

m o o o i  
wallcovering  
MEMENTO MOOOI

**Early spring 2022, Moooi and Arte launch the Memento Moooi Wallcovering collection. Inspired by five kind and loving Extinct Animals, the collection comprises six different wallcoverings made from original and unexpected materials. Memento Moooi is their third wall covering collection and will arrive spring 2022.**

The Memento Moooi Wallcovering collection will remind you to cherish each moment, make amazing memories, and celebrate life for as long as it lasts. Every design is inspired by the characteristics of an Extinct Animal. The Memento Moooi Wallcovering collection comes in different colours and is made with a variety of materials: wood veneer, sisal, gold foil, pleated paper, and textile. Some designs in the collection narrate a story, and others stimulate your senses with imagery and textures. The result? Striking tactile designs that make an impact and breathe life and kindness into your home.

The Memento Moooi Wallcovering collection is inspired by the sharing Mimic Moth, loving Dandelion Cranes, social Golden Tiger, fearless Pogo Goats, and peaceful Queen Cobras. A medley of Extinct Animals that lived and loved like there would be no tomorrow.

#### **Mimic Moth**

The Mimic Moth Wallcovering is a 3D wallcovering with a soft suede look, inspired by the Mimic Moth's shape and habitat. The wallcovering's design comprises embossed Mimic Moths surrounded by its favourite flowers.

*Mimic Moth is available in 4 colourways.*

#### **Queen Cobra**

The Queen Cobra Wallcovering is made from hand-woven sisal fibres, inspired by the Queen Cobra's rhythmic curves and grassy habitat. The design comprises round overlapping shapes in a pattern with a hypnotic feel to it.

*Queen Cobra is available in 3 colourways.*

#### **Dandelion Cranes**

The Dandelion Cranes Wallcovering is made from pleated textile, inspired by the Cranes' unique colouring and fanlike wings. The tactile design comprises overlapping textile pleats placed in a pattern that resembles feathered fans.

*Dandelion Cranes is available in 3 colourways.*

#### **Golden Tiger**

The Golden Tiger Wallcovering is made from laser cut wood veneer with gold foil. Golden Tigers couldn't bear to be parted from their loved ones, so the wallcovering depicts this friendly Extinct Animal surrounded by his animal friends.

*Golden Tiger is available in 3 colourways.*

### **Pogo Goat**

The Pogo Goat Wallcovering is a 3D wallcovering with a soft chenille fabric, inspired by the Goat's yearly migration. The intricate pattern has us guessing how ambitious the choreography of the dancing Pogo Goats really was.

*Pogo Goat is available in 3 colourways.*

### **Memento Moooi Medley**

The Memento Moooi Medley Wallcovering is a gathering of Extinct Animals known for their unique kindness and love for life. Each animal knew how to cherish each moment of their lives and lived to make beautiful memories. Depicted amidst the softest of fluffy clouds, they continue their celebration of life. Or is it the afterlife? The Memento Moooi Medley is digitally printed on soft touch textile.

*Memento Moooi Medley is available in 3 colourways.*

*Prices available on request.*

### **Moooi's imaginative Extinct Animals**

The five extinct animals that inspired Memento Moooi are recent additions to Moooi's Museum of Extinct Animals. The Museum has been an endless source of inspiration for Moooi designs bursting with life, prints and colours.

Moooi sailed away on a bold adventure. What they found was a true treasure trove from the past; rare drawings of animals that went extinct. The unique drawings of these Extinct Animals were made available by museums from all over the world. Enchanted by ten brilliant extinct animal drawings, Moooi created designs inspired by the animals' unique characteristics, such as carpets, fabrics, accessories, and wall coverings.

### **The Moooi Wallcovering collections expand the world of Moooi**

Moooi Wallcovering, in collaboration with Arte, with its imaginative patterns and revolutionary materials, broadens design horizons by adding a new vertical dimension of creative luxury. Since its introduction in 2018, Moooi Wallcovering has put Moooi firmly on the map as an all-encompassing lifestyle brand. The multi-sensory world of Moooi is ever expanding.

Memento Moooi is the third wall covering collection since 2018. The first, the Extinct Animal Wallcovering collection, was released in 2018. This collection was inspired by the first ten creatures in Moooi's Museum of Extinct Animals. Early 2020, Moooi Tokyo Blue was launched. A Japanese-culture inspired capsule collection revolving around one Extinct Animal, the Indigo Macaque. All Moooi Wallcovering collections can be found on [Moooiwallcovering.com](https://moooiwallcovering.com).