

Press release

27.09.2022

MOGU LAUNCHES A NEW COLLECTION OF SLIM WALL COVERING PANELS, 100% CIRCULAR, WITH SOUND-ABSORBING AND HEAT-INSULATING PROPERTIES, PRODUCED USING AN INNOVATIVE TECHNIQUE.

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.

GUIDED BY THIS MISSION, MOGU IS NOW READY TO PRESENT ITS NEW COLLECTION OF PANELS MADE WITH A UNIQUE AND INNOVATIVE TECHNIQUE.

PLUMA is a wall-covering panels collection characterized by imprinted textures made it possible by a new technology developed by Mogu, enhanced, and delivered thanks to the incredible properties of mycelium. This new technology introduces a radical shift in the production process by which panels are traditionally produced, making the PLUMA collection a unique design product.

The revolutionary process behind the production of Pluma panels is rooted on the principles of bio fabrication and circular economy. Starting from the valorization of residues and using a minimal amount of energy, Mogu's responsible products seek to inspire a lasting and valuable relationship with the materials that surround our daily lives, as well as with the rhythms of the ecosystem.

MOGU PLUMA

A revolutionary new collection of totally eco-friendly panels, which combines astonishing Natural technologies with human ingeniousness and engineering.

A pioneering product capable of providing an innovative and natural look to all interiors, while enhancing the everyday life thanks to its unique aesthetics and acoustic performance.

Mogu PLUMA panels are designed to provide all spaces with an innovative, yet natural experience, without forgetting the importance of the acoustic and thermal insulation factor.

A FULLY COSTUMIZED DESIGN

The collaboration between nature and technology allows for introducing the major innovations that characterize PLUMA panels: textures and customization.

Mogu design team has developed four different textures inspired by the perfect shapes of nature: Reed, Leaves Needles and Mycelium. Unique creations capable of flexible adaptations, to harmoniously enhance all types of surroundings.

One of the unique features of the textures developed at Mogu is that they have been designed to perfectly match, even when the panels are rotated. A feature that makes the new PLUMA panels as fully versatile and dynamic elements for interior design.

Thanks to latest innovation implemented, the customization possibilities of PLUMA panels become endless. It is in fact possible to imprint you're the customers' own texture on the mycelium, to obtain a completely customized and unique product.

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 biomaterials, which are 100% natural, biodegradable, beautiful and functional.

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 interior design products, guided by the principles of the circular economy.

A dedicated press folder it's available starting from the date of launch, 27th September 2022.
In case you'd be interested in receiving access to the press folder, do not hesitate to contact us at: press@mogu.bio