



A.I. CHAIR, THE FIRST CHAIR BORN FROM NATURAL INTELLIGENCE

Revealed during the 2019 Salone del Mobile in Milan, the A.I. chair for Kartell by Starck and powered by Autodesk, is the fruit of the collaboration between artificial intelligence and human intelligence, termed by Philippe Starck as "Natural Intelligence".

With the A.I. collection, Kartell takes another step forward in its ongoing commitment towards environmental sustainability, continuing along the path taken with the industrial manifesto Kartell loves the planet. A.I. is the new chair in which the company uses recycled material for the first time, adopting a virtuous process that helps clean up the environment by reusing industrial scrap, turning it back into raw material and thereby activating a system of circular economy.

A.I. is made with a 100% recycled thermoplastic technopolymer obtained from pure scrap material that has been set aside and is not contaminated by other materials. The choice is dictated by the possibility, made available only now by technology, to use scrap material that guarantees the aesthetic quality and structural requirements of the product, reducing the emissions necessary for its production.

Thanks to the collaboration between Kartell, Philippe Starck and Autodesk, a leading American company in the production of 3D engineering and entertainment software, a next-generation chair made of 100% recycled material has been created, designed by combining human and artificial intelligences. Technological research and development, today just like seventy years ago, enable Kartell to continue identifying new design solutions, using materials that can be regenerated and which have no negative impact on the environment.

"I asked the artificial intelligence one question: 'Artificial Intelligence, do you know how we can rest our bodies using the least amount of material and energy?' Artificial Intelligence, without culture, without memories, without influence, responded only with intelligence, its 'artificial' intelligence.

A.I. is the first chair designed outside our brain, out of our habits and how we are used to thinking. And thus, a new world opens up to us. Unlimited". Philippe Starck

The added value of A.I. lies in the fact that it is the first design chair conceived with the help of Artificial Intelligence in response to inputs received from the creator (Philippe Starck) and the know-how of the company (Kartell). Specifically, creative thinking, company know-how and artificial intelligence have merged to develop a chair model based on an algorithm that respects the original brief: a chair that can rest the body with the minimum of matter and the minimum of energy, while upholding one of Kartell's main values: to be an injection-moulded industrial product of outstanding quality and sustainability.

"Every year, Kartell explores new technologies and new materials, setting increasingly ambitious goals not only at industrial level but also in terms of compliance with sustainability protocols" - says Claudio Luti, Kartell's Chairman. "We wanted to be the first to exploit this new technology in the furnishing sector, which allows us to combine generative design, industrial technology and respect for the environment, creating next-generation, eco-friendly products without sacrificing aesthetic quality and performance, succeeding in considerably shortening the time to market".