

Kartell Work in Project

**KARTELL – SALONE DEL MOBILE 2012
WORK IN PROJECT**

Kartell & the culture of the project

A company born to astonish and to stand out, from its irrepressible creative verve that vibrates in the images but which conceals the underlying profound and most important culture of the industrial project: this is Kartell. A fundamental concept right from the beginnings of the brand born in Milan in far-off 1949.

To reaffirm and express this concept, Ferruccio Laviani, architect and artistic director of Kartell, has devised an absolutely neutral space suggestive of architecture and museums to ensure that the language of each project and each project designer is clear and direct. A booth where the absolute protagonists are the products revealed through the various phases of their creative genesis: from design to prototyping up to industrialisation.

The circular path displays the collection of Kartell's novelties for 2012 signed by the most important international designers (**Philippe Starck, Piero Lissoni, Ferruccio Laviani, Patricia Urquiola, Tokujin Yoshioka, Mario Bellini, Ferruccio Laviani, Eugeni Quitllet** and **Rodolfo Dordoni**) where the works are analysed through sketches, prototypes and interviews with the designers so that this new Kartell 2012 collection is all the more engaging.

Laviani has therefore created a “no frills” conceptual booth that is a deliberate break with the “thousands of Las Vegas lights” of the iconic booth presented in 2011. Only the design projects and nothing else to make visitors understand the importance of the company and its strong industrial identity, its historicity in the world of design and the effort it makes each year to renew the language of contemporary design.

“The 2012 booth is the celebration of the new Kartell projects and the ways in which the brand develops innovative ideas in the world of furnishings thanks to the new technologies” says Ferruccio Laviani. “It is also a way of getting across the idea after last year’s edition that Kartell is a company to be seen and understood in its many facets, from the irony of last year’s message to the technology and innovation of this year”.

The 2012 collection

The selection of Kartell's many novelties for 2012 is intended to increase the core business and at the same time expand the functions while swelling the catalogue by including a broad selection of products that go from chairs to sofas, from large and small tables to outdoor and design items and accessories. All this while maintaining top quality in the plastic and the industrialisation process which have always been the brand's pillars of strength.

The booth features a large number of new design projects. “Important” pieces like a series of new **Philippe Starck** occasional tables (**Ice** and **Archive**), the transparent **Silk** armchair by **Eugeni Quitllet**, the dining table **Oui** by **Ferruccio Laviani**, **O/K**, the collection of 100% outdoor furniture designed by **Rodolfo Dordoni** and the **Only Me** mirrors by **Starck**. There will be again a huge selection of “easy pieces” such as the **Abbracciaio** candelabras and **Finally Alone** by **Starck**, the series of vases and bowls **Jelly** by **Patricia Urquiola**, the **Shanghai** vase by **Mario Bellini**, the **Light-Air** table lamp by **Eugeni Quitllet** and the **Masters stool** which echoes the best-seller chair designed by **Starck** and **Quitllet**.

Lastly the definitive versions of the **One More** and **One More Please** stools will be presented and the **Miss**

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Less chairs by **Starck**, perfect furnishings not only for the home but for contract use too.

In addition to its project design novelties, Kartell also offers a rich range of ready-to-sell products that consistently and tenaciously advance Claudio Luti's corporate strategy - that of not focussing on core business but on experimenting ceaselessly with the functions, the materials etc., fearlessly tackling new technological challenges to create technically complex furnishings with that minimal, ethereal look (the **Invisible Table** by **Tokuji Yoshioka**, un monobloc weighing over 20 kg, created from a single mould in a size never before tested), exploring new materials (the die-cast aluminium family of **Audrey** chairs and the extendible **Zoom** table designed by **Piero Lissoni**, the iron and wood matched with plastic for the **Comback Chair** by **Patricia Urquiola**), introducing the purely residential sofas (**Foliage** by **Patricia Urquiola**, complemented by an armchair and two side tables as well, called **Twig**), and producing pieces that extend the range of functions without cannibalising the existing pieces, but adding to the collection (the **Taj** lamps by **Ferruccio Laviani**, out in the new **Taj Mini** version, the first LED lights in the catalogue or the historic **Maui** chair by **Vico Magistretti**, in a new fabric-clad version designed for contract use).

All this in order to offer the consumer a panorama as vast and complete as possible thanks to an abundant and variegated catalogue, 100% made in Italy.

"Today it is not enough to make 'only' a product" declares Claudio Luti, President of Kartell. "It is fundamental to have a brand, to have control of distribution and to have a clear corporate global project". The consumer is not looking for the individual product to buy but rather for credible projects" continues Luti. At this time in history it is not enough to know how to produce but you also have to know how to communicate and to distribute as effectively as possible".

One brand, two souls

If the Salone this year presents the more conceptual, rational and project design side of the company, the event created for the Fuorisalone shows the playful, ironic and glamorous side of the brand. When it puts together a rock icon, a design icon and an icon of the industrial world, the Milanese flagship store becomes a stage and... **KARTELL GOES ROCK! STARRING LENNY KRAVITZ + PHILIPPE STARCK.**

The American superstar with his **Kravitz Design Team** has created exclusively for Kartell, a collection of **six Mademoiselle armchairs** (by the French designer, **Philippe Starck**), reinterpreted and clad in materials chosen together with **Starck**. A combination of python, fur, leather and interwoven textures for a final result that reflects the musician's wild spirit.

@ Kartell... Design Rocks!

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THE INVISIBLES LIGHT COLLECTION

Design Tokujin Yoshioka

The unique monumental pieces of "The Invisibles Collection" presented in 2010 by Tokujin Yoshioka have transformed today into a series of lighter and more versatile items with lesser thicknesses yet of immutable ethereal fascination. The result is in pure Kartell style, the brand that gave birth to the concept of transparency in furnishings and that for more than ten years has been experimenting with innovative approaches to "invisible furniture": a new collection with square elegant shapes that seem to flee the material world and give the impression of being suspended in mid-air.

INVISIBLE TABLE

Invisible Table is square-topped table the size and reaches almost 20 kg of which mark a new and significant pioneering advance in the company's technological innovation but also in that of the industrial design world in general. Invisible Table surprises both for its aesthetics and for the extreme technology that has created it. This table is, in fact, produced by Kartell through the injection technique using a "mould" that can handle the almost "off the scales" weight and the size and that guarantees its stability.

Material: transparent or batch coloured PMMA
Size: L. 100 cm, W 100 cm, H. 72 cm
Colours: crystal, smoke, amber, green algae, plum, teal, white matte, black matte

INVISIBLE TABLE LOW

Invisible Table Low has been added to complete this collection so surprising for its aesthetic look as well as for the extreme technology which created it out of a single mould. Intended for living rooms, it was created to be used as a coffee table in front of the sofa. This first piece, one of a kind and expanding the Kartell offering, Invisible Table Low is an admirable alliance and a fascinating contrast of the lightness of its material essence and the preciousity of this solid square shape. The "invisibility" of this piece eradicates its physical presence and makes it almost incorporeal in the crystal and smoke versions, mysterious in the white and black matte versions.

Material: transparent or batch coloured PMMA
Size: W. 100 cm, D. 100 cm, H. 40 cm
Colours: crystal, smoke, amber, green algae, plum, teal, white matte, black matte



INVISIBLE TABLE and INVISIBLE TABLE LOW
Design Tokujin Yoshioka

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INVISIBLE SIDE

A piece of clean, linear, minimal design, the aesthetic synthesis of the designer's Japanese culture. Invisible Side is a light and elegant multi-functional product which can be easily transformed into a side table or a console and is at home not only in the various home environments (from living room to bedroom) but can satisfy the various functional requirements of contract as well. Invisible Side today comes in two heights, two transparent versions (crystal and smoke) and two matte versions (white and black).

Material: transparent or batch coloured PMMA
Size: W. 120 cm, D. 40 cm, H. 40; W. 120 cm, D. 40 cm, H. 31 cm
Colours: crystal, smoke, white matte, black matte

INVISIBLE ARMCHAIR

An armchair sculpture, elegant, rigorous, square and yet ethereal and rarefied. The transparency allows you to see through and enriches the setting without loading it. With elegance it appears and disappears. The evanescence of transparency makes you feel that you are not so much sitting as floating on air.

Material: transparent PMMA
Size: W. 60 cm, D. 57 cm, H. 42/70 cm
Colours: crystal



INVISIBLE SIDE
Design Tokujin Yoshioka



INVISIBLE ARMCHAIR
Design Tokujin Yoshioka

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ONE MORE, ONE MORE PLEASE

Design Philippe Starck

If you want to sip a drink at the bar in peace and quiet, you need a comfortable tall stool with a back to lean against. Sometimes one drink is not enough: and you need "One more" and sometimes "One more please". The "Ghost" family, one of the absolute Kartell icons, multiplies its ranks with stools of different heights - 65 cm or 75 cm - with backs, either oval or square, but always flexible, practical, coloured and sturdy.

Material:

transparent or batch coloured polycarbonate

Size:

L. 38 cm, D. 46 cm, H. 75/110

Colours:

transparent, white, yellow, sand, lavender, green, black, chrome



ONE MORE, ONE MORE PLEASE
Design Philippe Starck

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MISS LESS Design Philippe Starck

A rigorous material chair which grew out of a sculpture is transformed into an industrially produced household item. The seat has the strength and authority of a primitive form, a block of material made contemporary by the glossy plastic moulded material of which it is made. Ideal for both home and contract, Miss Less is formed by a comfortable squared-off monolithic base (available in various matte colours) and a slim backrest of transparent polycarbonate.

Material:

Frame: batch-dyed technopolymer thermoplastic

Back: polycarbonate

Dimensions:

W. 42 cm, D. 45 cm, H. 42/84 cm

Colours:

Seat and Back: white/crystal, orange/crystal, grey/crystal, black/crystal, black/black, white/white



MISS LESS
Design Philippe Starck

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Even if they are no longer used for lighting, candles still shed the light of the designer's creative spark thanks to design supports that lend them contemporary appeal. The first made in Kartell candelabras were designed by Starck.

ABBRACCIAIO

Design Philippe Starck with Ambroise Maggiar

Abbracciaio is an aluminium casting of two shapes which when placed one in front of the other become a loving embrace. The two structures are linked giving the piece stability. Elegant and poetic, Abbracciaio holds two candles and is made of polished aluminium in various colours.

Material: aluminium
Dimensions: H. 26 cm
Colours: silver, gold, gun metal, orange, violet, rose

FINALLY ALONE

Design Philippe Starck with Ambroise Maggiar

The second candelabra by Starck is, however, made of the material symbolic of the brand - plastic. Finally Alone is a transparent prism 23 cm high that works according to the law of Archimedes. The water pressure inside the cylinder pushes the candle up as it burns down.

Material: PMMA
Dimensions: W. 7 cm, D. 7 cm, H. 23 cm
Transparent colours: petroleum blue, azure cloud, red, orange, blue, yellow, cardinal red, sage green, fluorescent red, fluorescent orange, fluorescent azure, fluorescent yellow



ABBRACCIAIO

Design Philippe Starck with Ambroise Maggiar



FINALLY ALONE

Design Philippe Starck with Ambroise Maggiar

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ARCHIVE Design Philippe Starck

Some people file their documents in dark cellars and basements. Kartell and Starck today want to bring them into the light and file them in a transparent piece of furniture where they become part of the home furnishings.

That is how Archive was created, a rectangular piece 30 cm high with five shelves, so practical and simple and yet with a strong aesthetic impact. The Archive shelves can be home to magazines and notebooks but also to laptops and collections of small objects. Archive consists of single stacked modules made of PMMA.

Material:

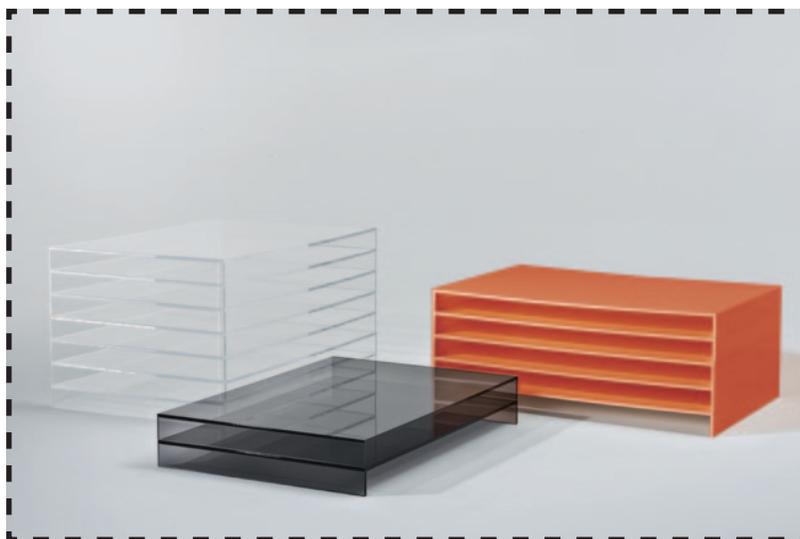
PMMA

Size:

L. 90 cm, W. 63 cm, H. 30 cm

Colours:

crystal, smoke, white matte, orange, green, yellow



ARCHIVE
Design Philippe Starck

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ICE

Design Philippe Starck

A trio of transparent cubes of three different sizes: Ice brings a touch of geometry to the home while leaving room for personalised combinations.

The three cube-tables can be used alone or in groups in front of the sofa or as side tables. Mobile and versatile pieces, the Ice cubes come with a white or black coloured base. These ethereal cubes so basic in appearance are such useful pieces of furniture where unbridled imagination can give rein to all sorts of mixes and matches.

Material:

PMMA

Size:

A) W. 35 cm, D. 35 cm, H. 35 cm

B) W. 70 cm, D. 50 cm, H. 39,5 cm

C) W. 70 cm, D. 50 cm, H. 44 cm

Colours:

crystal/white and crystal/black



ICE

Design Philippe Starck

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ONLY ME
Design Philippe Starck

A new series of wall mirrors designed by Starck reflecting the Narcissus present in each one of us. The actual mirror of Only Me is encased in a slim 8 cm frame of various transparent colours - emerald green, fuchsia and azure, or in the two matte classics of white and black. Only for the large mirror the versions also come in chrome-plated silver or bronze.

The Only Me collection of mirrors consists of two medium-sized shapes, one square (Only Me S, 50 cm x 50 cm) and one rectangular that can be hung vertically or horizontally (Only Me R, 70 cm x 50 cm) and one wall mirror (Only Me T, 80 cm x 170 cm)

Material:

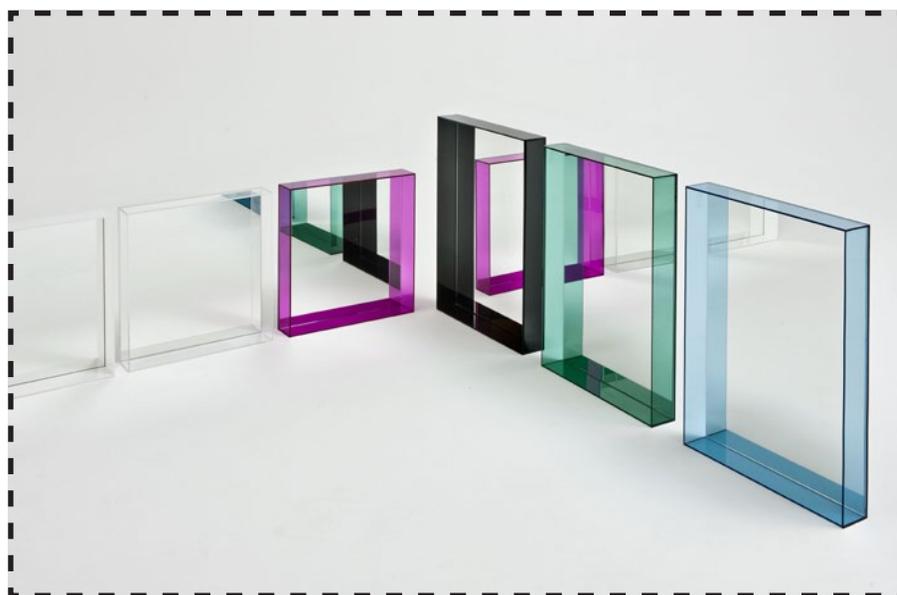
PMMA

Size:

Only Me S H. 50 cm, W. 50 cm, D. 9 cm; Only Me R H. 70 cm, W 50 cm, D. 9 cm; Only Me T H. 170 cm, W. 80 cm, D. 9 cm

Colours:

crystal, cardinal red, emerald green, azure, white matte, black matte



ONLY ME
Design Philippe Starck

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MASTERS STOOL

Design Philippe Starck + Eugeni Quitllet

Following the success of the Masters chair which has already become a style icon and best-seller the world over, Kartell now presents the stool version. With longer legs, the seat is smaller, but the inimitable graphic hallmark of its frame coming from the interweaving of three silhouettes is the same.

Available in a range of bright colours and ideal for home and contract, the Masters Stool is also perfect for outdoor use.

MASTERS

The Masters chair is a powerful tribute to the three chair-symbol, re-read and re-interpreted by the creative genius of Starck. The "Series 7" by Arne Jacobsen, the "Tulip Armchair" by Eero Saarinen and the "Eiffel Chair" by Charles Eames interweave their unmistakable silhouettes into a sinuous hybrid giving life to a fusion of original and engaging styles. On its four slim legs, the Masters chair is roomy and comfy. The special finishing on the chair makes it feel sensual and velvety to the touch. The back of the chair is naturally its most distinctive feature characterised by the fullnesses and empty spaces created by the curvaceous criss-crossing lines of three different backs which descend to meet together at the seat edge. The Masters is light, practical, comes in various colours and can be stacked and used outdoors as well.

The Masters chair was honoured with the prestigious "2010 Good Design Award" presented by the Chicago Athenaeum - Museum of Architecture and Design.

Material:	batch coloured modified polypropylene
Dimensions Stool:	W. 51 cm, D. 49 cm, H. 75/108 cm
Dimensions Chair:	W. 57 cm, D. 47 cm, H. 46/84 cm
Colours:	white, grey, sage green, mustard yellow, orange rust, black



MASTERS STOOL

Design Philippe Starck + Eugeni Quitllet



MASTERS

Design Philippe Starck + Eugeni Quitllet

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