

Kartell

SMART WOOD COLLECTION

WHEN WOOD MEETS TECHNOLOGY, POETRY IS MADE



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THE INNOVATIVE POINTS OF THE COLLECTION

The Kartell Smart Wood Collection was born from **continuous research** and innovation, elements which form part of the company's DNA.

The creative concept developed by Philippe Starck began with the choice of a natural material like wood, which was transformed by Kartell into an **industrial product**.

Using wood sourced from **certified forests** with **minimal consumption of raw materials** in each element of which the product is composed.

Using **patented technology**, just a single fine layer of wood is **worked with a mould** designed to bring the **3D curvature of the panel** to the very edges to create a seat with unprecedented roundness.

Kartell has managed to bend this **material in 3D** in two directions, horizontally and vertically, to create **three-dimensionality** in which even the side sections create welcoming curves, to ensure maximum comfort while embracing the designer's creativity.

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Key points and FAQ to explain the product to the customer

1. WHY HAS KARTELL CHOSEN TO USE WOOD?

Research and innovation are part of **Kartell's DNA**, leading to a collection that uses a natural material, like wood, to make industrial products, thanks to a patented technology that allowed 3D curvature of the panels.

2. KARTELL LOVES THE PLANET

Attention to the issue of **sustainability**, minimal use of raw materials and wood sourced from certified forests.

3. PRODUCT COMFORT

The innovation of the material and technology allow the creation of a sinuous and easy-to-shape material, like a plastic material, thus obtaining a product that reflects the creativity and **design** of Philippe Starck and guaranteeing optimal seat **comfort**.

4. PRICE

Great price on the market; price comparable to wooden products made with 2D rather than 3D technologies, such as the Smart Wood collection.

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The Smart Wood collection includes the following products:

- **K/WOOD armchair** in royal style, available in wood or with leather upholstered seat
- **S/WOOD footrest**, with the same finishings
- **Q/WOOD armchairs**, in wood with white or black plastic seat
- **P/WOOD chair**, seat made entirely of wood

Available in **basic veneer**, made with plywood of overlaid beech, or **slatted ash**, in which the stripping and cutting of the trunk make the wood grain visible. Both the finishes of the light or dark wood, can be combined with **chrome steel legs** for the light version or **black painted legs** for the dark version.

The finish of this chair is the result of an advanced industrial technological system that uses a **natural material** like wood. Therefore, different shades and veins can be present for each product, representing the unique and precious beauty of this material.

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SLATTED ASH

BASIC VENEER

BASIC VENEER: plywood of overlaid beech

SLATTED ASH: plywood of beech plywood core and external cladding of slatted ash, in which the stripping and cutting of the trunk make the wood grain visible

The products of Smart Wood Collection are made with several layers of wood:

- 7 layers for K/WOOD
- 6 layers for S/WOOD, Q/WOOD, P/WOOD

N.B. The basic veneer version is characterised by more uniform colour, due to the homogeneous grain of the wood; the slatted ash version features a variety of veinings, making each product unique

Lessico familiare: dalla plastica al legno

KARTELL è una family company unica a cui Claudio Luti, il presidente, ha dato respiro planetario. Sostenuto dalla moglie Maria, coadiuvato dai figli e con l'apporto di geni come Starck, autore della prima seduta in legno dell'azienda.

di RICCARDO BIANCHI — foto di GIORGIA PANZERA



La memoria dei fondatori è sempre presente in Kartell. In azienda e in famiglia. Anna Castelli Ferrieri e Giulio Castelli, che costituirono Kartell giusto settant'anni fa hanno lasciato una passione dell'inventare, del ben fare e del fare bene così radicata nel dna familiare: ha contagiato chi li ha seguiti: Claudio Luti, il genero, Maria, la figlia e moglie di Claudio, e ora Lorenza e Federico, i nipoti. Una vera dinastia milanese che ruota attorno a un'azienda simbolo dell'Italian Style, la Kartell appunto, capace di dettare stili e tendenze, di fare della plastica – il suo core business, da tanti se non da tutti dannata per

"l'impronta" devastante che lascia sul pianeta – un materiale prezioso e non inquinante, perché riciclabile ormai al 100%. E ora nello spirito della diversificazione che anima la mente vulcanica di Luti, Ceo dell'azienda, alla plastica si aggiunge il legno. «Un giorno», racconta, «è venuto da me Philippe Starck. Lui ha da sempre il pallino di coinvolgermi nel progetto di una seduta in legno, ma finora la mancanza di tecnologie adatte sia dal punto della resa formale che dei numeri produttivi mi aveva trattenuto dal seguirlo su tale strada. Questa volta però sfoggiava un'aria trionfante. "Claudio, si può fare, ho trovato uno stampo che riesce a piegare il legno fessurato fino a dargli quella forma a guscio e quella ampiezza che serve per realizzare una seduta comoda". Ci abbiamo creduto e così abbiamo messo in produzione la *Smart Wood Collection*. Quella che mostriamo qui in esclusiva stampa. E presto ne arriverà una in bioplastica. Rivoluzionaria. □

RITRATTO DI FAMIGLIA. PAGINA PRECEDENTE: accomodati sulle sedute della *Smart Wood Collection* disegnata da Philippe Starck. Claudio Luti, Ceo di Kartell, la moglie Maria e i figli Lorenza, e Federico, che sono oggi operativi nell'azienda fondata nel 1949, nei ruoli rispettivamente di direttore marketing e direttore commerciale. Con loro è l'inseparabile pastore bernese Guapo. SOTTO: la *Smart Wood Collection*: la royal chair *K/wood* e le sedute *Q/wood* e *P/wood*. (Pag. 20 Stand A 15 B 14). Per celebrare i 70 anni di Kartell, durante la Milano Design Week si inaugurerà a Palazzo Reale la mostra "The Art Side of Kartell", curata da Ferruccio Laviani e Rita Selvaggio, in cartellone fino al 12 maggio.





ELLE DECOR - Italy



Kingwood, design Philippe Starck, poltrona e poggiatesta, seduta realizzata con un innovativo brevetto che crea una scocca stampata in legno con varie finiture. **Kartell**

INTERNI - Italy

NEW!

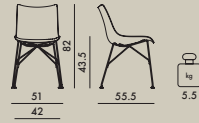
P/WOOD 2018
Design Philippe Starck

**SMART WOOD
COLLECTION**

**SMART WOOD
COLLECTION**

Q/WOOD 2018
Design Philippe Starck

NEW!

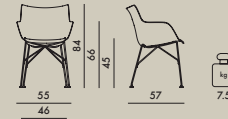


SEAT
Curved 3D wood
FRAME
Chrome-plated or painted steel

4911
Basic Veneer



4912
Slatted Ash



SHELL
Curved 3D wood
SEAT
Mass-dyed thermoplastic technopolymer
FRAME
Chrome-plated or painted steel

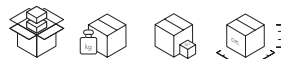
4913
Basic Veneer



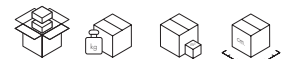
4914
Slatted Ash



	level achieved
EN 1022:2005	Compliant
EN 16139:2013+AC 2013	Compliant
EN 1728:2012+AC 2013	
6.4	L2
6.5	L2
6.6	L2
6.15	L2
6.16	L2
6.17	L2
6.18	L2
6.24	L2
6.25	L2



4911/4912 1 8.5 0.258 58X53X84



4913/4914 1 11.0 0.298 59X87X58



	level achieved
EN 1022:2005	Compliant
EN 16139:2013+AC 2013	Compliant
EN 1728:2012+AC 2013	
6.4	L2
6.5	L2
6.6	L2
6.10	L2
6.11	L1
6.15	L2
6.16	L2
6.17	L2
6.18	L2
6.20	L2
6.24	L2
6.25	L2
6.26	L2

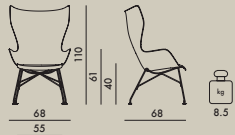
NEW!

K/WOOD, S/WOOD 2018

Design Philippe Starck

SMART WOOD COLLECTION

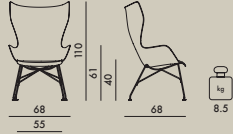
4915
Basic Veneer



4916
Slatted Ash



4917
Slatted Ash leather seat upholstery



4920
Slatted Ash leather seat upholstery



4918
Basic Veneer

4919
Slatted Ash



SHELL
Curved 3D wood

FRAME
Chrome-plated or painted steel

Basic Veneer



Slatted Ash



Slatted Ash



SHELL
Curved 3D wood

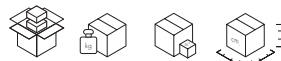
SEAT
Curved 3D wood with leather seat upholstery

FRAME
Chrome-plated steel



EN 1022:2005 level achieved Compliant
EN 14139:2013+AC 2013 Compliant
EN 1728:2012+AC 2013 Compliant

6.4	L2
6.5	L2
6.6	L2
6.10	L2
6.11	L1
6.15	L2
6.16	L2
6.17	L2
6.18	L2
6.20	L2
6.24	L2
6.25	L2
6.26	L2

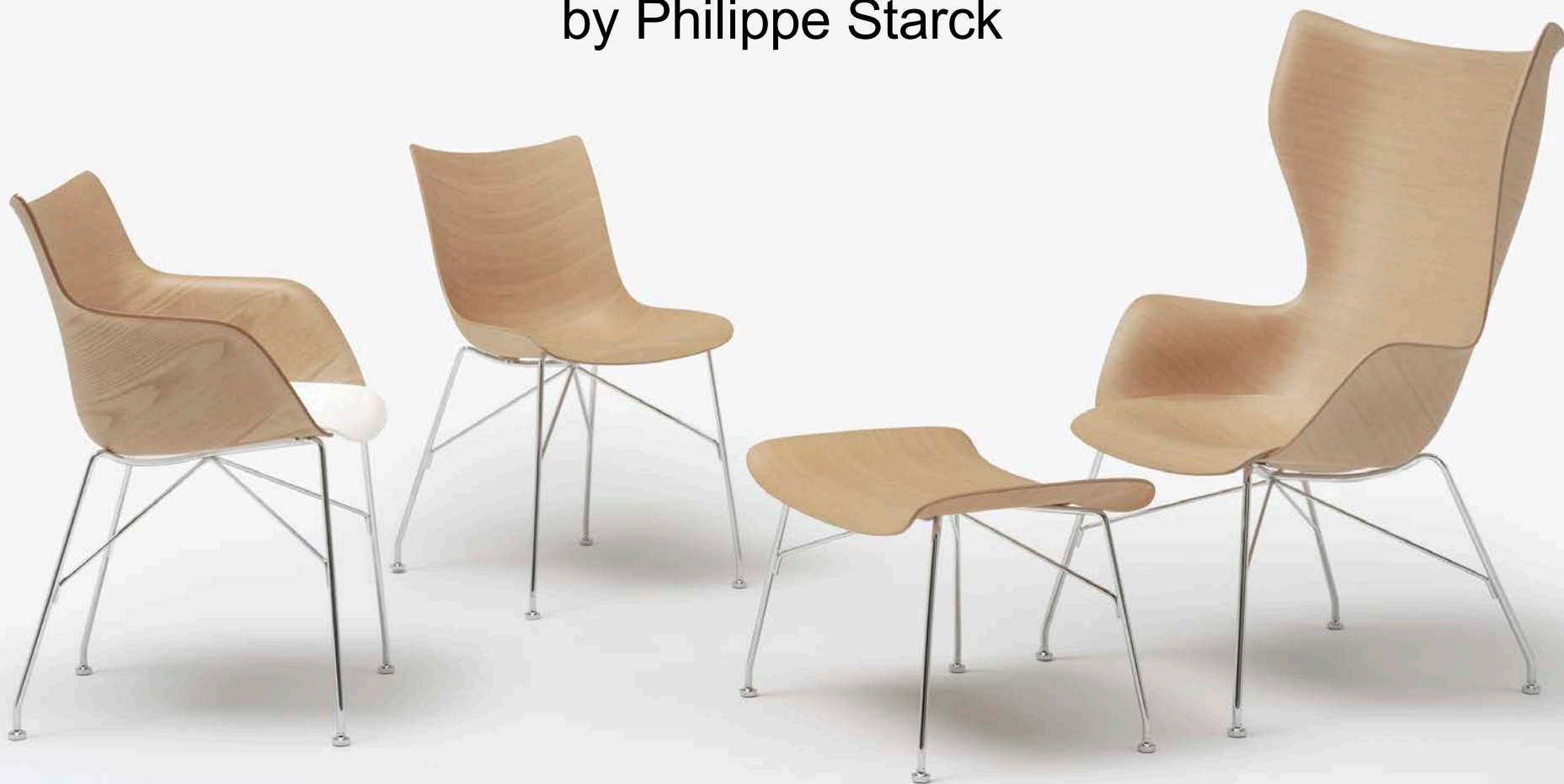


4915/4916	1	13.0	0.57	71X71X113
4917	1	13.0	0.57	71X71X113
4918/4919	1	6.5	0.139	63X46X46
4920	1	8.0	0.139	63X46X46

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Kartell with the Smart Wood Project
takes care of the world's forests.
FSCTM C149322

Kartell has obtained FSC (Forest Stewardship Council) certification for the Smart Wood collection.

The FSC® mark identifies products made with wood sourced from forest managed in a responsible fashion, in line with rigorous environmental, social and economic criteria. The forests are controlled and assessed independently in conformity with the standards (principles and criteria of best practice forest management) established and approved by the Forest Stewardship Council® a.c. with the participation and consent of all stakeholders.

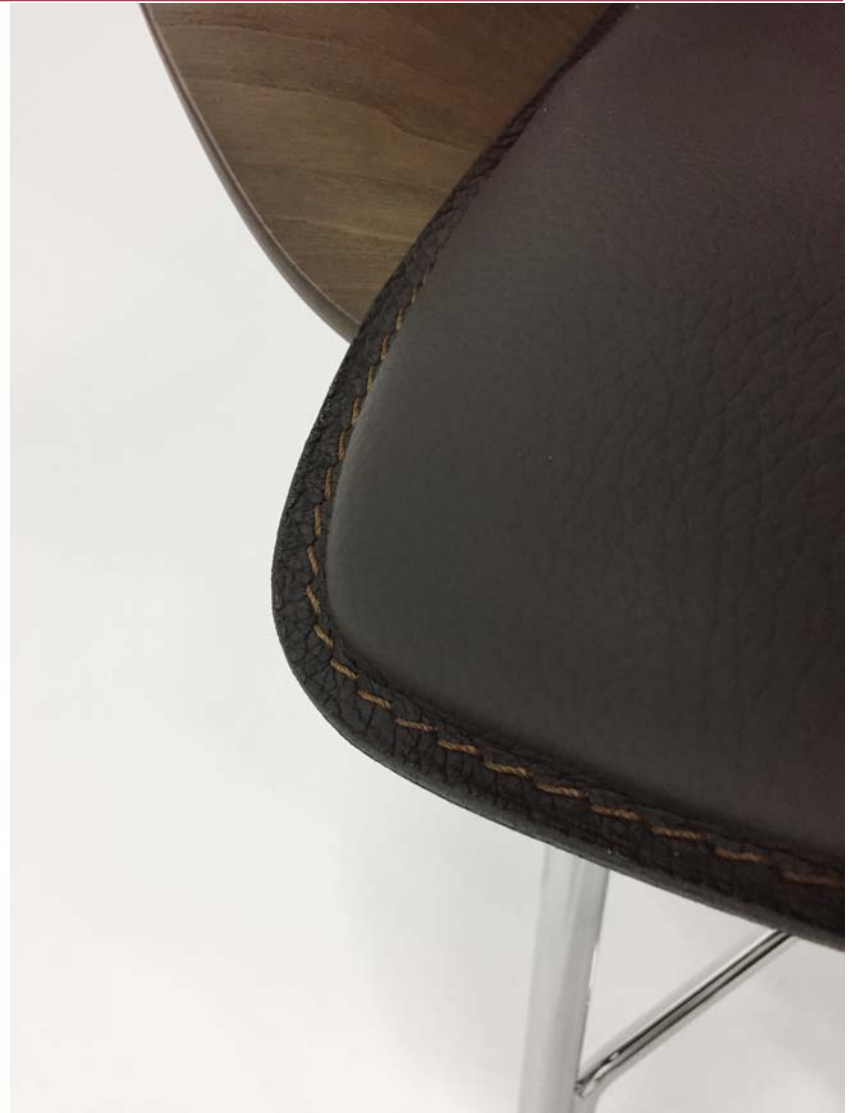
The wood comes entirely from FSC certified forests, thus guaranteeing the origin and correct exploitation of forest resources. Consumers are fully guaranteed about the origin of the materials purchased.

The FSC contribution is mainly aimed at promoting sustainable management of all types of forests, combating deforestation, restoring damaged forests and significantly increasing reforestation and the growth of woods everywhere.

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K/WOOD, S/WOOD
Using natural leather,
stitch detail

Kartell



K/WOOD, S/WOOD

Using natural leather,
stitch detail

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by Philippe Starck

INFORMATION FOR THE CUSTOMER

- The finish of this chair blends advanced industrial technology with the naturalness of wood. As a result, each individual product features different tones and veining, showcasing the unique and precious beauty of this material.
- **Natural leather** is used for the K/WOOD armchair and S/WOOD footrest. Therefore, for each product, natural folds that represent the precious beauty of this coating can be present.
- **Product maintenance:** to clean, wipe with a soft, damp cloth using liquid soap or detergent diluted in water. Do not use ethyl alcohol or detergents containing acetone, turpentine or ammonia (solvents in general), even in small quantities. **AVOID THE FOLLOWING IMPROPER USES:** standing on the seat, sitting on the back or using the armchair as a ladder. Kartell cannot be held liable for damage or injury resulting from improper use of this product. The product guarantee does not cover assistance or repairs of the product or product parts for damage resulting from improper use.

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by Philippe Starck

DISCOVER THE VIDEO OF THE COLLECTION



discover the
**SMART WOOD
COLLECTION**

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