



Press release
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MOGU LAUNCHES GROUNDBREAKING COLLECTION OF 100% BIODEGRADABLE ACOUSTIC PANELS

Nature is the best architect of all.

Mogu was founded on the belief that it is possible to employ Nature's intelligence to radically disrupt the design of everyday products, seeking a finer balance between the man-made and the rhythms of the natural ecosystem.

Led by this mission, Mogu is now ready to introduce its first collection of groundbreaking acoustic panels.

The products are the result of five years of continuous and iterative R&D on mycelium technology, guided by a strong product-driven approach. Over the years, Mogu has engineered standard protocols and systems for responsible manufacturing, by employing one of the finest technologies present in Nature, mycelium.

Mycelium Technology

MOGU materials are obtained by growing mycelium, the vegetative part of mushrooms, on organic fibres (low-value residues from agro-industrial value chains).

Our selected fungal strains can be grown in different conditions and matrix configurations and can be engineered for the creation of structured compounds with specific properties. The resulting composites can be harvested in short timeframes and with limited use of resources, thus resulting in innovative bio-materials, which are 100% natural, biodegradable, beautiful and functional.

Mogu Acoustic

Mogu Acoustic collection marks an unprecedented revolution for interior design comfort. Mogu Acoustic are the first commercially available products of their kind, entirely made of mycelium and of upcycled bio-based materials. Thanks to the unique technology, Mogu Acoustic panels represent today the most sustainable solution dedicated to acoustic comfort.

Mogu's revolutionary panels are not only 100% biodegradable and bio-based, but they also contribute to assigning new value to the tons of residues of the textile industry. Thanks to the skillful action of selected microorganisms, the fibres are naturally degraded, transformed and compacted into beautiful and functional materials for interiors.

Design

Thanks to their un-intrusive, yet unique aesthetics, Mogu Acoustic modular panels are designed to fit any residential style. Mogu Acoustic collection includes several models, each inspired by a



different conceptual interpretation of mycelium technology. The soon to be launched collection includes four main models (Wave, Kite, Fields and Plain), and are available in a range of modular shapes and textures, allowing for multiple configurations.

Performances

Be it a loud restaurant, noisy neighbors, or a busy meeting room, Mogu Acoustic panels can provide the right comfort to any type of space. Each product combines functionality with the organic beauty of Nature, where small captivating tone variations contribute to make the aesthetic of each single piece exquisite and unique.

Safe & durable

Mogu products are certified as safe, durable and positively contributing to indoor air quality. Our materials have been tested for allergenic and VOC Emissions. The results show that Mogu Acoustic products are safer than wood and many other industrial materials populating our everyday living environments.

Fire reaction

Mogu is committed to deliver functional and safe products for interior design. Mogu Acoustic products achieve an exceptional fire rating (B-s1-d0), which makes Mogu Acoustic a safe choice for all typologies of private and public environments. Thanks to its strong innovation mindset, and to the collaboration with fire technology experts, Mogu has reached this target by implementing an exclusive and eco-friendly finishing treatment, without compromising its vision and strong belief in responsible manufacturing.

Sustainability

The revolutionary process developed by Mogu, rooted in the principles of Biofabrication and Circular Economy, will write a new chapter for architectural finishing materials. Beside starting from the valorization of residues and using a minimal amount of energy, Mogu's responsible products seek to inspire a long-lasting, valuable relationship with the materials surrounding our everyday life, as well as with the rhythms of the larger ecosystem.

About Mogu

MOGU is a European company, based in Italy, developing a range of mycelium-based technologies for the creation of a family of sustainable and innovative products for interior design, led by the principles of Circular Economy.

In line with the launch of the Mogu Acoustic collection, the Company will introduce its radical new identity. Aren't you curious? [Make sure to visit mogu.bio from June 19th, 2019!](http://mogu.bio)

A dedicated press folder will be available starting on the date of launch, June 19th, 2019. In case you'd be interested in receiving access to the press folder, do not hesitate to contact us at: press@mogu.bio