

m o o o i c a r p e t s

Space Escape Collection

By Elena Salmistraro

Escape from the daily routine towards an unknown load of energy



About Elena Salmistraro:

Product designer and artist, born in the 1983, Elena Salmistraro lives and works in Milan. Graduated from Polytechnic University of Milan in 2008, together with her husband, the architect Angelo Stoli she founded her own studio in 2009, where she has been working on architectural and design projects ever since. She works as a product designer and artist/illustrator for leading companies in the creative industry.

Her creations are the result of a combination of art and design; utmost care for details, painstaking search for the harmony of shapes and poetic style characterize her projects. One of her work's priorities is the search for the expressive language of objects, which may fascinate people by evoking emotions.

www.moobicarpets.com

Price & product specifications: sales@moobicarpets.com | Press inquiries & imagery: marketing@moobicarpets.com

moooi carpets

New Signature Collection

Space Escape

By Elena Salmistraro

Escape from the daily routine towards an unknown load of energy

Our planet sends us unmistakable signals, it is tired, it is saturated, it needs a radical change, and probably the human species is no longer included in its plans. The only solution is the spatial escape of the human being, an interstellar journey in search of new horizons.

Space Escape, is the story of the unknown, it is the story of everything that is revealed beyond our atmosphere. **Space Escape** is a dream that starts with Metropolis, passes through Kubrick and George Lucas, feeds on the energy of David Bowie and the Kraftwerk, to get to Mars-one and other very distant journeys.

Space Escape is the escape from the known space, the Euclidean space, made of axes, of mathematics and geometry, made of relationships and sections, made of wisdom and rationality, in favor of a more fluid space, more natural in the etymological sense of the term, more chaotic and complex, more full and engaging.

Space Escape is the escape from the daily routine towards an unknown load of energy.

Mentions, complex overlaps, follow a naturally amorphous scheme, to generate new images, new not-forms, new agglomerative hypotheses, comparable to bacterial colonies, to alien beings, to new primordial life forms.

There is a future beyond the end, or perhaps there is no end but it is simply a continuous becoming.

The **Space Escape** collection comes in 3 unique designs: Draconian, Plejaren & Reptilian



Draconian
200x300 cm & 272x400 cm



Plejaren
292x300 cm & 390x400 cm



Reptilian
200x300 cm & 267x400 cm

The Space Escape collection designs are all available in 2 sizes and 3 materials (Low Pile Polyamide, Soft Yarn Polyamide and Wool).

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Collection Space Escape

Disegnata da Elena Salmistraro per Moooi Carpets

Il nostro pianeta ci manda segnali inequivocabili, è stanco, è saturo, ha bisogno di un cambiamento radicale, e probabilmente la specie umana non è più compresa nei suoi piani.

L'unica soluzione è la fuga spaziale dell'essere umano, un viaggio interstellare alla ricerca di nuovi orizzonti.

Space escape, è il racconto dell'ignoto, è il racconto di tutto ciò che si disvela oltre la nostra atmosfera.

Space escape è un sogno che parte con Metropolis, passa per Kubrick e George Lucas, si nutre dell'energia di David Bowie e dei Kraftwerk, per arrivare a Mars-one e ad altri viaggi lontanissimi.

Space escape è la fuga dallo spazio conosciuto, quello euclideo, fatto di assi, di matematica e geometria, fatto di rapporti e sezioni, fatto di saggezza e razionalità, a favore di uno spazio più fluido, più naturale nel senso etimologico del termine, più caotico e complesso, più colmo e coinvolgente.

Space escape è la fuga dalla routine quotidiana verso un ignoto carico di energia.

Citazioni, sovrapposizioni complesse, seguono uno schema naturalmente amorfo, per generare nuove immagini, nuove non-forme, nuove ipotesi agglomerative, assimilabili alle colonie batteriche, a esseri alieni, a nuove primordiali forme di vita.

C'è un futuro oltre la fine, o forse non esiste la fine ma è semplicemente un continuo divenire.

La collezione Space Escape è disponibile in 2 diverse dimensioni e 3 diversi materiali.

Collection Space Escape

Designed by Elena Salmistraro for Moooi Carpets

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RUGS:

Draconian

Description_ Rug

Dimension_ 200x300 cm & 272x400 cm

Material_ Low Pile Polyamide, Soft Yarn Polyamide, Wool

Plejaren

Description_ Rug

Dimension_ 292x300 cm & 390x400 cm

Material_ Low Pile Polyamide, Soft Yarn Polyamide, Wool

Reptilian

Description_ Rug

Dimension_ 200x300 cm & 267x400 cm

Material_ Low Pile Polyamide, Soft Yarn Polyamide, Wool