

Kartell

smart design for smart people

At Salone 2018, Kartell's technological innovation has sparked a revolution in design with a style that explores the new boundaries of contemporary living.

The world is evolving and becoming smart: we use smart devices and are surrounded by smart objects, and the future will also be smart. It is a trend in constant evolution that marks so many aspects of our lives and requires us to constantly reinvent ourselves and our day-to-day existence. Kartell could not remain untouched by this evolution, which is not only formal but also related to culture and customs. Design goes beyond the conventional relationship between shape and function and technological innovation - which has always been part and parcel of the brand as regards the objects and materials used - and is the spark for a true smart revolution.

We are talking about a revolution that has come about of its own accord, without the need for superstructures for its development or narration: it is the language of simplicity, a dialogue between shape, matter and creativity that suggests and helps to define the functions of individual projects, the real and undisputed stars of this Salone del Mobile.

Kartell presents itself as a major global showcase,

a corporate project that goes from the design of a product to its distribution, using various forms of expression that attract visitors, professionals and retailers.

There are two themes.

The display involves eight platforms, each for a project representing a macro-theme of the corporate strategy: new research into wood, with the WOODY collection; a focus on BIO themes and new materials; innovation of the SMART TABLES; the placing of value on essential and universal design for the OUTDOORS; the new proposals for LIVING and SITTING; the shapes and plays of light of the LIGHTING line; and, last but not least, the recent collaboration with La DoubleJ for investing life with warmth.

The Kartell stand, with its new products, introduces this year a real and important new retail space, an image perfectly mirroring all of Kartell's Flagship stores, shops-in-shops and stores in more than 140 countries worldwide, which represent the true places of honour for the brand and best transmit its values and concept of lifestyle. In this way, Kartell's smart revolution comes into direct contact with the brand's distribution network, strengthening a bond between the company, its values and the entire Kartell community that has never been closer.

KARTELL: SO SMART, SO SOCIAL! #Kartellgenerations #KartellMDW18 #smarkartell



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WOOD

Today, continuous technological research allows Kartell to use wood in an absolutely innovative way: thanks to a special patent, the wood is machined with a mould that can extend the limit of curvature of the panel and create the frame of the chair with sinuous curves.

WOODY COLLECTION

NEW Kingwood – designed by Philippe Starck

The armchair has a wooden frame in a lighter version, in ash or striped rosewood, with a plastic seat and plastic legs. The chair is completed by the variant with a leather seat.

NEW Queenwood – designed by Philippe Starck

The simplicity of the lines of this chair derives from the lightness and essence of the wooden frame, with a panel extended to its limit of curvature thanks to innovative technology. Princesswood is offered in both the most natural version in olive ash and in the more classic and formal style of striped rosewood, and is completed with plastic legs.

NEW Princesswood – designed by Philippe Starck

A comfortable armchair in royal style with unique rosewood processing. The armchair – in its various finishes – combines timeless elegance with contemporary shapes. The seat is available in plastic, leather and upholstery and is completed by a footrest that matches the same finishes.

“WOODY answers a desire and also a need for wood. This collection is not a fantasy because it is based on the basic human need to be surrounded with signs reminding nature and predicting the future. After more than 30 years of research, we have finally created wooden seats that really express, thanks to the alliance with plastic, the true essence of wood.” Philippe Starck

BIO

Kartell has always been attentive to the environmental sustainability processes for a product that is entirely recyclable and certified, and follows its research path in the bio world and after a few years of research, today it has found a sustainable and biodegradable material, which also fulfils the functional and structural requirements of a design product.

Bio Chair – designed by Antonio Citterio

Bio Chair was designed using a revolutionary natural material devised by Kartell, who has continued to test and improve on the organic credentials and performance of an industrial product both beautiful and well made.

A few icon of the brand are coated with the same bio material, such as Bourgie, Take and Cindy lamps by Ferruccio Laviani; Jolly small tables by Paolo Rizzatto and Tip Top table by Philippe Starck; Shanghai vase by Mario Bellini and I Shine vase by Eugeni Quitllet and Ghost Buster commode by Philippe Starck.

“For a designer, to work on the evolution of materials and above all, on biodegradable products over time is an extraordinary step, from the research perspective”. Antonio Citterio

SMART TABLE

Kartell explores new ways of living and sharing spaces, with solutions combining innovative furnishings and conviviality. For a new concept of the hearth that is both smart and welcoming.

NEW I-table – designed by Piero Lissoni

An innovative multi-living and smart table idea, which maintains its function as a support, study and conviviality surface, but can be transformed into a small cooktop, if necessary. It has essential lines and is equipped with an induction device inserted in the glass top that, if not connected, allows the entire surface to be used as a support base. Presented in black and white versions. #pierolissoni

“The new Kartell table is simply used as a table and from time to time, when needed, it could even be used as a kind of small cooktop: it is a table that mysteriously turns into something different”. Piero Lissoni

NEW Piazza – designed by Fabio Novembre

The creative process inspired by architecture and which began for Kartell with the EUR stool continues with a tray which reproduces, to scale, the surfaces and geometrical features of the squares of Lecce, the designer's native town.

NEW Trullo – designed by Fabio Novembre

Table containers with a conical lid, inspired by the architecture of the Alberobello houses.

"I was born in Lecce, a small city: the square was a meeting place for pre-mobile civilisation ... perhaps, the surface of this square/tray will serve as a memory to reflect on past times. Very close to where I was born there is a village called Alberobello, with houses that are a bit magical because they are built without any binders – temporary, just like the lives of those who lived there: ephemeral treasures for precarious lives, precious symbols of carpe diem". Fabio Novembre

NEW Trama – Tray designed by Patricia Urquiola

A new tray that enriches the tableware range, present in different shades.

Jellies Family sugar bowl and spoon - designed by Patricia Urquiola

New in the Jellies Family are the sugar bowl and spoon, available in the various colours of the Jellies collection.

"I am very aware of the tactility of objects and surfaces. With Trama, Kartell has allowed me once again to use and bring out this quality in the objects I design. In this case, I entertained the idea of having a tray with its own character, creating precise contours that could convey the texture of the objects." Patricia Urquiola

OUTDOOR

The collection covers the universal shape of pool area furniture. Research of shapes and ideas, which based on deduction relaunches from the essence to redesign outdoor chairs and sunbeds having precise characteristics: lightweight, stackable, indestructible and extremely functional.

SUN TAN COLLECTION

NEW Art Director – designed by Philippe Starck

A director's chair designed for outdoors, which mixes different colour combinations.

NEW Baywatch – designed by Philippe Starck

The classic wide beach style stripes dress a chair that is inspired by lifeguard posts, complemented by matching footrests, and are available in various colours.

NEW Nap Angel – designed by Philippe Starck

"The sleeping angel" welcomes the nap by the pool with a structure with simple lines, a pillow headrest and a mini integrated table.

NEW Pool master – designed by Philippe Starck

Comfort is combined with functionality in a sunbed with strong, clean-cut shapes, with a mini integrated table, available in various colours.

“SUN TAN is a generic collection of garden and swimming pool furniture that finds its elegant discretion in the minimum. Very light, totally indestructible, easily stackable and stored, this collection privileges ergonomics for an extreme functionality.” Philippe Starck

LIVING

The product family of soft and complementary furnishings is completed with new products that enrich the Kartell lifestyle, focusing entirely on simple shapes and highly technological materials that dress up the living space with a unique style, having an evolving soul but a strong personality.

NEW Betty Boop – designed by Piero Lissoni

A new two or three-seater sofa with a thin profile and delicate shapes. #pierolissoni

“Kartell continues to work on dual stylistic and technological innovation. Every year we add a new place where to sit: it is a sort of family that is slowly completing, and the new sofa will fit in very well with the rest of the collection”. Piero Lissoni.

NEW Ecoes – designed by Ludovica + Roberto Palomba

A circular mirror with a transparent plastic edge illuminated by a powerful and central light.

“The keyword is minimalism. Ecoes is a minimalist mirror, a perfect circle with a powerful light that illuminates it like a halo that disperses from the centre: the best place to put your face.” Ludovica + Roberto Palomba

Cara – designed by Philippe Starck with Sergio Schito

Living room armchair with cushion in various fabrics and colours.

“When we think of an armchair, we always think of something extra, something bigger, something more in every sense. On the contrary, Cara shows that the less we do and the less we have, the better we feel. Elegance of the minimum”. Philippe Starck

NEW Shanghai Coffee Table – designed by Mario Bellini

A new table in the shape of the Shanghai vase, with a top in various combinations of finish and a base in marble-effect ceramic.

“A small nifty table with light round top in “technical ceramic” and a multi-faceted column that reflects the flooring and carpeting like a crazy mirror. An optical illusion makes the column disappear and the table top “float” in mid-air. Just like magic.” Mario Bellini

SITTING

Kartell chairs have always been a great success in the brand's products. Chairs, armchairs and stools can express and synthesise the great technological research of the brand in a single object with extreme simplicity, and they then become strategic elements to immediately distinguish the environment with the Kartell lifestyle.

Matrix – designed by Tokujin Yoshioka

A chair made with a three-dimensional structure of high technological content in various colour combinations. 2018 News: the stool and rocking chair versions.

"Timeless beauty comes from the design of the structure". Tokujin Yoshioka

Venice – designed by Philippe Starck

A tribute to the city of Venice in a chair that can be used for a table or a living room that combines classic lines with comfort; the structure is matched with a fabric cushion, available in different colours.

"This model is a tribute to Arrigo Cipriani of Harry's Bar in Venice. Every time I see Arrigo doing the most modern thing I can imagine: continuously transforming this incredible urban microcosm in one hand turn".

Catwalk – designed by Philippe Starck with Sergio Schito

A chair for both outdoors and indoors – available in different colours – that represents the essence of the classic chair.

"Catwalk is the chair we've always seen in the Haute Couture fashion shows. A chair of French and monarchical origins, which solves the extreme paradox between humility and elegance". Philippe Starck

Be bop – designed by Ludovica + Roberto Palomba

An armchair available in various colours; it can have a cushion in leather or in contrasting fabric.

"Be bop derives from our love for travel ... There is always this desire to hybridise worlds: we looked for the wild, tribal elements of the project to express them in plastic material in the way Kartell processes it, creating sculptural objects, which are very light at the same time".

Ludovica + Roberto Palomba

LIGHTS

The light department of Kartell represents an extended territory where all the research of new stylistic and technological solutions for the decorative sector and to light up work areas is expressed together with the emotion conveyed by light.

Bellissima – designed by Ferruccio Laviani

The collection of lamps in two different sizes now presents three possible finishes: material, wood or transparent gloss, in different colours.

Mini Kabuki – designed by Ferruccio Laviani

A mini version of the lamp in a complex thermoplastic polymer with a characteristic perforated surface, from which the light diffuses.

NEW Big Battery – designed by Ferruccio Laviani

A maxi version of the 100% rechargeable and transportable abat-jour, ideally used for businesses and in cafes or outdoor restaurants, in different colours.

“Light and shape are the elements that make up a lamp, and it is interesting to see how, with Kartell, the evolution of plastic forms the basis of so many disparate projects. What I always try to do is make my lamps contemporary in relation to the technologies at my disposal, to create a light that balances technology, material and shape.” Ferruccio Laviani

NEW TOY Moschino – designed by Jeremy Scott

The iconic bear of Moschino, re-launched by the designer, Jeremy Scott, at the helm of the fashion house since 2013, becomes a table lamp for Kartell that interprets the playful, irreverent and colourful style that the two brands have in common.

“Having been a long time fan of Kartell and their illustrious history of superb Italian design, I feel so lucky to be included in their roster of collaborators, who rank as some of my biggest heroes.” Jeremy Scott

NEW Space – designed by Adam Tihany

A table lamp made of transparent plastic with an elongated shape: the silhouette recalls the shapes of the Space Needle, the tower that made the Seattle skyline famous.

“In designing the ‘Space’ Lamp, we drew inspiration from the futuristic spirit and iconic silhouette of the famous Seattle Space Needle”. Adam Tihany

KD28 – designed by Joe Colombo

A re-edition of the KD28 lamp by Joe Colombo, in the white version, with a tribute to the Milanese designer and his ability to redesign interior lighting.

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LA DOUBLE J

Colour, research and innovation: The DoubleJ - the project by J.J. Martin was created in 2015 to offer a new trend, consisting of prints, designs and vintage rarities - and meets the creativity of Kartell for a project dedicated to interior design. The DoubleJ prints dress the great Kartell icons in new ways, playing on the balance of shapes and colours.

SOFT

Clap by Patricia Urquiola
Madame by Philippe Starck
Trix by Piero Lissoni
Cuscini Largo by Piero Lissoni

LIVING

Componibili by Anna Castelli Ferrieri
Tip Top by Philippe Starck
Tovagliette by La DoubleJ

"The idea for La DoubleJ is to always partner with the very best of Made in Italy whether we're making silk dresses or porcelain plates. When it came to our first foray into furniture, Kartell was our top choice. Working with Kartell was an absolute pleasure and its iconic furniture are the perfect home for our vintage prints." JJ Martin