

## The technology of curves by Starck

Silvia Botti

Philippe Starck marks Kartell's entry into the world of wood, combining an industrial process with artisanal quality

It is one of those news stories that leaves its mark on a sector like ours. **Kartell** is bringing to the fair a collection of chairs and complements made of wood. It is called **Woody** and the designer is **Philippe Starck**. As Kartell's president Claudio Luti explains, "It was Starck himself who came to me to say that he had found a German technology to bend wood and work it in moulds." Luti was left in no doubt: "We can create curves, so this is the right time." But there again the long association between the French designer and the Noviglio-based firm (30 years this year) has always been about innovation. Back in 1988, in one fell swoop, Starck and Luti's Dr. Glob chair introduced a combination of two materials (steel and polypropylene), sharp corners, the thickness and opaqueness of plastic, and a soft-touch effect created with talcum powder and pastel colours. Now it is the turn of timber.

This is actually all about a special technique that puts cracked wood into a mould to make the framework of a chair, but bending the material in a single direction, so one operation either produces the seat or the armrests. This is why the chair also has a plastic base and legs. The veneer can be in any kind of wood and finished in a variety of ways. The combinations are potentially endless thanks (among other things) to the colour of the plastic parts and the possibility of covering the seat in leather or fabric. In his presentation of the first pieces in this new collection, Claudio Luti explained with a touch of pride: "They really are a part of our world, where industrial production has an artisanal quality to it. This is what we do: we're all about technology, quality, emotion."

**Kartell, via Carlo Porta 1 - via Turati**  
**Salone del Mobile, pavilion 20**



↑ Queenwood, Kingwood, Princewood and Princesswood, design Philippe Starck.