

STARCK APPEAL

A PROFILE IN STYLE AND MEANING

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ONE OF THE WORLD'S MOST PROLIFIC DESIGNERS, WITH A DELIGHTFUL AND MISCHIEVOUS SENSE OF HUMOR, A CAREER SPANNING FOUR DECADES AND STRETCHING OVER THE IMAGINATIVE LANDSCAPE IN ECLECTIC ABANDON, PHILIPPE STARCK KNOWS NO BOUNDARIES. THE FRENCH DESIGNER HAS STAMPED HIS INIMITABLE MARK ON ALMOST EVERYTHING THE HUMAN MIND CAN CONCEPTUALIZE, FROM MINERAL-WATER BOTTLES TO HIP HOTELS AND RESTAURANTS, HOME AND KITCHEN ACCESSORIES TO MEGA LUXURY YACHTS, AND EVEN HIS VERY OWN FASHION LINE.

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he man who has become a global brand, and boasts of working on more than 200 projects at any given time began life simply as the son of an aeronautical engineer. Born in Paris in 1949, he attended the École Nissim de Camondo and showed early signs of precociousness, sketching and drawing almost incessantly. In 1969 staying true to promise, he became art director at Pierre Cardin's publishing house and soon embarked on a career as an interior decorator. His stylish early interiors can be seen in the audacious décor of the nightclub "La Main Bleue" in Montreuil (1976), the legendary Parisian nightclub "Les Bains Douches" (1978) and the Starck Club in Dallas. At the same time he founded his first industrial design company, Starck Products, which he later renamed Ubik after the famous Philip K. Dick novel. Here he initiated his collaborations with the biggest design manufacturers - Driade, Alessi, Kartell in Italy, Drimmer in Austria, Vitra in Switzerland, Swiss and Disform in Spain, among many, many others.

His stunning, creative spontaneity and his flair for the unusual brought a commission from President François Mitterrand in 1982 to redesign his private residence in the Elysée Palace in Paris. The commission symbolized a formal and institutional recognition. The following year his fame went viral thanks to the success of the Café Costes, a new venue both functional and elegant, which in a way encapsulates Starck's mantra for successful design. It contained all the essence of Starck architecture

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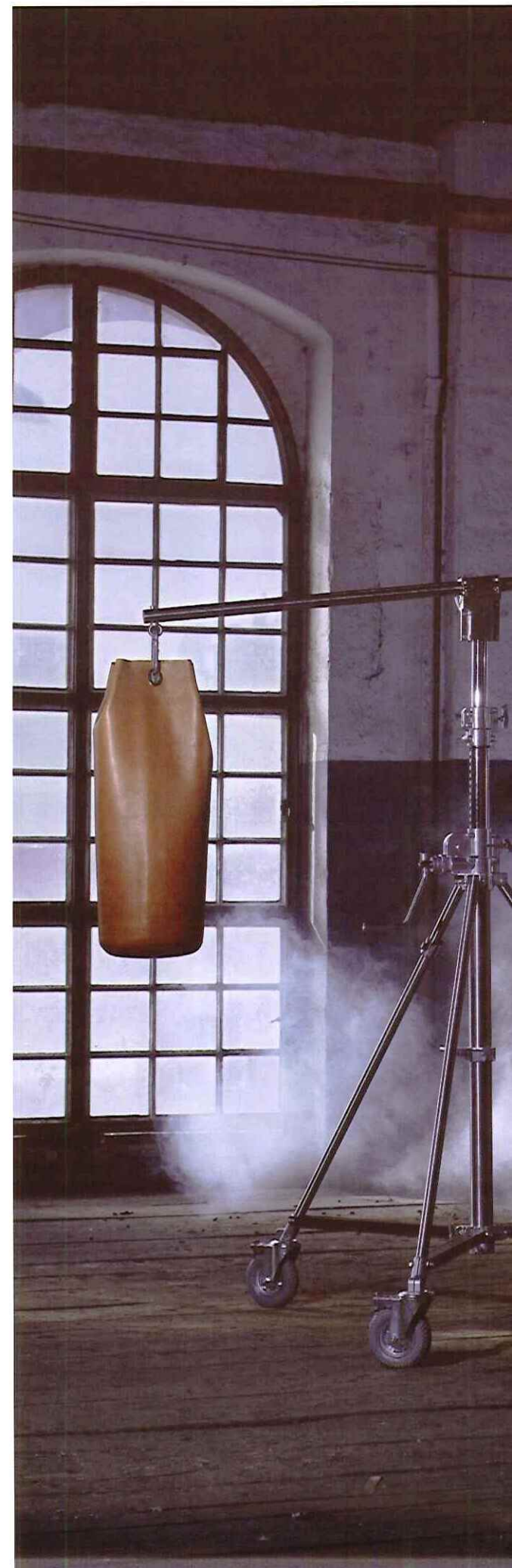


while converging with the birth and the flourishing of a community, displaying a unique understanding of the 'cultural tribe'. His reinvention of the codes of the Parisian cafe made it the cafe par excellence.

Since those landmark moments, each subsequent decade has seen him at the forefront of contemporary design, turning his attention to things as diverse as a humble toothbrush or a lemon squeezer, both of which are considered avant garde masterpieces, as well as to grander projects such as hotel chains, apartment blocks or the Virgin Galactic spaceport.

Starck first showed interest in living spaces while he was a student at the Ecole Nissim de Camondo in Paris, where in 1969 he designed an inflatable house, based on an idea of immateriality. Although he considers himself no more an architect than designer, in 1989 he started building in Japan, with completely new forms. The first in Tokyo was Nani Nani, striking in originality, an impressive anthropomorphic building covered with a living material that evolved with time. The structure was born from the powerful conviction that creation must invest in an environment without destabilizing it while maintaining the greatest respect for its context. A year later he confirmed his status as leader of avant-garde architecture with the Asahi Beer Hall in Tokyo and then an ensemble of offices in Osaka, known as the Baron Vert, in 1992.

A pioneer of impressionist reasoning, he made buildings that even when dedicated to work celebrated life. In France he was commissioned





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01 With the Starck by Fietco collection, Philippe Starck has cast his contagious, high-end visionary design approach into designing carpets.

02 Transparency, sinuous lines and elegance are the distinctive features of this table lamp - Be 200.

03 In 2011 Starck designed the grayly-declining floor lamp for the Barcelona, Maric Gogone. The colorfully combined, minimalist configuration with dark white and chrome metal.

04 The design of the lamp, with its elegant and minimalist lines, is a perfect example of modern design.

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to design the control tower at Bordeaux's airport (1997) and the extension of the Ecole Nationale Supérieure des Arts Décoratifs in Paris (1998). Jean Paul Gaultier, designer of vision and enfant terrible of French fashion, entrusted his imagination for his showrooms in London and New York, and in 2002 Philippe Starck designed Gaultier's boutique in Paris. Through the years this architectural vision has occurred naturally and seemingly without plan, with iconic venues springing up periodically in the biggest cities of the world. Hotels and restaurants dotted across the globe carry the Starck vision. The restaurants Bon I (2000) and Bon II (2002), the Mori Venice Bar (2006) and the Paradis du Fruit (2009) in Paris, while in the USA there was the Katsuya in Los Angeles (2006), the first of a series of Japanese restaurants.

1988 was a milestone in Philippe Starck's career. The business of hospitality saw an audacious revolution engineered greatly by him when along with Ian Schrager, he created a vision and a new set of codes with the Royalton in New York, which put humans back into the heart of the designer's work. Hotels were seen no longer as impersonal venues for transiting passengers, but as living, breathing spaces bursting with humor, irony and committed to creating happiness. Committed to his ethics yet savvy enough to know that the business must reflect the movements and flux of the world and its ideas, he reinterpreted the codes of the luxury hotel industry in Paris with





06 Palazzina Grassi, the first hotel designed by Philippe Starck in Italy, combines traditional Venetian décor - mirrors, mahogany, glass, antique bricks - with highly innovative contemporary design features.

07 In 2008 Starck designed the hotel, Mama Shelter which bears witness to the new social values of an open minded cultural tribe founded on rigor, honesty, humor, intelligence and sharing.

08 Philippe Starck, one of the most unusual, quirkiest and exciting designers of the past 20 years.

vigor and fantasy when he added a dash of poetic and surreal folly to the oldest five star hotel in the French capital - the Meurice. With the same momentum, 2010 saw the re-opening of the Royal Monceau, a symbol of luxurious Parisian elegance splendidly revived as a home rich with history, art and sophistication. First opened on August 1, 1928, this distinguished hotel became a rendezvous for artists, intellectuals, and celebrities from Ernest Hemingway, General Eisenhower and Ho Chi Minh to Michael Jackson, Madonna and Robert de Niro. After a bit of a lull, in 2008, the hotel closed down for renovations and got a much-needed breath of life. Starck's poetic interiors attempt to bring the Paris of the 1920s into the modern age with an exuberant and luxurious design, welcoming one not just to pass through, but also to stay a while.

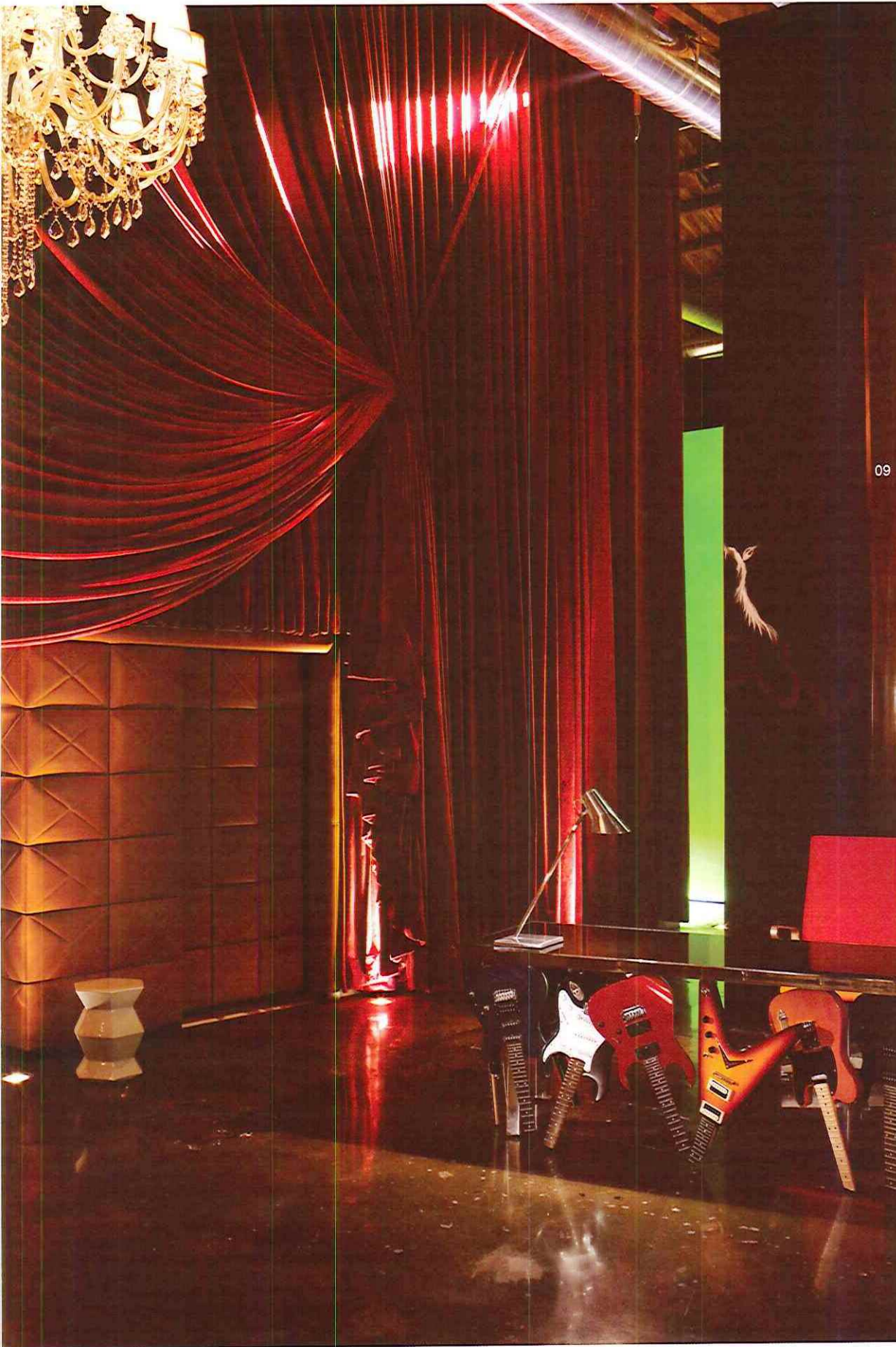
If Starck is any one thing, he is a man of paradox. From the 1990s onwards he committed himself to another revolution, that of the democratization of quality, designer hotels. First was the Paramount in New York which offered rooms for \$100 and which has since become a classic of the genre. In 2008 he applied this generous, humanist idea to Paris by designing the Mama Shelter. This hotel bears witness to the new social values of an open minded cultural tribe founded on rigor, honesty, humor, intelligence and sharing. His vision that always encompasses the world and not just a city, has seen the Mama Shelter concept taking root in Lyon, Bordeaux, Istanbul among other cities.

The noughties, like the 1980s, required a revolution in the hotel industry. With the SLS in Beverly Hills (2007) under the impetus of visionary entrepreneur Sam Nazarian, Starck signed his very first luxury hotel in North America. He wanted to give it a heart and a feeling of humanity by transforming the reception into an experience where frontiers between design, art and daily life fade away. The lobby at the SLS Hotel, the Bazaar, became a veritable life center where a tapas restaurant and Norwegian health bar share space with a luxury patisserie counter and the mythical Moss concept store. Culinary designer and innovator extraordinaire, José Andrés, a pioneer of techno-emotional cooking, became a part the adventure. That the revolution was successful can be seen in the accolades that have been awarded to the business, bestowed by Condé Nast Traveller, Wallpaper, the New York Times, the Los Angeles Times among others.

Starck's vision next moved further to the east, to the Alhondiga in Bilbao, a cultural center nearly 30,000 square meters large where the 1909 façade has been preserved and the walls are ten meters thick. No other space in the world will offer as many activities under one roof while staying practical and creating new and surprisingly magical moments as a community. You can work, eat, drink, see an exhibition, take part in sports activities or read. Passers-by are able to watch everything through the windows.

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09 EASTWEST Studios in Hollywood received a renovation by Starck in 2009. Every visual element in the building is designed to create a whole new creative environment for the artists the studio hosts.

10 The George V location of trendy French restaurant and fruit room, Paradis du Fruit was designed by Starck.



In Port Adriano in Majorca, Philippe Starck offers a new urbanism designed to welcome boats up to 60 meters long, while utterly respecting environmental norms.

At the end of four decades of the Starck treatment, he is undoubtedly one of the giants of contemporary design. Look where you will, you will invariably spot a Philippe Starck design for any number of purposes you can think of. Design, for him, has been a cohesive view of the world, surpassing boundaries of time, place and civilization. When given the 2004 Lucky Strike Designer Award by the Raymond Loewy Foundation for his life's work, the jury justified their choice as follows: "Philippe Starck is probably the most unusual, quirkiest, and most exciting designer of the past 20 years and is likely to be for decades to come".