

Press release

**PHILIPPE STARCK TO UNVEIL BACACIER BY STARCK  
AT MAPIC 2013**



**Paris, 10 October 2013** – Internationally-renowned designer, inventor and architect, Philippe Starck, will unveil his latest project, [Bacacier by Starck](#), an innovation re-inventing the traditional metal sheet cladding of shopping centres, during a keynote address on November 14 at MAPIC.

Described by its creator as an "extraordinary new toolbox for architects," [Bacacier by Starck](#) is a partnership with the French Bacacier group, a specialist in metal sheet facade covering.

It re-invents the use of traditional metal sheet cladding that is so familiar in many industrial and shopping centre complexes, offers a cheaper way for architects of shopping centres to design outstanding buildings and provides an opportunity for professionals to assemble and re-assemble a building without drilling into it or altering its integrity.

"The new Bacacier cladding offers an infinite number of ways to play the building game. By varying the footprint, landforms, materials, and colours, they've created a meccano-type building system that will provide an amazing tool for architects," says Philippe Starck.

A prolific inventor, designer, architect, and artistic director, Philippe Starck has had an outstanding career in every area of design. "I see my job as a designer as being subversive, ethical, ecological, political, humorous and poetic," he comments. From everyday products such as furniture and juicers through revolutionary mega yachts and hotels that aspire to be stimulating, fantastical and intensely alive, all the way to individual wind mills and electric cars, he has continually pushed the limits and criteria of contemporary design.

A leading exponent of expressionist architecture, Starck's works include the Sanderson hotel in London, the Clift in San Francisco and Buenos Aires' award-winning Faena Hotel, landmark restaurants The Felix in Hong Kong, the Katsuya in Los Angeles and more recently, the Mama Shelter hotels.

"Each year, there is more interest from major architects in the retail real estate sector at MAPIC. More and more shopping centre developers and managers call on major names to boost the identity and attractiveness of their sites. This year we are delighted to welcome Philippe Starck, one of the most prolific designers and architects of his time," says Nathalie Depetro, Director of MAPIC.