



The Broom Chair  
Emeco with Philippe Starck  
First shown at Salone Int. Del Mobile  
Milan Fairgrounds, Rho 17-22 April 2012  
Pavilion 20 stand E09

### **Relationships that lasts.**

For the last fourteen years, Emeco and Philippe Starck have created chairs that will work both now and in a range of imagined futures. Exploring resource conservation challenges, Emeco and Starck have collaborated for good - by source reusing and reducing.

Emeco CEO Gregg Buchbinder first met Starck in New York, in 1998, shortly after he took control of the company. Starck had been a fan of the original 1006 Navy chair for years and had thought of approaching Emeco, but he'd assumed that such an old established company would have little interest in his brand of design.

So when Buchbinder walked up and introduced himself, Starck was thrilled to meet such a young and forward-thinking owner. Gregg and Starck quickly became great friends, and this led to a whole series of collaborations including the Hudson (2000), Heritage (2001), Kong (2003) and Icon collection (2006).

'Working with Emeco has allowed me to make chairs you never own,' says Starck. 'You just use them for a while until it is the next person's turn. A great chair never should have to be recycled: it's made for life.'

Gregg Buchbinder says, 'Philippe and I have always agreed that it's not about recycling, but about restructuring production. Our aim is to prevent waste from being manufactured in the first place, using discarded materials to make things that lasts.'

In the spring of 2010, Starck and Emeco decided to team up again, revisiting a beautiful sketch that Starck had made in 2001 for a mixed-material chair, only this time with the aim of shortening the eco-cycle of plastic. 'Products mainly have a four to 40-year scrunching time in my brain,' says Philippe Starck, 'but when I know it's cooked it comes out in perfect condition. Everything is possible - but sometimes you have to wait.'

The result, after two years of intense development, is an innovative and beautifully designed chair made using a reclaimed composite material. The Broom chair preserves natural resources, conserves energy and reduces greenhouse-gas emissions, as well as decreasing the environmental burdens of disposal.

Even better, this reclaimed material can itself eventually be recycled and turned into a new wood-plastic composite again - a material that sweeps the ground of the modern manufacturing cycle and extends the lifespan of discarded materials almost indefinitely.

'All my life,' says Philippe Starck, 'I have tried but not always succeeded to find the center of the subject. To find the spirit of the object. To find the bone, the minimum. Because it's the only way to do it. I was never happy. Now perhaps I feel more comfortable, because this new chair is the minimum of the minimum of the minimum.'

### **About Philippe Starck**

“Subversive, ethical, ecological, political, humorous... this is how I see my duty as a designer.” Philippe Starck

The thousands of projects - complete or forthcoming - his global fame and tireless protean inventiveness should never distract from Philippe Starck's fundamental vision: Creation, whatever form it takes, must improve the lives of as many people as possible. Starck vehemently believes this poetic and political duty, rebellious and benevolent, pragmatic and subversive, should be shared by everyone and he sums it up with the humour that has set him apart from the very beginning: “No one has to be a genius, but everyone has to participate.” His precocious awareness of ecological implications, his enthusiasm for imagining new lifestyles, his determination to change the world, his love of ideas, his concern with defending the intelligence of usefulness – and the usefulness of intelligence – has taken him from iconic creation to iconic creation... From the everyday products, furniture and lemon squeezers, to revolutionary mega yachts, hotels that stimulate the senses, phantasmagorical venues and individual wind turbines, he never stops pushing the limits and criteria of contemporary design. His dreams are solutions, solutions so vital that he was the first French man to be invited to the TED conferences (Technology, Entertainment & Design) alongside renowned participants including Bill Clinton and Richard Branson. Inventor, creator, architect, designer, artistic director, Philippe Starck is certainly all of the above, but more than anything else he is an honest man directly descended from the Renaissance artists. Biography by Jonathan Wingfield

### **About Emeco**

Founded in 1944 by Wilton C. Dinges, the Electrical Machine and Equipment Company—a quintessentially American factory—based in Hanover, Pennsylvania. Emeco has been the leading manufacturer of handcrafted aluminum chairs for 68 years. Committed to principles that reach back in time, to the values that built the culture and business. Their first product, the Navy Chair, is made to last a hundred and fifty years. The company and the products are handcrafted by professionals to last, and the principles that built the first chair still guide the company today. Emeco is still built by people who see problems as opportunities, who believed that freedom is only worth something if you use it to create a better world. The people who invent the products understand that new materials and techniques open great vistas of possibility. Like the folks who make the products at Emeco, they take pride in their work, and want to share the best they could do with as many people as possible.

At Emeco the key focus has always been to be selective about the products produced because the intention is to make them for decades to come. Avoiding hot design fads or the latest trends. Like true love, the products from Emeco are forever. Throughout the years the company has worked with the world's best designers to create products that will not only stand up, but stand the test of time and grow more beautiful with age. Today, Emeco is on the leading edge of a movement in product development that promises a new, more intelligent and sustainable way of life. Producing up-cycled chairs and stools made of recycled aluminum, post consumer rPET or reclaimed WPP. The company has collaborated with some of the world's leading designers, architects, and partnered with the most respected global brands and businesses, institutions and organizations. Philippe Starck, Frank Gehry, Norman Foster, Ettore Sottsass, Coca-Cola and McDonalds, Conrans and Morgans, all having one thing in common — a shared commitment to a better, more beautiful future. Emeco is working to make everything to live up to that vision — continuing to inspire the world's best.

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