

# driade

## Wow

by Philippe Starck



W. 339 D. 190 H. 98; seat H. 40

Solid wooden structure. Padding in polyurethane foams and goose feather.  
Fabric removable and leather fix cover.

### Wow

*“One night I had a dream or, rather, a memory surfaced in my mind. I recall the delightful times when sofas were comfortable, and we shouted ‘wow,’ while leaping on them. I felt nostalgic for the past. And I thought that it was not bad after all, so I created **Wow**, the sofa that embraces you.”* Philippe Starck

The new sofa designed by Philippe Starck reinterprets the sofa Royalton, a design icon created in 1988 for Hotel Royalton, New York, and produced by Driade.

**Wow** is a luxurious modular system. Besides two-seat and three-seat sofas, it includes chaise longues and corner elements conceived to define multiple layouts.

The shape mirrors its primary function, comfort, ensured by the high enveloping backrest and polyurethane and goose down padding. The sofa system presents two occasional tables made of steel with top in marble or LED lit white glass.

### Philippe Starck

Philippe Starck is an internationally acclaimed French creator, designer and architect.

His profound comprehension of contemporary mutations, his determination to change the world, his anticipatory concern for environmental implications, his love of ideas, his desire to defend the intelligence of usefulness - and the usefulness of intelligence - have accompanied one iconic creation after the other. From everyday products such as furniture and lemon squeezers, to revolutionary mega-yachts, individual windmills, electric bikes or hotels and restaurants that aspire to be wondrous, stimulating and intensely vibrant places.

This untiring and rebellious citizen of the world, who considers it his duty to share his ethical and subversive vision of a fairer planet, creates unconventional places and objects whose purpose is to be “good” before being beautiful.

Philippe Starck and his wife, Jasmine, mostly live on an airplane or in “middles of nowhere”.