

DIOR

presents

MISS DIOR, THE MEDALLION CHAIR IMAGINED BY PHILIPPE STARCK

The Story of an Icon Reinvented

“Some have searched all their lives for the little black dress, I have always dreamed of the perfect little chair. This icon of perfection clearly exists in our collective unconscious, in the form of the Louis XVI Medallion chair and its magic oval, which is one of the symbols of the House of Dior. Everything has always brought me back to this chair.

When Dior asked me to work on this model, I had a feeling of squaring the circle, of completing a cycle. For the first time, I could work on the origin of this iconic symbol, the origin of the myth.”

Philippe Starck

On the occasion of the Salone del Mobile 2022 in Milan, Dior Maison is joining forces with Philippe Starck for the first time and has invited him to reinterpret the Medallion chair. A symbol of the Louis XVI style, dear to Christian Dior.

The internationally renowned creator, famous for his visionary and poetic works, combines the fundamentals of the House with a savoir-faire pushing back the limits of excellence. For Dior, he dreamed up a version called Miss Dior, a tribute to a certain kind of femininity, imbued with bold elegance. Driven by a “*passion du minimum*”, he has refined the structure of the famous seat to the extreme, seeking the absolute purity of its silhouette, emphasized even more by the lightness of aluminum, of which Philippe Starck values the nobility and durability, as well as its precious simplicity.

Expressions of virtuoso craftsmanship, the curves of this model outline a unique shape, strike a perfect harmony. This quest for perfection was fueled by the desire to create an eternal chair, an emblem of longevity. Made in Italy, the unique piece transcends the boundaries of possibility: only one injector in the world was capable of making a mold meticulously adapted to its unusual architecture while exercising a fabulous command of the material.

This collaboration reflects the French creator’s desire to explore, to go to the very heart of the legend that the Medallion chair embodies in his eyes, to reveal its quintessential “backbone” through three exceptional models, one of which is distinguished by a single armrest*, a subtle echo of a Marlene Dietrich photograph, evoking that captivating pose where the dress is exhibited like a painting. *“With the Miss Dior chair, collective memory takes center stage. We all drew this historical icon with our memory; I explored mine. The conscious and unconscious signs emitted by the House of Dior are part of my own mental heritage: this collaboration was extremely natural for me,”* confides Philippe Starck.

Elevated to the rank of a work of art, this creation of a timeless elegance is revealed in different shades – satinated or polished – such as black chromium, pink copper or gold. Exclusive pieces to be discovered from June 7 to 12, 2022 in the heart of Palazzo Citterio in Milan – in a scenographic choreography with an interplay of light that allies sobriety and mystery – which will then be presented in a selection of Dior boutiques towards the end of the year, and available to order at all Dior addresses.

*There is also a version without armrests and another with two.

The link below will allow you to reserve a time slot online to attend the *Dior by Starck* exhibition.

<https://diorbystarck.art/registration/>