



DESIGN PILLS Chapter2. The product designers

STARCK, GRCIC & BOROULLEC



DESIGNER
KONSTANTIN GRČIĆ

Munich, 1965

“Beyond performing a purpose in a good way,
the purpose itself has to be good”

Many of his products have received international design awards such as the prestigious Compasso d`Oro for his MAYDAY lamp (Flos) in 2001 and the MYTO chair (Plank) in 2011. Work by Konstantin Grcic forms part of the permanent collections of the world's most important design museums (a.o. MoMA/New York, Centre Pompidou/Paris).



Each of his products is characterized by a careful research into the history of design and architecture and his passion for technology and materials. Known for pared-down pieces, the designer himself prefers to speak of simplicity.

VENICE, 2011.
Magis



1.KYUDO, Magis 2.TOM & JERRY, Magis, B&B 3.360°. Magis
4.SAMSON, Magis 5.TEPEE, Cassina 6 ALLSTAR, Vitra.

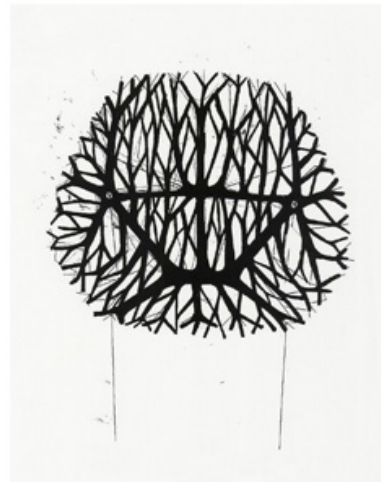
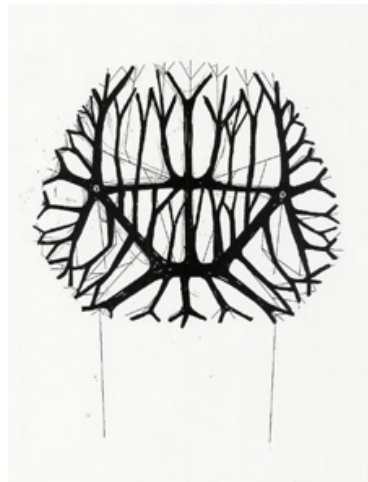
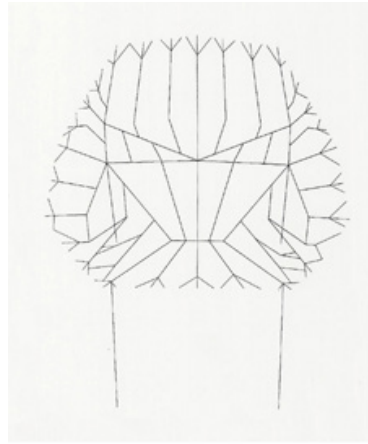
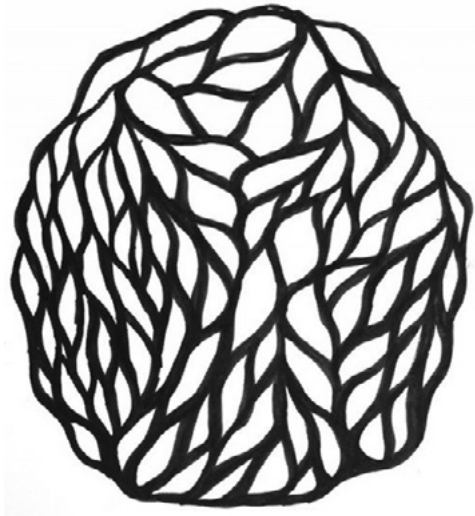


DESIGNER
RONAN AND ERWAN BOROULLEC

Paris, 1971 & 1976

“I am totally afraid of the idea of method, I think it is better to be candid. What is really essential for a designer is to have empathy.” R.B

Ronan & Erwan Bouroullec have been working together for more than 10 years, bonded by diligence and challenged by their distinct personalities. In 2007, they were spotted by Giulio Cappellini, giving them their first industrial design projects. Since then, they have gone on to work with Established & Sons, Vitra, Magis, Alessi, Axor, Kvadrat, Kartell, Ligne Roset, Nani Marquina, Mattiazzi, Mutina and Flos.



“Often our hardest job is to remove remove remove

VEGETAL CHAIR, 2012.
Vitra.



1.BAGUETTE, Magis 2.PILA, Magis, 3.UNCINO, Mattiazzi
4.OSSO, Mattiazzi 5.SAMOURAI, Capellini 6.PAPYRUS, Kartell

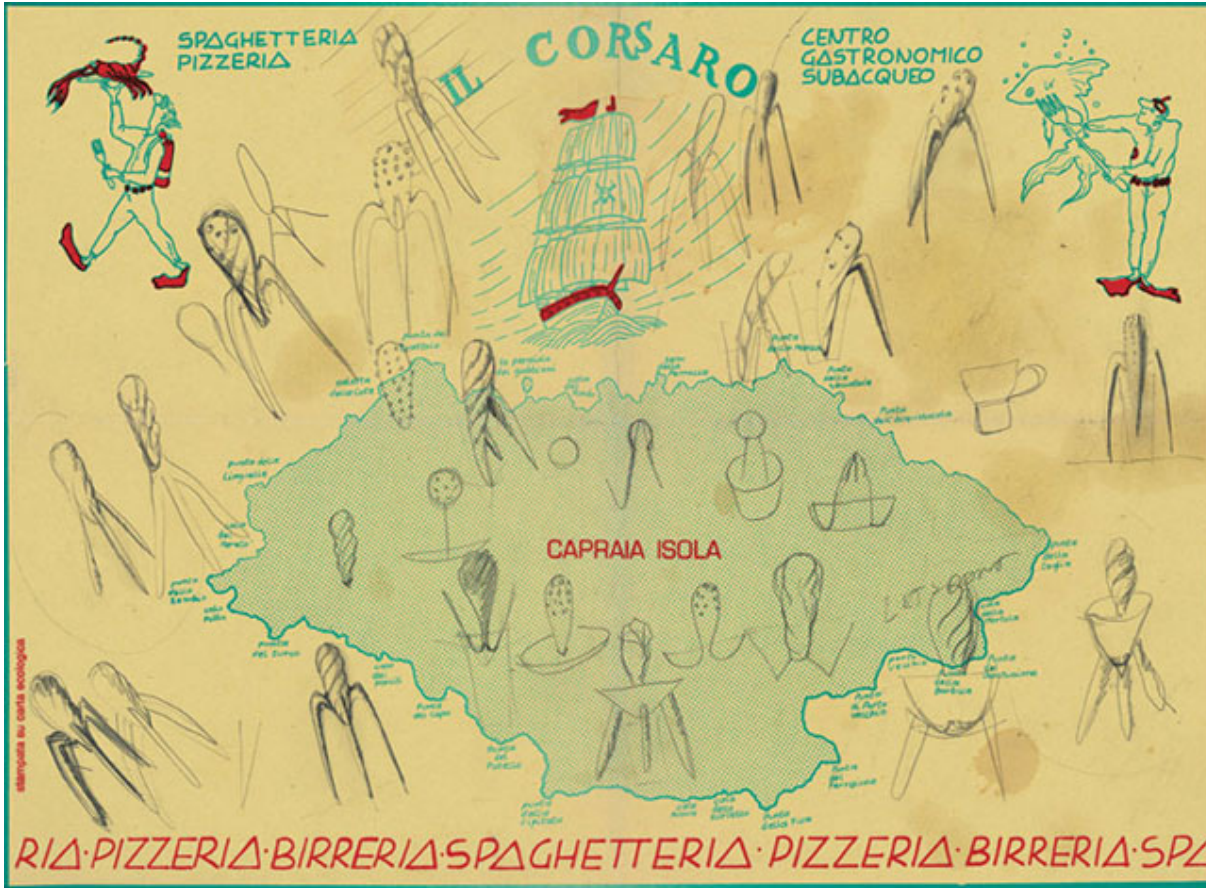


DESIGNER
PHILIPPE STARCK

Paris, 1949

“Subversive, ethical, ecological, political, humorous... this is how I see my duty as a designer.”

Inventor, creator, architect, designer, artistic director, Philippe Starck is certainly all of the above, but more than anything else he is an honest man directly descended from the Renaissance artists. The thousands of projects - complete or forthcoming - his global fame and tireless protean inventiveness should never distract from Philippe Starck's fundamental vision: Creation, whatever form it takes, must improve the lives of as many people as possible. Starck vehemently believes this poetic and political duty, rebellious and benevolent, pragmatic and subversive, should be shared by everyone



The Juicy salif was “not meant to squeeze lemons” but “to start conversations”.

Juicy Salif, Alessi



1.BIG WILL, Magis.2ZARTAN, Magisi 3. GNOMES, Kartell
4.PASSION, Cassina 5.MADEMOISELLE, Kartell 6.MAGIC HOLE, Magis

The designer today should not help to produce more - he has to help produce
fewer and better things.
There is a beauty, an aesthetic and philosophy of the less.

Philippe Starck