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PRESS RELEASE

FURNITURE FAIR

MILAN, APRIL 9TH – 14TH 2019

**AN ICON REBORN FOR FIAM ITALIA
CAADRE WITH LIGHT BY PHILIPPE STARCK AT SALONE DEL MOBILE 2019**

The **Caadre** mirror created by **Philippe Starck** in 1998 returns to the 2019 edition of Salone del Mobile in Milan under a new guise for **Fiam Italia**. Once again investigating the relationship between image, truth and beauty, the new **Caadre with Light** takes the power of reflection and reinvents it. A new icon is born, combining the fluidity of the mirrored image with the immateriality of light and the materiality of the opaque.

A NEW DOUBLE IDENTITY FOR CAADRE

No longer a simple body of water in which the vanity of Narcissus dissolves but a reflective surface that imitates and enhances a common gesture – the act of wiping away the condensation from a mirror.

When inert, Caadre with Light is conceived as a "simple" design mirror, characterized by its classical elegance; but once activated the mirror lights up, displaying by subtraction the "wiped out" design, a mirror suspended within a perimeter of light. Almost turning into a portal between the real and alternative universes generated by the complexity of reflections, the image emerges with mystery and delicacy.

"At Fiam Italia, someone made a mistake.

They wiped the Caadre mirror.

It is then, with surprise, that they discovered the light.

It is like so the iconic Fiam mirror became a luminous mirror." – Ph.S

For Fiam Italia, mirrors represent a constant creative opportunity linking furniture, wonder and technological innovation and exploring the theme of the reflected image in all its facets.

Press Office

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ABOUT PHILIPPE STARCK

Philippe Starck, world famous creator with multifaceted inventiveness, is always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This philosophy has made him one of the pioneers and central figures of the concept of "democratic design".

By employing his prolific work across all domains, from everyday products (furniture, a citrus-squeezer, electric bikes, an individual wind turbine), to architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, habitation module for private space tourism), he continually pushes the boundaries and requirements of design, becoming one of the most visionary and renowned creators of the international contemporary scene.

Philippe Starck and his wife, Jasmine, spend most of their time on airplanes or in "middles of nowhere".

www.starck.com / Facebook [@StarckOfficial](https://www.facebook.com/StarckOfficial) / Instagram [@Starck](https://www.instagram.com/Starck)

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TECHNICAL SHEET

FURNITURE FAIR 2019

CAADRE WITH LIGHT

PHILIPPE STARCK

Free-standing mirror, also available in hanging version with frame made of four separate elements in 6 mm curved and back-painted semi-reflective glass. Central mirror in 5 mm semi-reflective glass, back-painted with artistic decoration. Integrated LED lighting system with a dimmer switch and temperature regulation. Can be hung horizontally or vertically.

L 150 P 13 H 195

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