to traditional processes. An evolution that concerns not only design but also the way we conceive sustainability in the world of furniture.

Regos Experience @Moroso via Pontaccio

Regos is a fabric designed by **Patricia Urquiola for Kvadrat Febrik**, inspired by nature and the concept of stratification. The name derives from *regolith*, the layer of debris covering rocky surfaces—including the lunar soil—and has roots in the Greek term *regos*, meaning "mantle". This idea of layering and texture is reflected in the fabric's design, where contrasting tones and irregular patterns create an organic effect. Visually reminiscent of classic tweed, **Regos** reinvents it with a contemporary edge, featuring a "false plain" effect born from a two-tone weave that plays with contrast, evoking the iconic salt-and-pepper motif. Its fragmented graphic pattern, deconstructed and reassembled with a subtle misalignment, disrupts the rigidity of the grid, adding depth and a sense of movement to the surface.

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This is a special preview of the new textile for **Kvadrat Febrik**, which is officially launching this September.

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