

KARTELL & PHILIPPE STARCK CELEBRATE THE ARRIVAL OF THE MASTERS CHAIR IN BRAZIL

São Paulo, 16 November 2011 - The much awaited **Masters** chair, already elected the new icon of Kartell design, is finally arriving in Brazil. And to celebrate the event on Wednesday, 16 November, the creator and designer **Philippe Starck**, and Kartell President, **Claudio Luti**, will be on hand at the cocktail party in the São Paulo flagship store.

The Masters chair which was awarded the prestigious "**Good Design Award 2010**", conferred by the Chicago Athenaeum – Museum of Architecture and Design, and fêted by all the design magazines in the world has become in just the first four months of marketing the best-seller of the Italian furniture brand with more than 80,000 pieces sold throughout the world!

The Masters is a powerful tribute to the three chair-symbol, re-read and re-interpreted by the creative genius of Starck. The "Series 7" by Arne Jacobsen, the "Tulip Armchair" by Eero Saarinen and the "Eiffel Chair" by Charles Eames interweave their unmistakable silhouettes into a sinuous hybrid giving life to a fusion of original and engaging styles. On its four slim legs, the Masters chair is roomy and comfy. The special finishing on the chair makes it feel sensual and velvety to the touch. The back of the chair is naturally its most distinctive feature characterised by the fullnesses and empty spaces created by the curvaceous criss-crossing lines of three different backs which descend to meet together at the seat edge. It comes in various colours, and the Masters is light, practical, can be stacked and can be used outdoors as well.

A special staging will be created in the Kartell store in São Paulo for the occasion and it will feature the great successes of Philippe Starck for Kartell - the fruit of a winning association which has lasted for a good 23 years. It was in 1988 that Claudio Luti took over the company from his father-in-law, Giulio Castelli, and began giving the catalogue a new look with the collaboration of the French designer. Since then a series of veritable **icons of contemporary design** can be found in the most beautiful homes and in the coolest hot spots in the world: the **Dr Glob**, **La Marie**, **Louis Ghost**, **Ero/s**, **Mademoiselle** and **Mr Impossible** chairs, the **Charles Ghost** stools and the **Gnomes** or the **Bubble Club** sofa.

Finally, among the new pieces designed by Starck and now in the flagstore is the **Magic Hole** outdoor series consisting of a two-seater sofa and armchair produced using the rotational moulding technique.

MASTERS IN BRAZIL!

Kartell São Paulo

Al. Gabriel Monteiro da Silva 2138 – Jardim Europa

Press preview - 4 pm

Cocktail party – 7 pm



"We weren't born yesterday. We have had some great predecessors.

The Masters chair evokes the memory of the lines of three great masters and three great masterpieces. In their union and fusion, they create a new product, a new design ,a reflection of our new society".

(Philippe Starck)