

Kartell

Kartell and artificial intelligence - the A.I. project is born

In its 70 years of history, Kartell has interacted with mechanics in the implementation of industrial processes aimed at transforming a design into a product that can be reproduced on a large scale using increasingly sophisticated molds.

Today, in the year 2019, Kartell's interactions with machinery have stepped up a notch. We bring you the first design object conceived by artificial intelligence, born in response to input received from the designer (Philippe Starck) and from the company (Kartell).

Specifically, creative thinking and artificial intelligence have merged to develop a chair model created using an algorithm that respects the original brief - a comfortable seat that has the structural strength and solidity requirements to ensure certification and respect aesthetic standards of simplicity and clean lines.

From the collaboration between Kartell, Philippe Starck and American firm Autodesk, leading producer of 3D engineering and entertainment software that helps to imagine, design and create a better world, comes the A.I. series, the fruit of collaboration between artificial intelligence and human intelligence, termed by Starck himself "Natural Intelligence".

"Kartell, Autodesk and I," says Philippe Starck, asked artificial intelligence a question: Artificial Intelligence, do you know how we can rest our bodies using the least amount of material? Artificial Intelligence, without culture, without memories, without influence, responded only with intelligence, its "artificial" intelligence. A.I. it is the first chair designed outside our brain, out of our habits and how we are used to thinking. And thus, a new world opens up to us. Unlimited".

"When Philippe gave me his idea and the results of his work done in collaboration with Autodesk – says Claudio Luti, President of Kartell – I immediately accepted the challenge of starting an industrial production on a project that for the first time was not born of our direct relationship or the dialectic between me and him in these thirty years of collaboration."

"Working with Starck and Kartell has been an inspiration. The opportunity to understand their design philosophy and approach to problem solving is incredibly valuable for our team as we think about how to fulfill Autodesk's vision for the future of manufacturing," says Mark Davis, senior director of design futures at Autodesk. "This is a research collaboration at the pinnacle of the industrial design world, resulting in one of the most creative outcome we've ever tried to achieve with generative design."

For further information:

Kartell - International Press Office - Tel. +39.02.900121 - email: press@kartell.it
www.kartell.com