



molo · EuroShop 2017 · Düsseldorf
5 - 9 March · hall 5 stand 5A29

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Join molo in Düsseldorf at EuroShop 2017

molo's EuroShop installation will be enclosed by custom-cut, sculptural softwalls. The cuts create delicate fluting in the flexible structure, reminiscent of Classical columns or Gothic rib vaults. These scalloped walls, freestanding and stacked 5 meters high, are made entirely from natural brown kraft paper. Their acoustic properties absorb sound, shaping a warm, calm space to display molo's products. In addition to our own unique booth, molo will be partnering with FRAME Magazine to create installations in Halls 4 and 10.

Inside this paper structure, molo products encourage playful interaction. From its booklike compressed form, softseating fans open into stools or display plinths. Above, cloud mast rises and falls like gentle breath, captivating visitors and drawing them close. The latest addition to molo's cloud softlight line, the floor supported luminary suspends a glowing canopy of cloud forms that are counterbalanced by hanging weights.

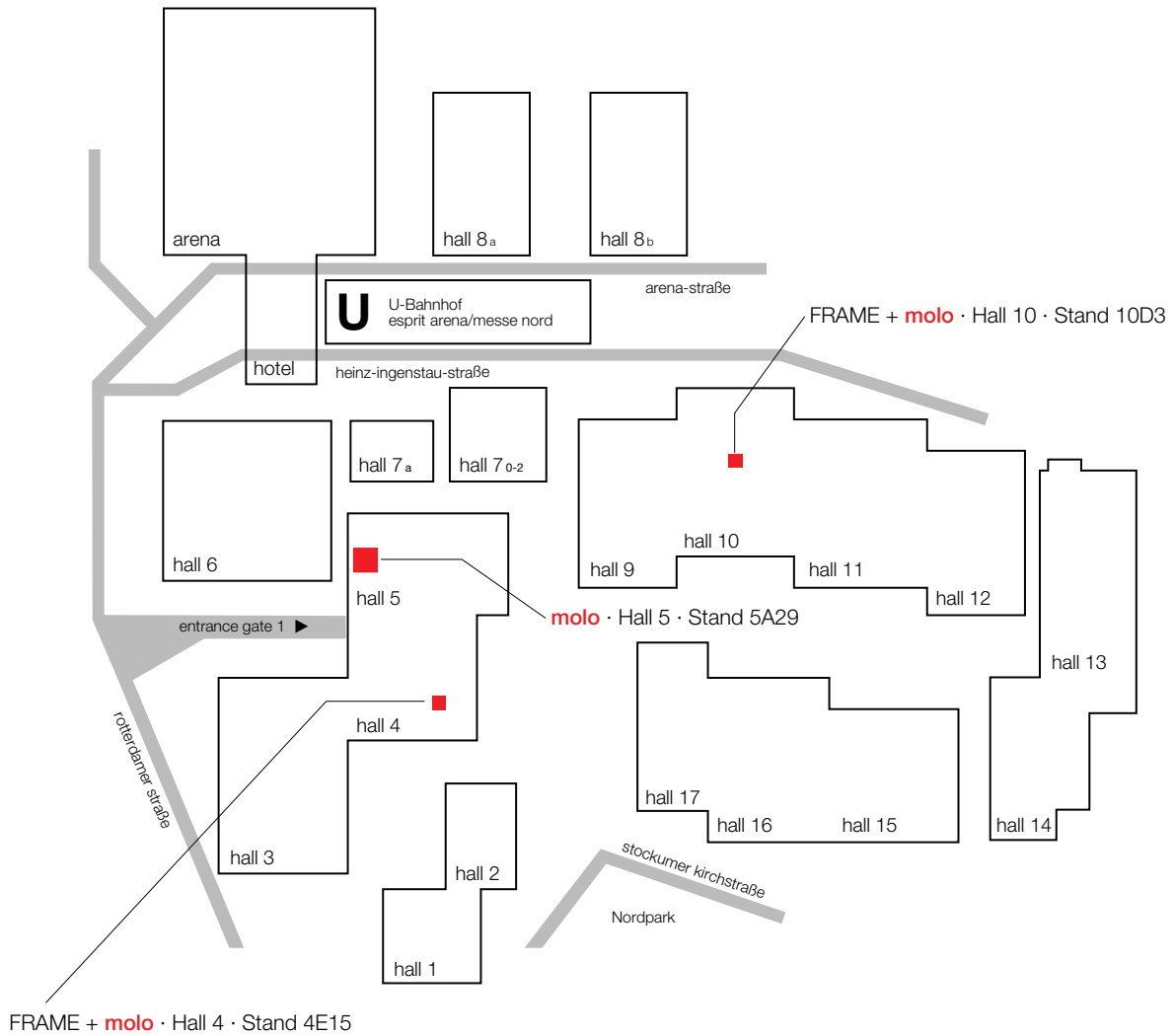
Several new iterations of softwall will be exhibited—the scalloped walls, a 2.44 meter tall kraft paper softwall and the next generation of the standard softwall. Comprised of a stiffer, non-woven polyethylene, this generation of textile softwall is stronger and narrower. Made from a blend of recycled fibre and new long fibre, kraft paper softwall supports this diminished width due to the already robust nature of its material. A bevelled edge along the bottom of the fins prevents wear and adds visual lightness to the connection between softwall and floor. These iterations enhance the subtle beauty and diverse utility of softwall as backdrop, building material, or space partition.

softwall and cloud mast are elements of the award-winning soft collection. Designed by Stephanie Forsythe + Todd MacAllen, the soft collection is a modular system of pliable space partitions, lighting, seating and table elements that use internal honeycomb geometry to flex, expand and compress for storage. The collection's flexibility is perfect for spontaneous reshaping of living and work spaces, or the creation of immersive, sculptural environments for retail and product display.

molo co-founder/designer Stephanie Forsythe will be at EuroShop to share her unique insight into the molo studio. Meetings to discuss projects + collaborations with molo at EuroShop may be arranged by calling the studio at +1-604-685-0340 or writing to info@molodesign.com.

Follow molo for daily images + stories leading up to and during EuroShop





molo · EuroShop · Düsseldorf · 5-9 March 2017
 Sunday to Thursday: 10:00 to 18:00
 hall 5 · stand 5A29
 Messe Düsseldorf
 euroshop.de





The tailored effect of softwall's new narrower profile and radial edge makes for handsome partitions that are a pleasure to handle.



photo by Keiko Chiba