



Ron Arad Circa 1991, Four Soft Big Heavy Orange Armchairs Made by Moroso, Italy

Ref: NPV000016

£2,000

MAKER	Moroso
DESIGNER	Ron Arad
PERIOD	Late 20th Century Design , 1990-1999
YEAR	1991
STYLE	Postmodern
ORIGIN	Italy
MATERIALS	Fabric, Foam, Wood, Hard
DIMENSIONS	H: 18 in (45.72 cm) W: 23.5 in (59.69 cm) D: 30 in (76.2 cm)
CONDITION	Good

About this piece

Ron Arad

Circa 1991. Four soft big heavy orange armchairs made by **Moroso**. Italy. Soft big heavy is an armchair with stress-resistant polyurethane foam and polyester fiberfill, on a hardwood frame.

These four funky orange armchairs were part of the original launch of a new men's upmarket fashion range called 'Vinnie'.

Started by Vinnie Jones, ex-footballer who played for Chelsea F.C., turned actor and star in films such as: *Lock Stock and Two Smoking Barrels*, *Snatch*, *X-Men: The Last Stand*, to name but a few. Vinnie Jones teamed up with his friend Rob Gray, founder of Mercier Gray, to launch the Vinnie brand back in 2003, when these Big Soft Heavy armchairs were featured in the original advertising campaign.

I purchased them directly from Rob Gray. Price is for the set of 4.