

Kartell DESIGN ICONS

The Salone del Mobile has reached the 50 year milestone and Kartell is celebrating this with its great design icons.

The Kartell booth which occupies over 1,000 square metres is the fruit of the creative ingenuity of **Ferruccio Laviani** who thus describes it: *"This year's booth is called KARTELL DESIGN ICONS because, just as all icons are representative of myth within reality, so too are Kartell's objects part of this world. Icons like American landscapes, the book "On the Road" by Jack Kerouac, the huge Osborne billboards of bulls in Spain, or the enormous writing on top of Wender's Million Dollar Hotel"*.

Laviani, the famous architect, created a space with a strong scenographic impact, rich in colour, with neon lights and products surrounded by a sunset skyline and strong references to urban scenarios where Kartell best sellers mingle with the many new products presented by the brand. A mix of historical and new products seen from various angles evoking different sensations.

A series of **new products appear on the scene** signed by the major international designers who work with Kartell: Philippe Starck, Piero Lissoni, Ferruccio Laviani, Patricia Urquiola, Mario Bellini, Tokujin Yoshioka, Nendo and Fabio Novembre. Together with them are the **timeless icons** of Antonio Citterio, Ron Arad, Vico Magistretti, Anna Castelli Ferrieri, Alberto Meda, Joe Colombo and others.

11 platforms featuring different themes, each one accompanied by a metal grill with a lighted sign indicating the product group, are located on a plain fir floor:

- 1- **Kartell – The Design Icons since 1949:** best sellers and icons of the brand's style, from Louis Ghost to Bookworm, from Bubble Club to the modular Componibili...
- 2- **Ghost Goods:** the transparencies introduced into the world of furnishings by Kartell which has turned them into an emblem of its own contemporary production
- 3- **We Love Red:** the brand's symbolic colour
- 4- **Wonder Wheels:** products on wheels, perfect for the office world
- 5- **Inside-Out Furniture:** the multifunctional products for indoors and outdoors, easy and practical
- 6- **Just in Production:** the new items added to the catalogue from April 2010 to today: Audrey, Comback Chair, Masters, Magic Hole and Sundial.
- 7- **The Chairs Arena:** the variegated world of Kartell chairs, an eclectic and versatile family presented in the setting of an amphitheatre
- 8- **Transparent Colours:** the infinite rainbow range of Kartell transparencies
- 9/10/11- **The New Kartell Stars:** three entire platforms are dedicated to the numerous 2011 previews: chairs, tables, stools, benches, lamps and armchairs which will enrich and add to the Kartell catalogue.

The selection of 15 Kartell previews for the year 2011 aims to flood the boundaries of the catalogue and to face new technological challenges, exploring products that widen the range of functions without cannibalizing the existing items, but integrated in the collection, in order to offer consumers a broader and most complete range as possible. The Audrey family of chairs designed by Lissoni, for example, with their lightweight aluminium frame, introduce the use of new materials the collection; new functions are added with two leaf tables, designed by Bellini and Lissoni; Laviani's lights expand the range with a broad proposal of suspension, wall, ceiling and table lamps. Furthermore, the exploration of new technologies, that has always been one of the strengths of the company, continues with the Invisibles Light collection by Tokujin Yoshioka, mono-bloc in polycarbonate of extra-large size, never seen before in the field of industrial design.

Its global vision which is the essence of the brand's world strategy is expressed through the mass of products present which denotes its industrial spirit, the various functions and the ever original and innovative approach to transparency which for over ten years has been the absolute must and the prerogative of Kartell's production. The theme platforms allow the public visiting the Salone to see the Kartell collection from the various points of view expressed in the booth showing historical and new products created by different hands and with different styles and for varied uses.



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The booth presents an entire collection which is more variegated than ever with international allure but which is still, as always, a 100% industrial made in Italy production, a demonstration of the brand's flexibility and its irrepressible creative verve. The products in the collection trace the history of its experimentation with plastic, the various applications and performance, the fruit of a heritage of technological, stylistic and materials know-how which enable Kartell to present a catalogue unique for its variety, breadth of range and style and which is present all over the world through its capillary network of single brand sales points which speak to the public from their display windows.

Products of rigorous or irreverent design, poetic or conceptual. Different design languages which take on shape through the most sophisticated production technologies, all sharing the same constant thrust for research and innovation in the realm of materials.

"Without innovation and research there is no progress. And Kartell demonstrates this day by day, producing industrial designs which are always new and surprising, created to arouse emotions and to last over time"
(Claudio Luti, President of Kartell).

KARTELL LOVES MILANO: Kartell icons are re-interpreted in a "Milanese" key

The Kartell icons this year are not only stage-centre at the booth but are also the feature at the great Kartell event in Milan. Through the involvement of a number of personalities who are symbols of the city - whether they were born in the capital of Lombardy or not, but united through their close personal or professional relationship with Milan - and belonging to the most diverse creative fields, Kartell has created a new and original collection of its icons re-interpreted or revisited.

Its historical ties with the city that is the indisputable capital of contemporary design and its desire to emphasise so strongly and clearly its belonging to the made in Italy world are the basis on which Kartell created its great Kartell loves Milan project, a real and true "act of love" for the place which witnessed its beginnings and followed the success of the company right from its first steps in the fifties.

The cult items bearing the Kartell brand "Milanesified" by a series of exceptional testimonials from the world of Italian creativity are displayed in the Via Turati flagstore and will afterwards be sold at a charity auction with the proceeds going to the Fondazione Umberto Veronesi.

with the support of



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MISS LESS

Design Philippe Starck with Eugeni Quitllet

A rigorous, material seat which grew out of a sculpture transformed into a household object of industrial production. The seat has the strength and the authority of a primitive form, of a block of material made contemporary by the glossy plastic moulded material of which it is made. Miss Less is formed of a comfortable squared off monolithic base (available in various matte colours) and a slim back in the same or in a contrasting colour that is slightly slanted looking almost as if it were planted in the monoblock base.

Material: frame: batch-dyed technopolymer thermoplastic
back: polycarbonate

Sizes: H. 42/84 cm, D. 45 cm, W. 42 cm

Colours: seat: white and black matte
back: transparent, white, orange, green, yellow, pink, black



MISS LESS

Design Philippe Starck with Eugeni Quitllet

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ONE MORE, ONE MORE PLEASE

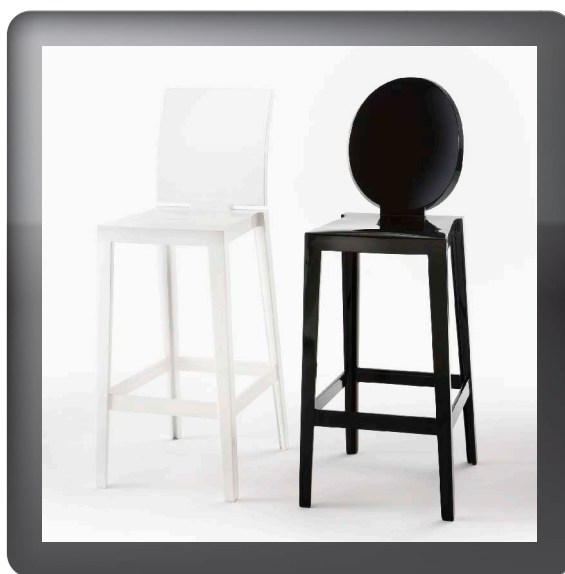
Design Philippe Starck with Eugeni Quitllet

If you want to sip a drink at the bar in peace and quiet, you need a comfortable tall stool with a back to lean against. Sometimes one drink is not enough: and you need "One more" and sometimes "One more please". The "Ghost" family, one of the famous Kartell icons, multiplies its ranks with stools of different heights - 65 cm or 75 cm and backs, either oval or square, but flexible, practical, coloured and resistant. The stools are single mould products with a changeable back.

Material: transparent or batch-dyed polycarbonate

Size: L. 38 cm, D. 46 cm, H. 75/110

Colours: transparent, black, white, orange, pink, light blue, green, smoke



ONE MORE, ONE MORE PLEASE
Design Philippe Starck with Eugeni Quitllet

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KING TOP

Design Philippe Starck with Eugeni Quitllet

A large dining table ideal both indoor and out, with a round top resting on a monolithic structure made of injection-moulded technopolymer. The tempered glass surface is rigid, sturdy and scratch-resistant which makes it suitable for all kinds of functional uses. The central conical leg broadening towards the base provides stability and harmony of form whereas the hollow inside gives the structure a touch of lightness.

Material: batch-dyed technopolymer thermoplastic
Size: H 72 cm, diameter 120 cm
Colour: leg: white and black matte
top: crystal, white matte, black matte



KING TOP

Design Philippe Starck with Eugeni Quitllet

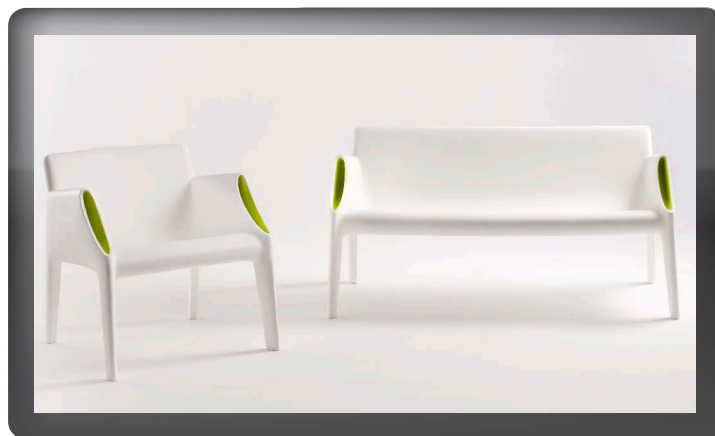
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MAGIC HOLE

Design Philippe Starck with Eugeni Quitllet

Kartell's new outdoor products manufactured with the rotational moulding technique: the Magic Hole series consists of a two-seater sofa and an armchair with an uncluttered snappy silhouette and slim closed section legs. The straight linear surfaces terminate in well-rounded curves. The austerity of the lines is broken and enhanced by the originality of the stylistic details: a flared "pocket" white or grey or black ton-sur-ton, or contrasting fluorescent colours of orange or green on the interior hollow curve of the arms. Comfortable, light, shock resistant and weatherproof, the Magic Hole sofa and armchair are perfect for outdoor use - ideal in the garden, on the terrace, the veranda, poolside or for outside use in public places.

Material: batch-dyed polyethylene
Size: sofa: H. 73 cm, L. 144 cm, D. 73 cm
armchair: H.79, L.57 cm, D. 54 cm
Colours: white/white, white/green, white/orange, grey/grey, grey/green, grey/orange, black/black
black/green, black/orange



MAGIC HOLE

Design Philippe Starck with Eugeni Quitllet