

Kartell

SMART WOOD

In the mood for Smart Wood
when wood meets technology, poetry is made

The Kartell Smart Wood collection stems from the continuous search for new projects and innovation, elements that are inherent in the company's DNA. The creative concept developed by Philippe Starck began with the choice of a material, and that material is wood, the noblest and the oldest, transformed by Kartell into an industrial product.

Using patented technology, just a single fine layer of wood is worked with a mold designed to bring the curvature of the panel to the very edges, creating a seat with unprecedented roundness. In this way the beauty of the wood and its ability to connect to nature are combined with an extraordinary ergonomic of the lines. In particular, Kartell has managed to bend this material three-dimensionally in two directions, as never before, horizontally and vertically to create three-dimensionality in which even the side sections create welcoming curves, to ensure maximum comfort.

The collection features pieces of furniture that mark a new chapter in the history of the brand, becoming part of the wider "Kartell loves the planet" project, aimed at enhancing good practice for sustainability throughout the production process and in the use

of the raw material with low environmental impact. For this season, the Smart Wood Collection comprises the regal K/wood armchair, also available with leatherupholstered seat, plus matching S/Wood footrest with the same finishes, and the Q/wood (with black or white plastic seat) and P/wood chairs, which feature unique woodworking that combines timeless elegance with contemporary shapes. Available in basic veneer or light or dark stave oak, with frame in chrome plated or painted steel.

"After years of research we have come to approach wood with a lot of respect for the nobility of the material, but at the same time we have married it, where technology has permitted, in order to uphold the industrial characteristics inherent in our brand's DNA", states Kartell President Claudio Luti. "With the Smart wood collection, we have moved the paradigm, it is no longer a question of using wooden elements to build the structure, but the wood itself curves and becomes a three-dimensional seat. We were thus able to fully express the true essence of wood by blending industrial production, beauty, strength, comfort and flexibility into a single product".

For further information:

Kartell - International Press Office
Tel. +39.02.900121 Email: press@kartell.it



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COLLECTION

