

# Kartell

## TALKING MINDS

Salone del Mobile, Milan  
12-17 April 2016

### **TALKING MINDS: TALES AND VISIONS OF DESIGN** **#TALKINGMINDS #KARTELLMDW16**

For the 2016 Salone del Mobile, Kartell will be using its stand to interpret the company's philosophy - representing different ways of thinking and planning - with stories told by the voices of the stars of this Salone del Mobile themselves. The display will revolve around 11 micro-environments, each one dedicated to a specific designer (Antonio Citterio, Ferruccio Laviani, Piero Lissoni, Alberto Meda, Alessandro Mendini, Fabio Novembre, Eugeni Quitllet, Philippe Starck, Patricia Urquiola, Tokujin Yoshioka), as well as the new Kartell Kids line. Within each "room" the very latest products will be on show accompanied by the voices of those who designed them, Kartell's "talking minds".

An immersion in the creative minds that together bring Kartell's innovative designs to life is the experience that Kartell wishes to offer visitors to this year's Salone del Mobile. Kartell is a tribute to diversity and the exchange of ideas, with a catalogue that encompasses everything from furniture to lighting, tables, fragrances, soft furnishings, bathware and even fashion accessories, as well as a new kids' line. Thanks to its collaborations with leading designers from all over the world, each Kartell product exudes the brand's DNA while at the same time clearly reflecting the designer's creativity.

The stand at this year's Salone aims to present the latest products as a journey through the "talking minds" of the creators who helped make Kartell's modern vision of living tangible and concrete through their products. Getting back to basics, to deep thought, to brewing up design projects.

## The homes of the “talking minds”

**Antonio Citterio.** I’ve been working with Kartell since 1990. When you collaborate with a company like Kartell, in reality you never stop planning because some projects have a very long development period, such as the Organic Chair (a new step towards sustainable and high-quality industrial design) and the Multiplo tables system (a completely multipurpose product) that I began working on more than two years ago. The product’s design is the same as its strategy: for both projects we wanted to achieve a “timeless” result without limiting its horizons.

**Ferruccio Laviani.** After years of collaboration with Kartell I’m always amazed to see how exciting it is to work with plastic, capable of a versatility and expressiveness we designers have to discover and interpret. If I think this is the same material with which Anna Castelli Ferrieri has designed her Componibili and the same material we are using today to produce my Kabuki lamp, I realize how many technological and formal opportunities this material still has to reveal in the form of inspiring new objects for people to fall in love with.

**Piero Lissoni.** Kartell is highly specialised when it comes to changing scale. The concept of changing scale is not simply about moving from big to small or vice versa. It is about the versatility of offering a vast range of objects, from the everyday essentials (seats, stools, sofas, furniture) to collections of tableware, shoes, bags, and even toys. This year I found myself working on projects that were completely different to one another, from a system of sofas (Largo), to a hyper-technological, industrial and incredibly lightweight chair (Piuma), a line of jugs and glasses (Tynn), and a new idea for Kartell Kids. It ranged from macro to micro, from the serious to the amusing... But remained within the same philosophy of quality industrial design.

**Alberto and Francesco Meda.** When Kartell suggested the idea of a technical lamp and desk, we immediately understood that it could prove an incredibly demanding project for both the company and ourselves, in the sense that it was very stimulating. A challenge. Having to deal with plastics, and the issue of having a structure that needs to be balanced in order to work well, required in-depth research that led to an innovative design for the Kartell collection whose concept was functional yet decorative at the same time.

**Alessandro Mendini.** Kartell’s attitude towards interpreting and using plastics is unconventional and almost miraculous: it manages to make objects “self-luminous”. It is a kind of sense of luxury made available to the masses. This is incredibly valuable. I made this Chinese-style stool, the traditional ceramic Chinese stool, featuring a pattern in homage to Roy Lichtenstein with the dots from his paintings.

**Fabio Novembre.** Ever since I was a student I have been taught to design for others but this time I failed: this lamp is for me. Towards the middle of my life I too became lost and felt the need for an object that would light the way. A lantern, just like the old-fashioned ones: simple, long-lasting and sturdy. An object that would accompany me on my wanderings, a light to follow in the dark. Every personal story reflects a shared feeling. It would be wonderful if this little lamp could serve to scatter the shadows and find a way out. Let’s get back on track, because there is a long road ahead.

**Eugeni Quitllet.** This is the fruit of the most sophisticated technology and the most poetic and refined aesthetics. We worked with Kartell to design a chair that defied the laws of gravity, was a marvel of beauty, and incorporated the most cutting-edge industrial processes. The result is the Dream’Air. This graceful yet technological chair is a new way of looking at design, that is both ultra-modern and timeless. An enduring classic. Thanks to Kartell’s continual research and technological innovation in the fields of materials and processes, we were able to beautifully float dreams on the air.

**Philippe Starck.** “Generics” are things that we no longer see because they have become hidden or so integrated into our lives, our culture, that we have almost forgotten they exist. We need things that no longer speak, in other words, things that exist, nothing more. Being, being, and no longer speaking. But also a bit of comfort and a bit of tenderness.

**Patricia Urquiola.** The lengthy relationship I have established with Kartell for the Jellies Family tableware project has brought to life another new collection. It is the result of continuing research into materials and applications within the tableware universe. It led to us conceiving the idea of a new line in which tables could be dressed differently by applying forms, effects and aesthetics from other worlds and materials to plastics. Its name is Trama, meaning a story, something tactile - which is also important in this collection - and something more geometric, sharper and stricter.

**Tokujin Yoshioka.** Kartell has the capacity to create a special melody with plastic and my role is to harmonise transparency with light by creatively playing with surfaces. This is how things have worked for every project I have done with Kartell. It is out of my harmony with the material that the new Planet lamp was born. This sparkling object whose many-sided surface randomly diffuses light was achieved by playing with the thickness of the transparent plastic.

Kartell Kids, Claudio Luti. Kartell has always been linked to childhood experiences, with concepts that revolve around the themes of exploration, research, and innovation. In fact, our products are by nature fun, playful and exciting. For this reason I wanted to launch a new chapter in Kartell's story and create a new line dedicated to a market segment that we hadn't explored yet.

For more information:  
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## THE "KARTELL WORLDS" AND NEW PRODUCTS FOR 2016

### Technological, process, and materials innovation

Kartell's creative approach towards its products inevitably requires innovation in the field of processes and continual research into the new working methods and new materials that represent the brand's added value. From the transparent plastics that ushered in a new era in plastic design, to the continual analysis of how moulded materials perform, Kartell has challenged itself to break new ground ranging from injected carbon to moulded organic fibres.

#### Organic Chair, an Antonio Citterio design

Kartell has employed a revolutionary material to present a sustainable item of furniture with an industrial background that is both high quality and highly creative.

This so-called Organic Chair is made from BIODURA™, a material obtained from renewable raw materials, and was designed by Antonio Citterio. The Organic Chair's main characteristics are its overall quality and those little details. The raw material is organic in nature and comes from renewable plant-based sources that will not disrupt food production. Through a biological process, microorganisms "attack" waste material to create biomass that is similar to plastic. After a series of processes to perfect its composition, this biomass becomes a very high-quality material that Kartell has injection moulded just like other plastics: a first in the world of furniture.

Kartell has therefore come up with a sustainable design in line with its industrial philosophy based on the concept of quality and durability and that ideally, at the end of its working life, in the right conditions, can re-enter the biological cycle or biodegrade.

Organic Chair is perfect for both indoor and outdoor use as it is extremely durable, which also makes it perfect for the contract market.

#### Quality:

- Material obtained from renewable plant-based raw materials not intended for human consumption
- Sustainable material
- Material that will not be exhausted because it is naturally regenerated cyclically
- Long-lasting, high-quality material (can be injection moulded) with excellent physical and mechanical properties
- Recyclable material (objects disposed of on the basis of current provisions for common plastics)

BIODURA™ @SOFTER IS A REGISTERED TRADEMARK exclusively available from KARTELL

### **Piuma, a Piero Lissoni design**

2016 saw the completion of the “Piuma” project by Piero Lissoni. The chair is one of the most revolutionary and enterprising products in Kartell’s repertoire of technology and materials.

It took three years of intensive research to settle on the unusual blend needed to create Piuma’s basic design: a carbon-filled thermoplastic polymer compound that gives the structure greater mechanical rigidity and a lower weight. This is a compound that comes from completely different sectors of the industry - automotive and aeronautics - and was therefore completely unprecedented in the world of furnishings.

By applying its injection moulding techniques in a sophisticated new way that was designed especially for this material, an exclusive in the world of industrial design, Kartell has managed to create a chair that measures just a few millimetres thick (2 mm max), resulting in an ultra-light product (barely 2.2 kg). It is the first time that a material containing carbon fibre has been injection moulded, and for an aesthetic, stylish product at that. Thanks to this unprecedented mix of materials, the Piuma is not only extremely light and slender but also incredibly durable, flexible, suitable for outdoor use and foldable.

### **Dream’Air, a Eugeni Quitllet design**

The final version of the Dream’ Air is here at last: introducing a seating concept that Kartell has never before visited in terms of form. The chair is made in a single mould with a seat that seems to levitate in the centre.

## **Transparent design**

Kartell is continuing its research and innovation into the injection moulding technology that produces transparent polycarbonate in a single mould, the most famous example being the Uncle Jack sofa. In 2015 the sofa won the Good Design Award, while in 2016 it received the Red Dot “Best of the Best” prize.

### **Sir Gio, a Philippe Starck design**

And now the final version of the Sir Gio table by Philippe Starck, which will complete theAunts&Uncles family, has arrived. With a transparent polycarbonate base and tabletops in various sizes and colours, Sir Gio is a tribute to lightness, the purity of forms, and even to freedom of expression. The bases are available in four colours and can be combined with four different colours of tabletop, be it tone on tone or contrasting, to give a total of 16 possible combinations.

### **Blast, a Philippe Starck design**

The Blast line is composed of two different-shaped side tables (oval and circular) with transparent bases and tops. The design is an evolution of the Sir Gio table, meaning that different-coloured bases and tabletops can be put together. The centre of the base can be metallic chrome or copper.

### **Anger, a Philippe Starck design**

Inspired by precious stones with a setting whose uneven lines amplify the stone’s refractions, the Anger mirror is an item of furniture that is more than just a piece of décor: it is a true work of art, available in three colours (ruby red, emerald green and transparent diamond).

## **The birth of the new Kartell Kids line**

Kartell is launching a new line dedicated to the world of kids, with iconic pieces of furniture designed specifically to suit children’s sizes and favourite colours. The first collection - which will make its debut at the upcoming international Milan Salone del Mobile - includes projects by Nendo, Ferruccio Laviani, Piero Lissoni, and Philippe Starck.

When it comes to kids, Kartell’s experience goes back a long way. Indeed, the very first Kartell chair was designed for children. The 4999 designed by Marco Zanuso and Richard Sapper in 1964 was the first chair in the world to be entirely made from plastic. It won the Compasso d’Oro and was the first piece of furniture in the Milan-based company’s “habitat” range. Fifty years later, the Kartell Kids line has taken shape with new products that respond to the needs of the market and that perfectly respect Kartell’s contemporary style. The aim is to give a precise identity to the kids segment, which is for youngsters aged three to eight years, by redesigning elements from the Kartell catalogue and adapting them to suit environments used by children, as well as by creating new products designed specifically for this “target audience”.

The line is split into three threads.

Furniture that functions as seats or flat surfaces but which at the same time can transform into real “toys” in order to fill both everyday spaces and play areas.

The latest additions include the transparent polycarbonate **Airway** seesaw by Philippe Starck, the **Discovolante** car and the **Testacalda** tractor by Piero Lissoni (made from methacrylate with a metal structure), the **H-horse** rocking

horse by Nendo (made from transparent methacrylate) and the **Smile** series of stools in a range of fun shapes and colours. This original version of the well-known emoticon brings new characters to life, with its transparent polycarbonate bases and thermoplastic technopolymer seats.

Ferruccio Laviani has created a small table named **ClipClap** which has been designed to be a “construction game”. ClipClap is a table/desk made from blocks of coloured transparent plastic that let you adjust its height. It also comes with two different tabletop options: a transparent version and a blackboard finish.

Within the Kartell Kids line the Lou Lou Ghost can now be personalised, allowing customers to order the most famous Philippe Starck seat (a miniature of the Kartell bestseller) with their child’s name on it and a special drawing or inscription.

The line is rounded off by the “mood kids” series which was inspired by existing Kartell products, available in fluorescent and pastel colours. A few “classics” such as Fl/y by Ferruccio Laviani, the Lou Lou Ghost seat by Philippe Starck, the Libreria Componibile by Giulio Polvara, and Bookworm by Ron Arad have been kitted out with new colour schemes to better fit in with kids’ aesthetics and slip seamlessly into their dedicated spaces, whether at home or in public.

## Office and Contract

Kartell’s experience in the contract market continues to grow and is becoming one of the biggest assets of its commercial strategy. The many products that already existed in its catalogue now sit side by side with designs that have been specifically created for the contract world.

### Generic Chair, a Philippe Starck design

A new family of seats with a functional and basic design. The designer’s intention was to identify the “generics” of chairs used in public spaces, with a model A (relating to the world of offices) and a model C (standing for “Cafe”, and therefore bars, restaurants, and venues).

### Multiplo, an Antonio Citterio design

The final version of the Multiplo line of tables is being launched. This broad range of tables marks a milestone in design and industrialisation, ranging from the minimalist to the decorative, from pop art to more elegant designs, from bourgeois dining tables to the perfect bar tables for contract furniture. Its multi-purpose nature has been conceived to make it highly customisable, playing with forms (a rounded square, circle, and oval) and the mix-and-match bases (central base, or with two, three or four spokes) and tabletops (in solid grey or marble and glass finishes).

## Kartell in Tavola

The Kartell tableware line, launched in 2014 with three product ranges (Namasté by Jean-Marie Massaud, I-Dish by Davide Oldani, and Jellies Family by Patricia Urquiola), has been enriched with new products and designers to render even more complete a segment that saw immediate success and approval, and that has carved out a space not only in Kartell’s traditional retail channels but also in the specialist distribution sector.

Patricia Urquiola has created a brand new tableware collection named Trama (a complete set of plates, jugs and glasses) that drew inspiration from Japanese ceramics and the sophisticated textures and natural, opaque colours of the earth. Like terracotta tea services in country houses, the plates are coarse to the touch and feature graphics that elegantly highlight the collection’s simplicity. The glasses and jugs, in contrast, were inspired by the most exquisite crystal available yet bear the same markings as the plates. The Jellies Family meanwhile, which heralded a new way of perceiving tableware by using transparent products moulded with various relief patterns, has been expanded to include new elements such as tea services.

Piero Lissoni is presenting a new line of jugs and glasses, Tynn, made from methacrylate and inspired by the master glassmakers of Murano. Composed of three shapes and measures of drinks jugs and glasses, it stands out for its slightly irregular shape that sits perfectly with the play of transparency and colour. It can even be used in contrasting colour schemes thanks to its bright, almost neon colours.

## **Kartell Soft and fabric research**

Today, the world of upholstery is not just a stylistic experiment for Kartell. Rather, this sector has been honoured with a dedicated catalogue and a collection of fabrics that have been carefully designed to adhere to the company's style.

### **Largo, a Piero Lissoni design**

Another brand new model coming out in 2016 is the Largo, a sofa system with various possible configurations that offers solid support and a linear design thanks to its wide cushions. This product is rendered particularly special by the textiles research that went into it, representing a new field of development for the Kartell Soft collection. In fact, the Kartell Soft catalogue has now been completely updated with a broad choice of fabrics (cotton, linen, trevira) both in plainer versions and patterned and graphic models (various floral patterns, houndstooth, stripes) for the indoor models of the Pop, Pop Duo, Plastics, Plastics Duo and Trix by Piero Lissoni and the Foliage by Patricia Urquiola. In addition, the Pop Outdoor collection has various new textile variants in both its basic and striped versions.

## **Kartell Lights: technical yet atmospheric lighting**

The lighting sector continues to represent an important voice for Kartell. Its collection of lamps has been enriched with more technically-sophisticated and innovative designs in terms of both their moulding and their light sources, and at the same time is treading new ground by going beyond mere decoration in order to provide technical light suitable for working environments.

### **Aledin, an Alberto and Francesco Meda design**

Aledin is an LED table lamp whose articulated polycarbonate stand contains two aluminium rods that function as conductors in the place of wires. In the Tec version, the lamp has a flat head. It is ideal for office use. The Dec version of the lamp is designed to decorate interiors and its head features a small, many-sided cone.

### **“Lantern” lamp, a Fabio Novembre design**

Fabio Novembre has designed an original portable LED light: an injection-moulded, transparent, “rechargeable lamp” that is charged by placing it on a conductive base. The light is projected through a graphic effect in the design. Available in amber, crystal, smoke, red, and wisteria versions.

### **Nest, a Ferruccio Laviani design**

Ferruccio Laviani has come up with a new table lamp whose name, Nest, is derived from the shape of its structure. The main body is formed of a lattice through which the light escapes, screened by a slightly thicker section that serves as a shade. The lamp is injection moulded in both its “solid” and transparent models.

### **Kabuki, a Ferruccio Laviani design**

The final version of the Kabuki floor lamp is now here. The Kabuki lamp's sophisticated injection-moulding technology allowed Kartell to create a woven structure that resembles lace, with a special openwork surface through which light is diffused.

### **Planet, a Tokujin Yoshioka design**

A complete family of lamps (pendants, low table lamps, and lamps with metal structures) its special feature is the shape of its slightly elliptical diffuser. Its transparent surface, which is many-sided both inside and out, creates a rich tapestry of reflections. The table lamp comes in three versions: smoke/black, yellow/gold, transparent/chrome.

## KARTELL GOES SOCIAL

For a long time now, Kartell has communicated with consumers through a variety of channels, placing particular emphasis on using social media and the Kartell website to speak to them directly.

In order to offer the international public the chance to follow what Kartell is up to during the Salone del Mobile, a wealth of live online events has been planned.

On a dedicated Salone del Mobile site that reflects the aesthetics of the Kartell stand, numerous fringe events will be taking place, including video interviews with all of the designers.

Enjoy live streaming and interviews with Kartell designers on 12 and 13 April from the Salone stand and the Milan Flagship store

[kartell.com](http://kartell.com)

12/04 10 am Kartell Kids

12/04 11 am Philippe Starck

12/04 15 pm Antonio Citterio

12/04 18:30 pm Kartell+Lapo. It's a wrap!

13/04 11 am Ferruccio Laviani

13/04 15 pm Piero Lissoni

You can also keep up with what is going on via a number of influencers who will be using Instagram to show you their vision of Kartell.

Facebook, Twitter, Instagram, Snapchat

**#KARTELLMDW16 #TALKINGMINDS #KARTELLKIDS  
#KARTELLMEETSLAPO #FUORISALONE16**



NEST  
FERRUCCIO LAVIANI



ANGER  
PHILIPPE STARCK



TRAMA  
PATRICIA URQUIOLA



TYNN  
PIERO LISSONI



GENERIC  
PHILIPPE STARCK



ORGANIC  
ANTONIO CITTERIO



ALEDIN DEC  
ALBERTO MEDA



ALEDIN TEC  
ALBERTO MEDA



SIR GIO  
PHILIPPE STARCK



BLAST  
PHILIPPE STARCK



LANTERN  
FABIO NOVEMBRE



DREAM' AIR  
EUGENI QUILLET



LOU LOU GHOST  
PHILIPPE STARCK



SMILE  
NENDO



DISCOVOLANTE  
PERO LISSONI



H-HORSE  
NENDO



CLIP CLAP  
FERRUCCIO LAVIANI



AIRWAY  
PHILIPPE STARCK

2016 **Kartell**  
WHAT'S NEW





PIUMA  
PIERO LISSONI



MULTIPL0  
ANTONIO CITTERIO



PLANET  
TOKUJIN YOSHIOKA



KABUKI  
FERRUCCIO LAVIANI



BOB  
N°21 KARTELL



LARGO  
PIERO LISSONI



CALICE/COLONNA/PILASTRO  
ETTORE SOTTASS



ROY  
ALESSANDRO MENDINI



JELLIES FAMILY - COFFEE SET  
PATRICIA URQUIOLA



SMALL FL/Y - FL/Y - BIG FL/Y METAL  
FERRUCCIO LAVIANI



GLOSSY  
ANTONIO CITTERIO WITH OLIVER LÖW



MASTERS/MASTERS STOOL METAL  
PHILIPPE STARCK WITH EUGENI QUITLLET

# 2016 Kartell SAMPLE ORDER