

04/2010 DEDON Milan Design Week 2010

## PLAY WITH DEDON

### The Chair Is Just The BEGINNING:

Designed by Philippe Starck for DEDON, the leading producer of hand-woven outdoor furniture, the PLAY chair-armchair is the fruit of two opposing yet interchanging design concepts. It marries the high technology of a moulded polypropylene and fibreglass frame with the unique style of chairs and backrests handcrafted by master artisans. Based on a concept of interchangeable liaisons of materials, colours, workings, PLAY opens the horizon to a future of specially customised furniture and an array of possible combinations. Pieces that can be redesigned to achieve a personal fit, ordered online, produced upon request, and which assume the client's direct, emotional and creative inputs to make the design relationship more liberating and fun.

Elastic and durable, extremely lightweight and stackable, Starck defines the PLAY chair-armchair as "an idea that gives plenty of room to human intervention". A piece that melds mirror-finish aluminium with solid teak, or polypropylene with the unalterable hand-woven synthetic fiber that has made DEDON famous the world over, and which brings together a range of specific skills and exclusive solutions.

PLAY will be offered in several colour ways, combinations and melanges of chalk and carbon, stone and terracotta, and bronze. With or without armrests, PLAY has inspired also PLAY with DEDON, a collaboration that encompasses the BISTRO table, with its glazed porcelain ceramic tabletop that stands on a central pedestal made of moulded polypropylene, and DINING, a four-legged table in mirror-finish aluminium and profiled in aluminium, and which, thanks to the use of an inert compound of powdered bamboo and plastic, looks just like real wood.

*We are truly looking forward to presenting the first pieces of our new collaboration PLAY with DEDON designed by Philippe Starck at this year's Milan Design Week from April 14–19th.*

*The exceptional DEDON novelties will be displayed for the first time in elaborate and individual installations at the DEDON showroom in the vivid quarters of "Zona Tortona".*

*The DEDON showroom at Via Savona 50 will be open for visitors on April 14th, 2010 from 10.00 a.m. to 6.00 p.m. and April 15–19th, 2010 from 10.00 a.m. to 9.00 p.m.*



PLAY WITH **DEDON**<sup>®</sup> BY **STARCK**<sup>®</sup> AND **QUILLET**





#### A FEW WORDS ON PHILIPPE STARCK

Philippe Starck is an internationally acclaimed French creator, designer and architect. This untiring and rebellious citizen of the world, who considers it his duty to share his ethical and subversive vision of a fairer planet, creates unconventional objects whose purpose is to be “good” before being beautiful. Most of his designs have become cult objects, and his hotels are timeless icons that have added a new dimension to the global cityscape. An enthusiastic advocate of sustainability, this visionary recently developed the revolutionary concept of “democratic ecology” by creating affordable wind turbines for the home, soon to be followed by innovative wooden prefabricated ecological houses and solar boats. He himself lives, with his wife Jasmine, mostly on an airplane, in Paris, Burano, or on his oyster farm in the southwest of France. [www.starck.com](http://www.starck.com)



#### About DEDON GmbH

A manufacturer of exclusive outdoor furniture, DEDON is one of the world’s leading providers in the industry, and the company has received numerous international design awards.

The company, which was founded in 1990 by the former professional soccer player Bobby Dekeyser, revolutionized the outdoor furniture market with its designs within a few years. With over 3,000 employees, DEDON is now represented in more than 80 countries and opened DEDON showrooms in Barcelona, Paris, Hong Kong, Vienna, Hamburg, Milan, Antwerp, Monaco, Athens and Limassol.

#### About DEDON Fiber

The basis for DEDON’s success is a highly durable synthetic fiber manufactured at the headquarters in the North German town of Lüneburg. Developed over 20 years ago, the unique DEDON Fiber is still considered “the original” in the industry; the “Made by DEDON” seal stands for the highest standards of quality and design. The fiber is washable, extremely easy to care for, and is not affected by saltwater, sunlight, and high or low temperatures, and furthermore is also ecologically degradable.

DEDON furniture is designed by international designers, produced based on German standards of quality, and is manufactured by hand in a traditional fashion by weaving artists on the island of Cebu in the Philippines. In this way, every piece of furniture embodies the combination of modern technology and centuries-old craftsmanship.

#### Press contact

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Further information and printable graphic material can be found at [www.dedon.de](http://www.dedon.de).