



## **KARTELL SMART WOOD COLLECTION: WHEN WOOD MEETS TECHNOLOGY, POETRY IS MADE**

The Kartell Smart Wood Collection was born from a love for design, for those distinguishing features unique to every object, but above all it comes from a continuous search for the new and the innovative. The creative concept developed by Philippe Starck began with the choice of a material, and that material was wood - the noblest and the oldest, transformed by Kartell into an industrial product.

Using patented technology, the wood is worked with a mold designed to bring the curvature of the panel to the very edges, creating a seat with sinuous roundness, combining the beauty of the wood and its ability to connect to nature with extraordinarily ergonomic lines. For the first time ever, Kartell has managed to bring three-dimensionality to a product that until now has been two-dimensional, in which even the side sections create welcoming, embracing curves, to ensure maximum comfort.

The collection features pieces of furniture that mark a new chapter in the history of the brand, becoming part of the wider "Kartell loves the planet" project, aimed at enhancing good practice for sustainability throughout the production process and in the use of the raw material with low environmental impact.

*"After years of research we have come to approach wood with a lot of respect for the nobility of the material, but at the same time we have married it, where technology has*

*permitted, in order to uphold the industrial characteristics inherent in our brand's DNA", states Kartell President Claudio Luti. "With the Smart wood collection, we have moved the paradigm, it is no longer a question of using wooden elements to build the structure, but the wood itself curves and becomes a three-dimensional seat. We were thus able to fully express the true essence of wood by blending industrial production, beauty, strength, comfort and flexibility into a single product".*

For this season, the Smart wood collection comprises the regal K/wood armchair, also available with leather-upholstered seat, plus matching S/Wood footrest with the same finishes, and the Q/wood (with black or white plastic seat) and P/wood chairs, which feature unique woodworking that combines timeless elegance with contemporary shapes. Available in basic veneer or light or dark stave oak, with frame in chrome plated or painted steel.

*"Since always, Kartell has been using human intelligence to transform raw material into magical furniture, states Philippe Starck. Now, Kartell is using the same talent to transform the slightest bit of wood dust, the smallest film of wood, the humblest wood residue, into furniture. Elegantly timeless. The great Ray and Charles Eames proved the modernity of the intelligence of plywood; more than 50 years later, technological progress has allowed us to offer even more with even less. That's the Smart Wood collection."*