

Kartell



**smart wood
new family**

Wood – the sustainable material par excellence – continues to provide Kartell with the creative spark and inspiration it needs to produce original new pieces to add to the Habitat collection, which is now expanding into new areas such as Office and Home Office. The Smart Wood collection by Philippe Starck has been bolstered with pieces offering new functions, volumes and styles, with details such as high-performance, eco-friendly fabrics for some of the seating. Yet the brand's trademark design ethos, a celebration of curves and 3D elements, remains just as strong as it was when first released.

“The Smart Wood home office collection is the result of a lengthy process. I searched for ages for home office furniture with a warm feeling, and the Smart Wood collection is just perfect. It's not just made from wood... it's discreet, versatile and efficient enough to serve as office furniture. Today, working from home is more of an obligation than a choice. Times may change, but many people will carry on working from home for two reasons, firstly because home is where we're happiest and secondly because it enhances creativity and leads to clearer thinking and greater efficiency.”
P. Starck

The **ADAM WOOD** bookshelf, **AL WOOD** side table, **EARL OF WOOD** desk and the new versions of the **Q/WOOD** and **P/WOOD** armchairs, now on wheels, join the existing products in the range, expanding the number of wooden pieces available. It's a material that Kartell processes using cutting-edge technology in order to guarantee maximum resistance and longevity, in accordance with the most stringent environmental standards. Kartell uses the least amount of wood possible, all of it from FSC®-certified forests, which enables us to guarantee the provenance of the raw materials and contribute to the proper use of our forest resources.

ADAM WOOD is Kartell's first real bookcase for living areas. The shapes of its curved wooden shelves and 3-D painted steel frame have been optimised by CAD systems to reduce the use of materials and energy while creating an extremely elegant and robust structure. This

super-lightweight bookcase can be purchased and put up in next to no time. Adam Wood is an item of furnishing that can give a room a whole new personality thanks to its unique modularity. Bookcases can be placed next to each other to increase storage capacity and shelves can be installed at different heights to create unique, personal configurations. Adam Wood comes in dark wood with a black frame or in black wood with a black frame.

“I created the Adam Wood bookcase to complete my Smart Wood collection. I wanted to offer people who already have items from the collection in their lounge or home office a bookcase to complete the range. I dreamed for a long time of a super-lightweight and easily mobile bookcase. It had to resemble a spider in some ways and be based on a smart frame rather than on thick material. Adam Wood uses computer-calculated, minimal, three-dimensional steel rod. And my obsession with consuming as little material and energy as possible led to an extremely elegant design. When we achieve something minimal, we can be confident of amazing strength and durability. Today, my Wood collection is far more complete and perfect.”
P. Starck

EARL OF WOOD is a simple new desk with a curved wooden surface, offering the perfect solution to the Office and Habitat worlds on account of its myriad different functions. The upper and lower edges of the desk are curved, ensuring maximum practicality. The upper edge features a central incision, which serves as a stylistic feature while making it easier to fit with other pieces. Available with a light wood top and chrome structure or with a dark wood top and black structure.

“A curvaceous desk, ergonomic to be in harmony with the body and the dreams.”
P. Starck

AL WOOD is a side table which complements the Smart Wood collection. It features a structure made from chrome-plated or painted

steel, combined with a curved wooden top. A practical, useful piece, Al Wood bring an elegant presence to any room. Available with a light wood top and chrome structure or with a dark wood top and black and chrome structure.

“An elegant minimum in curved wood, a humble and indispensable servant.”
P. Starck

Q/WOOD - P/WOOD (rotating)

These brand-new rotating armchairs on wheels are the latest addition to the armchair collection. Both armchairs feature unique woodworking, combining timeless elegance with contemporary forms, and are available in three colour variants: light wood with a white seat and chrome structure, dark wood with a black seat and chrome structure or dark wood with a black seat and black structure.

Q/WOOD - AQUACLEAN®

The winner of the Red Dot 2020 award, this armchair features the innovative, eco-friendly Aquaclean® fabric, which can be cleaned using nothing but water and contains no PFCs, substances which pollute the environment and are harmful to our health. The structure of the chair is designed to facilitate cleaning and boost strength, reducing the risk of accidental tearing. It's also undergone Safe Front treatment, which prevents the spread of bacteria and dust mites.

“The perfect home office collection, natural, light, ergonomic, to finally work at home.”
P. Starck

“I've spent my life trying to create objects that are as smart as possible, that use the bare minimum of material and energy, and that are ideally timeless. In the past, I managed it using plastics. Today I am continuing the same work with eco-plastics that do not detract from the food cycle. These are the material of the future, perhaps the perfect choice.

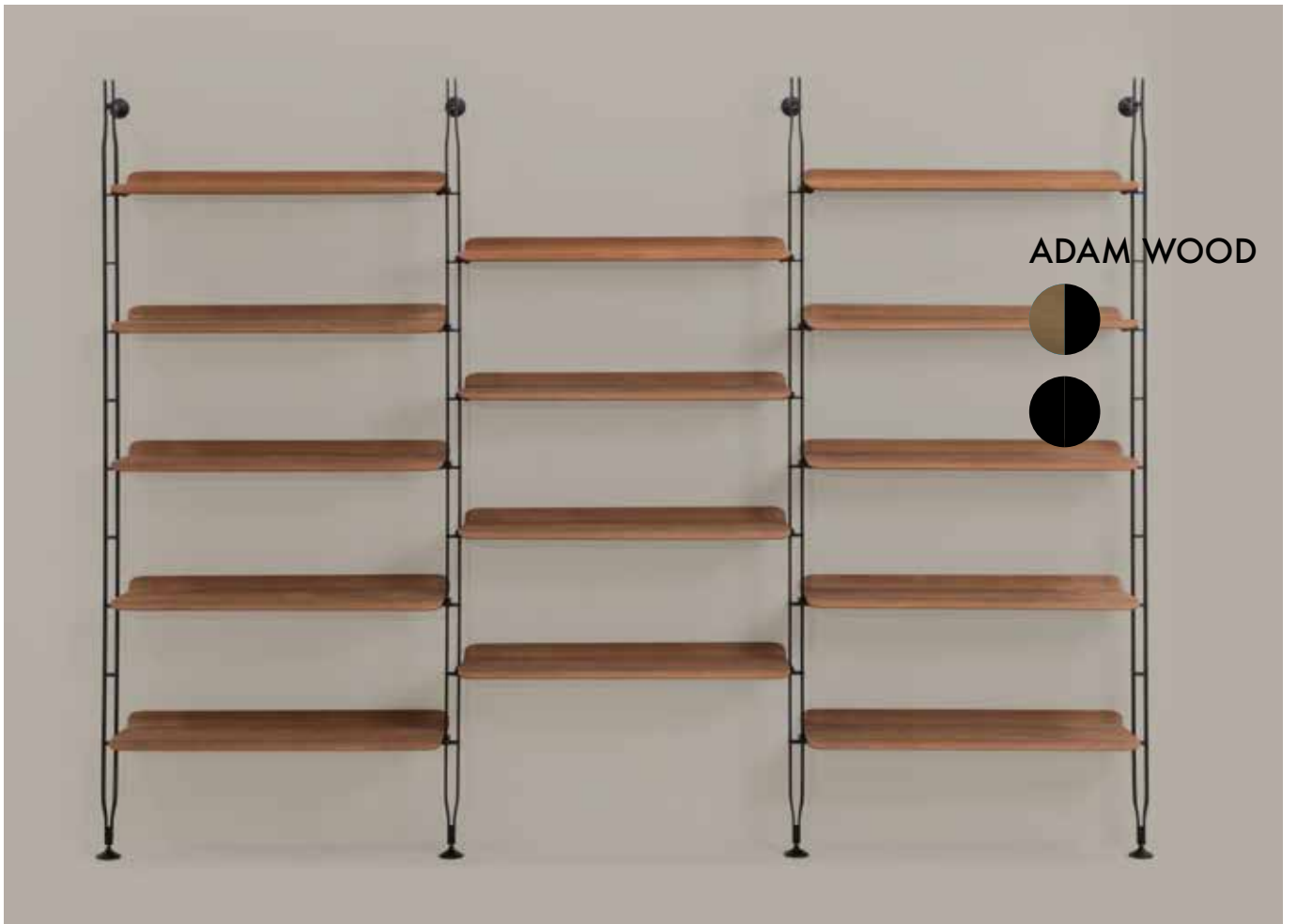
When I designed furniture using plastics, as a nature lover I wanted to work with wood instead. But I didn't want to cut trees down either, so I had to avoid creating large objects in solid wood. Like Charles Eames before me, I saw plywood as the ideal solution to this problem, but plywood used to be flat and there was no potential in flat, square furniture. Plywood never used to interest me because its design opportunities were far too limited. It has been a long road, but progress in design and production has finally made it possible to create sculpted wood furniture like that I used to design in plastic. That's how the Smart Wood collection began. And I'm very happy with it, because it's a project that has taken many years and has been completed one tiny step at a time. Smart Wood now is the right collection at the right moment in time. It has enabled me to satisfy my need for nature.”

P. Starck

FOR FURTHER INFORMATION:
Kartell - International Press Office
Tel. +39.02.900121
email: press@kartell.it

Adam Wood





Earl of Wood



Al Wood

