

LOUIS GHOST
70th ANNIVERSARY



Kartell





HA RIVISITATO LA TRADIZIONE, HA SFIDATO LA TECNOLOGIA ED È DIVENTATA LA SEDIA PIÙ FAMOSA DEL DESIGN. KARTELL E PHILIPPE STARCK SONO RIUSCITI IN UN'IMPRESA CHE SEMBRAVA IMPOSSIBILE: FAR RIVIVERE LO STILE LUIGI XV NELL'ESSENZIALITÀ DELLA PLASTICA. PER UN PRODOTTO ATTUALE. IERI, OGGI E DOMANI. BUON COMPLEANNO LOUIS GHOST!

It has revisited tradition, defied technology and has become the most famous design chair. Kartell and Philippe Starck have succeeded in an undertaking that seemed impossible – to bring the Louis XV style back to life in the essentiality of plastic for a product that is always topical – yesterday, today and tomorrow. Happy Birthday, Louis Ghost!

*Louis XV
Rococo*



1720-1760



EXAMPLE OF ORNAMENTATION:



OVERLY ORNATE/US

TODAY
LOUIS GHOST

PHILIPPE STARCK



TRANSPARENT AS DIAMOND



CONTEMPORARY
PERFECTION



CAREA COLOURS





Prague Opera House

'EN RÉALITÉ, JE N'AI PRESQUE PAS CONÇU LA CHAISE LOUIS GHOST: ELLE EST LE FRUIT DE LA MÉMOIRE COMMUNE DE L'OCCIDENT. ELLE S'EST AUTO-CONÇUE. C'EST UN LOUIS QUELQUE CHOSE. NOUS NE SAVONS PAS VRAIMENT QUIDI, MAIS TOUT LE MONDE LA RECONNAÎT ET ELLE EST FAMILIÈRE À TOUS. ELLE EST LÀ QUAND ON VEUT LA VOIR ET ON PEUT LA RÉUNIR À D'AUTRES QUAND L'ON VEUT RESTER DISCRET. ELLE EST EN VOIE DE DISPARITION, DE DÉMATÉRIALISATION, COMME TOUTE LA PRODUCTION DE NOTRE CIVILISATION'
PHILIPPE STARCK





Pope Benedict XVI in Pavia, April 2007



Charity auction in favour of La Source - Paris, December 2004
(from top left, works by Isabel Marant, Christian Lacroix, Gérard Garouste, Jean Charles de Castelbajac)



"Ceci n'est pas un meuble" exhibition - Milan, Design in the city, October 2009



Illustrations: Lucia Gaggiotti



"I love Milano" by Rebecca Moses for "Kartell loves Milano", 2011







Kong Restaurant, Paris



"The Ghost of the Scala" by Philippe Starck for "Kartell loves Milano", 2011







"Kartell Popstyle for a bright pop life" exhibition - Cologne Kartell flag, 2007

QUANDO LA VISIONARIETÀ DI UN DESIGNER INCONTRA LA LUNGIMIRANZA DI UN'AZIENDA NASCE UN OGGETTO SENZA TEMPO, DESTINATO ALL'IMMORTALITÀ. SINONIMO DI AVANGUARDIA, BANCO DI PROVA PER LE PIÙ SVARIATE SPERIMENTAZIONI, TRASFORMAZIONI E INTERPRETAZIONI, PERFETTO RAPPRESENTANTE DELLA FILOSOFIA CREATIVA DI KARTELL, LOUIS GHOST HA INAUGURATO UN'EPOCA E IN SOLI DIECI ANNI SI È IMPOSTA COME ICONA DI STILE ASSOLUTA.

When the visionary talent of a designer meets the farsightedness of a company, something timeless comes into being, something destined for immortality. Synonymous with avant garde, test bench for the most widely varied experiments, transformations and interpretations, the perfect representative of the creative philosophy of Kartell, Louis Ghost inaugurated an epoch and in only ten years has become an absolute style icon.



"Eureka" by Piero Lissoni for "Kartell loves Milano", 2011



















"Louis Ghost Barbie" limited edition, 2009

Kartell *Barbie goes design*

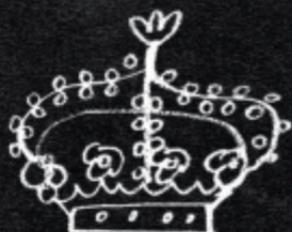


"Barbie Goes Design" exhibition - Milan Kartell flag, Salone del Mobile 2009









" LE SUCCÈS UNIVERSEL
DE LA LOUIS GHOST EST LE
SUCCÈS NON PAS DU DESIGN,
MAIS DE LA MEMOIR COMMUNE.
LA LOUIS GHOST A ÉTÉ DESSINÉE PAR
NOTRE SUBCONSCIENT COLLECTIF,
IL N'EST QUE LE RÉSULTAT NATUREL
DE NOTRE PASSÉ,
NOTRE PRÉSENT,
ET NOTRE AVENIR. "

PHILIPPE STARCK.

