

## **Steelcase to Distribute Moooi and Moooi Carpets**

**New alliance offers access to the eclectic and playful designs of Moooi through the Steelcase dealer network.**



Today Steelcase and Moooi, innovative and provocative Dutch designers, announce plans for a new relationship in North America. Steelcase will offer a curated collection of designs from [Moooi and Moooi Carpets](#), including carpets, lighting, furniture and accessories, to customers throughout North America. The collection will be available in the fall of 2019. The Moooi collection complements an extensive, growing [Steelcase portfolio](#) that gives customers easy access to more choices with delivery by the largest and most reliable dealer network in the industry.

“Our customers are looking for ways to make a statement. They want their workplace to reflect their brand and their values. Moooi understands that design shapes the culture and character of our environment,” said Joel Schellhammer, vice president growth initiatives at Steelcase. “This new relationship will build on our commitment to give our customers easy access to carpets, lighting, furniture and accessories that make their workplace unique, all available through the reliable Steelcase dealer network.”

## EXPLORE MOOOI & MOOOI CARPETS

Learn more about unique and innovative Dutch designers Moooi and Moooi Carpets.

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Founded in 2001 by Marcel Wanders and Casper Visser, and currently led by Marcel Wanders and Robin Bevers, Moooi is named after their native Dutch word for beautiful – the third ‘o’ in the brand name is symbolic of even more beauty and uniqueness. Moooi celebrates timeless objects of beauty which possess the uniqueness and character of antiques combined with the freshness of modern times. With carpets, lighting, furniture and accessories, Moooi creates interior environments decorated with an inspiring variety of patterns and colors to embrace any kind of space and make people of different ages, cultures and personalities fall in love with their environment.



“We’re incredibly excited about this relationship with Steelcase that will bring the best of our iconic carpets, lighting, furniture and accessories to the contact market,” said Robin Bevers, CEO of MOOOI. “Our products celebrate playfulness and now together with Steelcase, we will help designers create the unique work environments their clients demand.”

“Moooi Carpets offers a rich and refined carpet collection with an extensive assembly of unique, iconic and breathtaking design. This new relationship will help bring access to our signature creations,” said Martien Valentijn CEO Moooi Carpets.

Steelcase collaborates with a diverse network of forward-thinking partners around the world. For more information on Steelcase and [Moooi](#), visit us [online](#).

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