



# Hana Bar Stool

*by Simone Bonanni*



## PRESS RELEASE

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# Welcoming the newest edition to the family: Hana Bar Stool



Lifestyle brand Mooodi is launching Hana Bar Stool by Simone Bonanni – an elegant extension of the Hana family with its iconic petal-shaped backrest and curved lines that boast a minimalist charm. A true style icon designed for prolonged sitting.

Hana Bar Stool comes in two heights: low (65 cm) and high (75 cm). Enjoy the same enveloping flower embrace, but in black and chrome frames in non-upholstered and upholstered. Elevate your seating space with the new Hana Bar Stool.

### **DESIGNED TO BE COMPATIBLE WITH ANY SPACE**

Hana Bar Stool by Simone Bonanni combines timeless comfort and unparalleled distinction. Inspired by the unfurling of a flower, its unique design captivates with organic shapes, curved lines and a petal-like backrest. Versatile and customisable, Hana Bar Stool effortlessly blends into any space with its impeccable style and unmatched comfort. Whether you're creating a stylish breakfast nook or a contemporary bar area, Hana Bar Stool will elevate any space – quite literally.

#### **PERSONALISE YOUR SEATING: HANA BAR STOOL'S CUSTOMISABLE COLOURS**

Hana Bar Stool boasts six carefully selected colours to choose from, ranging from classic Black and White to contemporary options like Concrete Grey, Oyster White, Dusty Pink and Terracotta. This diverse palette ensures you can effortlessly harmonise the chair with any interior style or theme. With all materials of the un-upholstered version being recyclable, the diverse combination of colour and base options allows you to curate a personalised seater that perfectly complements your space.

#### **PROLONGED COMFORT AND AESTHETICS IN PERFECT HARMONY**

Hana Bar Stool is designed to last. The encompassing backrest that makes up the stool's distinctive silhouette provides you with support and flexibility, prioritising comfort without compromising on aesthetics. Hana Bar Stool is more than a seating object. The design is sculptured around the human body and offers a sense of pampering and flexibility for extended periods of sitting.

*“Ergonomics are useless if the aesthetic is wrong.”*

- SIMONE BONANNI, DESIGNER OF THE HANA FAMILY

#### **THE HANA FAMILY BY SIMONE BONANNI**

Hana means 'blooming' in Japanese, which perfectly fits the design as it unfolds like a flower in bloom. The inspiration behind the Hana family comes from the aesthetics of an unfurling flower. The design incorporates organic shapes and curves, as well as the encompassing backrest reminiscent of flower petals, which gives the chair its unique and recognisable look. The Hana Bar Stool, part of the Hana family that also boasts the sizeable Hana Armchair, invites you to sit down and relax in its enveloping embrace. According to designer Simone Bonanni: "Ergonomics are useless if the aesthetic is wrong" and proves with his Hana family, that you don't have to compromise on either. Hana Bar Stool's are more than seating objects, they're sculptured around the human body and its need to be pampered, embraced and accommodated for long stretches of time.

#### **ABOUT MOOOI**

For over twenty years, Moooi has inspired and seduced the world with sparkling and innovative designs. The venture founded in 2001 is currently led by Marcel Wanders and Robin Bevers. Moooi is named after the Dutch word for beautiful - Mooi. The third 'O' in the brand name stands for an extra value in terms of beauty and uniqueness. Moooi does not tell designers what to do, but listens to what designers want to make, and realises their dreams. Eclectic and always on the edge of commercial reality and cultural interest. To trigger, to create conversation pieces which make your environment more special. With their multi-sensorial approach, the lifestyle brand merges the physical with the digital. A Life Extraordinary!

#### **ABOUT SIMONE BONANNI**

Simone Bonanni was born in Pordenone, Italy, 1989. In 2015, he founded Simone Bonanni Studio (SBS) in Milan. SBS specialises in product design and limited editions, exploring creativity and embracing new perspectives. SBS believes that aesthetics should ult from not only personal taste but also from a deep understanding of object essence, context, function, and meaning. These elements find innovative ways to coexist, and each project receives dedicated attention. The studio strives to create a connection between their work and the user that is initially effective and subsequently tangible.

#### **INTERVIEW + MORE INFORMATION**

Interested to learn more about the Hana Bar Stool by Simone Bonanni? Would you like to schedule an interview with the designer, or do you have questions about our collection, collaborations, or a different topic? Contact Isabeau Duppen, global PR at Moooi, via [press@moooi.com](mailto:press@moooi.com).

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