



Romancing the Proverbial Throne with Gaetano Pesce, Patricia Urquiola, and Philippe Starck

Written by **Bennett DiDonna**

It is the quotidian objects that surround us, the door handle, the kettle, the couch, the desk, that find our way into our daily rhythm, and help to cultivate our sense of home. It is easy to forget, but everything we touch, lay down on, rest a glass on, has been shaped with intention. Made for many, but melting into our own lives, sense of comfort, security, and self.

In simply unzipping a couch cushion we are reminded of silver linings, in every sense of the term. The duality of design, to create something that delights us that we find beauty in, but serves a purpose in its creation. Design and designers at their best, help bring this message of hope to us, that there is beauty and purpose in everything and everyone.

Celebrating this spark *FLAUNT* had the opportunity to speak with three luminaries of the design world—Italian Designer and Architect, Gaetano Pesce; Spanish Architect, Industrial Designer, and Cassina Art Director, Patricia Urquiola; and French Industrial Designer and Architect, Philippe Starck—to discuss moonlight inspiration, harmony, and growth in their storied careers.

Gaetano Pesce: [I find inspiration] everywhere. Inspiration last night was at 3:50. I woke up. I had an idea. I ran to my table to write it down because I was scared to lose it. So, this was last night. Sometimes it comes in the airplane because I'm there thinking about myself etc and so I have ideas in the airplane. Sometimes on the street looking at people. Sometimes where I work. A week ago I had an idea for a very innovative object, which is a lamp, but

with a kind of form that is totally incomprehensible. And I like that, because the first step of the future, usually, is to be unrecognizable.

Patricia Urquiola: I think the things that move your career are the bad moments, a holdup, a delay, the moment when you don't get what you want, when there is a problem in a project. Those are the things that make you grow the most. As the Art Director of Cassina, I have a complex job that involves many areas, from production to research, communication, and so on. Every time I describe my collaboration with Cassina, I'm proud to say that I've worked with people who never say "no" and always strive to, indeed, find the silver lining in order to improve and make things better.

Philippe Starck: Rather than happiness, I deeply believe in harmony. Harmony is something very broad, but at the same time very precise. It can be a ray of sunshine, a certain temperature, a beautiful sound, an inner mood, which gives the perception of harmony. And I think the deep perception of harmony is what people call happiness. I do find harmony once work is finished and that I go to bed [in] my bed Volage EX-S Night. I say to my wife, "Let's go to work" [before I go to sleep] because I enter the world of dreams with a form of apprehension. I am going to places I have never seen in my life. I see concepts I have never seen before. I breathe air that doesn't exist. I see inventions that don't exist. I come out of my nights exhausted and finally, I seriously wonder if my real life is day or night.