



## **A Film by Eames Demetrios Featuring Philippe Starck**

First shown at Palazzo Serbelloni  
Via Melegari, 3 Milan 18th of April 2012  
Available online on Emeco.net

### **The Broom Film.**

Eames Demetrios, the filmmaker and writer, has enthusiastically been following the collaboration, Emeco and Philippe Starck, since 2000. During Salone del Mobile, Eames will hold his premier screening of his new film called Broom featuring Philippe Starck and Gregg Buchbinder, CEO of Emeco. In his films Citizen Starck in 2001 and now Broom 2012, Eames explores the intellectual visions of Starck as modern philosopher in a documentary style shoot.

The Broom Film is giving us a unique opportunity to experience the conversation between Philippe Starck and Gregg Buchbinder, a close friend and collaborator for more than fourteen years. Through Eames lens we get a glimpse of Starck's insights and reflections of today's society, the transformation age, describing how a chaos without stability is affecting today's design and manufacturing, exploring the idea of "positive de-growing" as Philippe Starck suggests.

"My father was a plane manufacturer. One of the elegance of the plane in these old times was that the plane was stable. That means when you take off, and push the gas, you do nothing and the plane goes itself. We have created by our intelligence, things that makes this world unstable. To fly the plane, there is a huge computer inside and one hundred guys with computers on the ground. And they know how to do it. The problem with us is we don't know how to do it. We are now on an unstable plane, we don't have the power of a computer and we don't have enough knowledge to pilot this new, unstable world. This is the biggest problem we have in front of us. We are very good at finding solutions, but we are like the children who are always late at school. "Today our problem is to realize as fast as possible and act as fast as possible we can. But to do that, first we have to understand that we have this problem. We must finally take the control of the plane. Today there is no clue how to do it. And this, we can be a bit scared of." Philippe Starck in Broom filmed by Eames Demetrios.

"I like this Broom chair, I like it because this chair is clearly a political statement. It shows what it is, what it wants to be and it speaks for itself. Some people will be shocked because it is not matt, it is not satiated, it is not glossy, it is something else. It is the material itself. That means we shall expect the reaction. You must expect some people will not understand. The chair became more than a chair. It became a movement, through a conversation, through proudness, through engagement. That means this chair is clearly politic. That is why it is important. "Philippe Starck in Broom filmed by Eames Demetrios. "In the collaboration, Starck is the orchestra leader. And we have many other people playing different roles. In this case, engineering played a big role, chemists and material people played a big role and ultimately it came back to Starck who said let's create this shape, this look, can we do this with this material, he was the guy who was visionary to create the product. "Gregg Buchbinder in Broom filmed by Eames Demetrios.

Throughout the film, we see Starck sweeping the floor. This represents where the Broom chair comes from. It is made of industrial waste: Reclaimed plastic and reclaimed wood. Starck describes this as "Imagine a workshop, the worker cuts the wood all day, make a lot of dirt and dust in the end of the day. After he leaves, there is another guy, who takes a humble broom and starts to clean the workshop. He puts the waste into the garbage. For the first time, this does not go to, I don't know where- maybe to be burned, instead it goes to Emeco. This chair is the positive de-growing. First of the family!" says Starck.

## **About Eames Demetrios**

Eames Demetrios is a filmmaker and artist based in Los Angeles. He has made over 60 films of various lengths --including 4 feature films--among them 9 films with Emeco, such as the 77 steps made in 2000, showing the manufacturing process at Emeco and Ping Pong in 2004, a documentary starring Frank Gehry designing the award winning Superlight chair. In addition Demetrios has authored or co-authored 8 books. He has lectured on design, scale, and his own work in 38 countries and 6 continents--including on the mainstage of the legendary TED conference. He may be best known in the design community for his work as the director of the Eames Office and Chairman of the Board the Eames Foundation taking care of the Eames House. His current large scale project is Kcymaerxthaere, a global work of multidimensional storytelling which has 86 installations in 16 countries.

## **About 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 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 aluminum 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. 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. 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.

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