

# IN/CASA

## **IN/CASA KARTELL: LIVING SPACES AND LIFESTYLES**

The home as living space, with furnishings that express your character, amaze and inspire. **IN/CASA KARTELL** is a new vision of the Kartell collection that combines innovative ideas with contemporary colours, offering new functionalities and sustainable materials, thanks to the latest production technology.

**IN/CASA KARTELL** is a dreamlike display in the Kartell Flagship Store in Via Turati, Milan, presenting the latest additions to the Kartell world. The setting focuses especially on living space, in which upholstered and wood products blend seamlessly with other products in the collection. Over the last years, the idea of home has changed radically, both stylistically and functionally, and now demands a new expressive language. Through these latest offerings, Kartell presents the future home as a dream, ready for you to transform it into your own reality through the medium of contemporary design.

**SUSTAINABILITY:** Kartell is committed to developing products made from sustainable materials. Of course, Kartell products also have to be beautiful, well made, designed by the world's top designers and manufactured using the most innovative industrial techniques. 95% of the new designs presented at Design Week are made from sustainable materials and every product in the Kartell catalogue can be disassembled and fully recycled.

**LIGHTING:** Lighting is of great interest to Kartell. The Kartell lighting collection is growing, with the arrival of ever more sophisticated products. Innovative new forming processes and light sources allow the latest offerings to fulfil technical as well as decorative functions and to serve the needs of the contract market too. Designers who have never applied their creative talents to the world of lighting are now contributing new proposals to offer even more choice in styles and tastes.

**OUTDOOR:** Kartell's range of outdoor furnishings continues to expand, becoming a more complete family

of products and fulfilling more functions than ever. Kartell is committed to experimenting with new materials beyond the company's traditional DNA to offer customers more choice and promote sustainability.

**SOFT:** For Design Week, Kartell is presenting two different sofa systems, showing how upholstered products are adding variety to the catalogue. In addition to their original designs, these new products feature upholstery in high-performance, eco-friendly fabrics that respect Kartell's stylistic traditions and underscore the company's commitment to sustainability.

## **THE AVANT GARDE OF TRADITION**

Philippe Starck is continuing his creative partnership with Kartell. The designer is constantly developing new ways to interpret the basic concepts of design and functionality, extending the frontiers of material technology and inventing new, essential aesthetics. Starck is presenting a number of projects for Kartell, ranging from living zone furniture to lighting, all sharing the same, unique features typical of Philippe Starck designs.

**ELEGANZA** is the latest symbol of Italian elegance and style. This new chair is typical of the approach to design developed between Kartell and Philippe Starck and merges the world of Haute Couture with a look of discreet fascination and decorum. This padded armchair comes with two different seat shapes (**Eleganza Nia and Eleganza Ela**), both sinuous and light, with soft fabric flowing over its lines until almost cascading off.

*Eleganza speaks with a discreet understatement of the softness of fluidity, the timeless elegance of sweetness."*  
**Philippe Starck**

Philippe Starck is making his lighting debut with Kartell, contributing his vision and analytic skill, and restoring illumination to its essential function and aesthetic. His

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work starts, as always, with the shapes of classical tradition, which he elaborates using Kartell's most innovative technologies.

Starck and Kartell's approach to lighting is symbolised by **ANGELO STONE**, an embodiment of pure technology and a mysterious light that illuminates its shade from an LED in the stand. Form and substance, light and source illuminate the room thanks to a play of reflections created by high-tech lenses. More than just a lamp, **ANGELO STONE** is a new lighting aesthetic. A futuristic abat-jour, it uses technology and innovation to transform appearances and turn the usual lamp/shade scheme on its head. Instead of containing the light source, the top of the lamp merely receives it, reflects it and diffuses it outwards. This pure, essential lamp is available in floor-standing and table lamp format.

*"Angelo Stone is about making possible the impossible, about the minimum of the minimum, about a different angle of thinking but always with a warm and timeless humanity."* **Philippe Starck**

Starck's exploration of lighting also extends to that most romantic of sources, the candle, with its warm, gentle glow. **GOODNIGHT** revisits the candle in its primordial form and transforms it into a highly technological object. The lamp is available in a wall-mounted and battery-powered version, with surprising performance in terms of duration and three different light intensities for impressive performance. It is ideal for the contract sector and can create exactly the right atmosphere in restaurants. The bases are made from recycled material and come in six different colours (matte: white and titanium, gloss metallic: chrome, copper, champagne and titanium).

*"The light of candle was the most beautiful, natural and almost the first light of our civilization. Still now. But sadly modernity does not like candles. With Goodnight, Kartell reinvents this iconic pure light to warm our dreams."* **Philippe Starck**

The **JOE TZAR** chandelier is reminiscent of elegant 18th century palazzos, but with an unmistakable touch of innovation and modernity, and with a high design content. Pure creativity, creatively interpreted by an overlay of styles. **JOE TZAR** comes in white, black and crystal and is made from the new polycarbonate 2.0.

*"You don't need to be a tzar to inherit an imperial chandelier. Now you can just buy it."* **Philippe Starck**

The A.I. family is growing too, with the addition of **A.I. STOOL RECYCLED**, a product made from recycled material with a clear focus on comfort thanks to a broad, welcoming seat.

*"A.I. is the first chair designed outside our brain. It is a new world opening up to us. Unlimited."* **Philippe Starck**

The sustainable lightness of wood. Conceived by the insight of Philippe Starck and made possible by Kartell's advanced technology, the Wood family is growing. **VISCOUNT OF WOOD** tables are the latest addition. These naturally composed tables complement the collection's choice of seats and create a sustainable living area in which wood plays a central role thanks to its lightweight properties. These large items of furniture feature top-quality materials and advanced manufacturing technology. The square and rectangular versions with four legs come in five sizes (100x100 cm., 145x80, 160x90, 190x90 and 240x100) and three top finishes: light ash with two darker shades, flamed walnut and a third, characterised by thin strips of different tones of dark wood. The legs are in chrome or black. The round and oval version (round 130, Oval 120x200 cm.) is embellished by a central leg with an original crossover effect reminiscent of the "Mikado" game.

*"Light and timeless, a useful piece of high-tech nature."* **Philippe Starck**

The **ADAM WOOD** bookcase adds the perfect finishing touch to any living space. Modules can be installed in line to provide extended book storage and meet special requirements, while shelves can be positioned at different heights to create fully customised configurations. The **AL WOOD** side table, **EARL OF WOOD** desk and castored versions of **Q/WOOD** and **P/WOOD** chairs now extend this family of wood-based furniture, adding new functions, new volumes and new inspirations.

### **THERE WAS ONCE A THING CALLED DESIGN...**

Piero Lissoni's latest creations for Kartell are a hymn to magic, creativity, and the positive way in which colour adds energy and character to a room.

Piero Lissoni too is exploring the world of lighting for the first time in his collaboration with Kartell and has chosen a truly magical lamp to do so: **FATA**. The magic comes from the shade and from a new mould forming and engraving process that reflects light in infinitely different ways depending on how you view the lamp. As soon as Fata is switched on, it becomes hidden in an amazing game of light, like a little magic tower that adds mystery and cheer to the home. The bowl-shaped applique comes in three colours – amber, smoke and clear – and in the combinations chrome base/clear shade, titanium base/smoke shade, and bronze base/amber shade.

*"Fata is a wall lamp or, if you prefer, what used to be called an applique. It's delicate shape is achieved thanks to a very special 3D printing process. It refracts light almost like a candle, so there's an element of magic about it. That's why it's called Fata. It can illuminate an entire room or produce a gentle glow, and this allows it to be used almost anywhere: in the bedroom, in the corridor, in the bathroom... it can appear and disappear just as you want, just like a fairy."* **Piero Lissoni**

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"Light is a thing that cannot be reproduced but must be represented by something else – by colour," as Paul Cézanne said. Lissoni certainly enjoys lighting up space with the bright colours of **THIERRY**, the "jewel" tables with glass tops and metal legs coloured like brilliant gem stones. The table frames and tops feature contrasting combinations within the same family of colours. This passepartout furnishing solution illuminates and adds character to any living space. Colours range from a highly fashionable Bordeaux to a classic Sea Blue and an elegant London Smoke Grey.

*"Thierry is a family of highly characteristic occasional tables that make an inspired use of colour. Each table can have 3 or 4 different colours and can be assembled in various ways. The beauty of these little tables lies in their jewel-like design. They may look small enough to wear but they're perfectly capable of wearing a vase of flowers, a book, or a cup of coffee themselves."*

**Piero Lissoni**

### **SOFT IDEAS**

Patricia Urquiola's latest creations for Kartell offer solutions for contract, home office and office applications that are comfortable, personal and trendy.

The **CHARLA** dining armchair boasts elegant, flowing lines and embraces you in an almost wrap-around seat. The chair has everything needed for the contract and consumer segments and is perfect for a quick rest in a hotel lobby or a TV dinner in the lounge at home.

Charla combines elegance with sustainability thanks to legs made from recycled plastic. The frame comes in black, with upholstery in bouclé fabric or a special mélange fabric for the contract market.

Combined with the Lunat desk, **CHARLA** forms either a smart home workstation or an attractive hotel room chair and desk pair. Slender, powder-coated legs extend right up to the bean-shaped top in flamed walnut.

**LUNAM** is an enchanting living space furniture collection inspired by the dreamy atmosphere of a lunar landscape. An essential, painted metal structure supports generously dimensioned upholstered sections. Sofa, armchair and pouffe come in soft bouclé fabric or mélange (the contract option) in Olive Green, Petroleum, Siena Earth and a choice of greys.

The Lunam family also includes the **RUGS** collection, in which the motif of two overlapping coloured ribbons re-appears in the round graphics of the rugs. Rugs are available in two colour options of 2.5 m in diameter.

**UNDIQUE** is a collection of side and low tables, designed to form islands of conviviality in the home. Thanks to tops of different size and height, these tables can be arranged in original new ways as and when needed. Undique tables come in a super-trendy black terrazzo finish.

*"Kartell is writing a very important new page in its story and it's really exciting to be a part of it. The collections I'm presenting this year are part of a revolution that is moving Kartell closer than ever to the world of coordinated living. I've been working on Lunam, an upholstered furnishing project that I'm really fond of and that's inspired by lunar landscapes. From that we've moved on to a collection of rugs, coffee tables, a desk and an armchair – all perfectly complementary and all conceived in the most natural way possible thanks to Kartell's collaboration. By working together, we hope to interpret living space along more familiar lines."*

**Patricia Urquiola**

### **DETAILS MAKE THE DIFFERENCE**

The discreet, stylish elegance of the essential-looking contract furnishing system Rodolfo Dordoni has designed for Kartell is defined by small details.

More news for the contract segment. In this first collaboration, Kartell and Rodolfo Dordoni have created the **K-WAIT** upholstered furnishing collection, characterised by gentle, rounded lines inspired by the softness of an embrace. The collection's simple shape, derived from rigorous volumes and rounded ends, offers complete freedom of layout and allows K-Wait to adapt to domestic contexts and to the needs of the contract sector. The upholstered structures assemble spontaneously to create an essential abacus with bases in two different sizes and backrests that complete the desired configuration. Two sofas are complemented by an armchair that can be transformed into a round pouffe simply by removing the back. The wide range of delightful upholstery includes warm velvety fabrics, bouclé fabrics and others that, though plainer, always stand out for their striking weave. All fabrics are certified for contract use.

*"The K-Wait upholstered collection was inspired by the softness of an embrace."* **Rodolfo Dordoni**

Kartell's evolving identity is expressed clearly by **K-LIM**, made from 100% PET-derived yarn. Softness and comfort are guaranteed by the special weave of the neutral background, while colourful fringes match the shades of the upholstery. K-Rug can be used both indoors and out.

*"Kartell's evolving identity is woven into the nature of K-Lim."* **Rodolfo Dordoni**

The **K-LUX** floor lamp stands out for the fascinating way in which it refracts light through specially formed plastic and a two-coloured shade that is white inside and coloured outside. The different parts of the shade soften and direct light, while the essential frame makes height adjustment easy.

*"The K-Lux family of lights stands out for the fascinating way in which light is refracted through specially formed plastic."* **Rodolfo Dordoni**

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## OUTDOOR LIFE

New solutions for outdoor life: **HiRay** by Ludovica+Roberto Palomba explores the versatility of metal and the softness of cushions made from a material obtained exclusively from recycled bottles. The result is a highly functional solution.

Kartell loves a technological challenge and is always ready to explore new solutions and materials. In the case of Ludovica+Roberto Palomba's **HiRay**, the protagonist is metal. This brand new outdoor furnishing system is made up of six pieces: a chair, a chair with armrests, a bistro table, a comfortable armchair, a sofa and a side table, all in a choice of black, brick red, green and beige. The collection's cushions are made from an innovative fabric derived from recycled bottles and other PET waste.

Welded wire is used to create an outdoor furnishing collection with a look that is essential and functional but excitingly symbolic too. All aspects of the design are based on metal wire, joined to form a rigid structure that creates a single organic shape.

*"HiRay is clearly inspired by the Kartell philosophy and translates its concepts into a product line that sets a new trend for outdoor life. HiRay continues Kartell's exploration of new worlds with a design that places metal in the spotlight and interprets it according to the canons of lightness and modernity. Designed for life in the open, HiRay stands out for its advanced technology and for its use of wire not only to create sinuous, sunny transparencies but to create three-dimensional forms too."* **Ludovica+Roberto Palomba**

## LIGHT POWER

Ferruccio Laviani is the creative force behind Kartell's lighting range.

And that range is now wider than ever thanks to the addition of a new design, Ferruccio Laviani's **MINI GEEN-A** lamp, available in mains and battery powered form. This latest interpretation maintains the same fascinating, clean lines of the floor-standing version but is more practical as a reading lamp as it is so easy to move around and place.

*"Reading and writing are not things that can only be done in an armchair or on a sofa. That's why my little Geen-a is designed to stand on a table, a writing desk, a bedside table, or anything else. I like to think of it on my desk as I draw on my table for a romantic dinner or a snack with friends on the terrace, and on my bedside table as I read my latest book. Let me say that Mini Geen-a is rechargeable too, before I forget. Geen-a is more than just a functional object. It's like a friend that follows you around everywhere but never gets in the way."* **Ferruccio Laviani**

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