



#BOURGIEMANIA: DESIGN WEEK TO SEE A CRAZY, UNSTOPPABLE EXPLOSION OF BOURGIEMANIA

So, which Bourgie are you? Ferruccio Laviani's lamp, a Kartell classic and one of the most photographed and featured products of the last twenty years is a favourite not just in our homes but on film sets and in advertising too. Now it becomes a genuine lifestyle experience. "BOURGIEMANIA" tells the tale of these last twenty years and pays tribute to this queen of design in a special event planned to coincide with Salone del Mobile 2023.

Ideas, images, concepts, artwork and everything else of a creative nature inspired by this unique object have been brought together to transform Kartell's Flagship Store in Via Turati, Milan, into a pop-art gallery where visitors can explore the thousand and one ways in which this timeless lamp has been interpreted as a furnishing object and design icon. A kaleidoscope of colours and graphics adorn this most recognisable silhouette of Kartell design and provide the content for a special, dedicated exhibition of artwork, original creations and artistic images, all featuring Bourgie and its pop-art world.

"When I set about designing Bourgie in 2003," Ferruccio Laviani states, "I never suspected the lamp would prove such a success with the public the world over, become a Kartell icon in the lighting sector, or become one of the design world's most copied and counterfeited objects. I have always liked the irony behind the design of this lamp. It represents a gentle mockery, in a modern, technological key, of a type of ornament common in bourgeois homes. That's where the name 'Bourgie' comes from".

The fact it became recognised by everybody turned the lamp into a pop-art classic, aided by Warhol's famous paintings in the 1970s. Perhaps for this same reason, many contemporary artists, from Lady Gaga to Lenny Kravitz, Ariana Grande and Pharrell Williams have also interacted with it. Bourgie's frequent appearances in television series and films have made it even more recognisable to the public at large.

"Over the years, Bourgie has become highly desirable if not a real obsession," continues Ferruccio Laviani. "With the widespread use of social media, its image has gone viral. It has been catapulted into the Instagram feeds of celebrities and normal people, depicted at home, on special occasions and even at glamorous red carpet events. Instagram is the medium through which this tribute has been put together. The public was asked to submit images and posts to construct a digital exhibition that will run in parallel with Salone del Mobile. This exciting and almost infinite album of photos will form a journey through the infinity of unique ways in which Bourgie has entered – and is still entering – our homes, offices and places of entertainment and beauty."

"Bourgie is the product of an important industrial period for lighting, Claudio Luti, president of Kartell, adds. It was designed at a time of technological innovation in the field of illumination. Twenty years ago, we discovered how to produce industrial moulds capable of forming pleated, folded and flowing surfaces. These developments led to the creation of Bourgie in 2003, and to the transformation of the classic brass-base lamp with cloth shade into a modern, plastic object that today can even be made from recycled material and green polycarbonate. Bourgie is a great example of Kartell's creative identity."

A limited edition in seven exclusive colours is being produced for the BOURGIEMANIA exhibition and will be on sale at the store and online during the week of Salone del Mobile.

For further informations:

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