



A CREATOR HAS A DUTY TOWARDS SOCIETY

ARCHIMON
SOFT

FLOS
COLLECTION
1994

"THE FUTURE IS TAKING SHAPE.
ECOLOGY IS NOT A
CHOICE BUT AN
OBLIGATION.

IT IS PRESSING. " P.H.S

PLANET STARCK

Salone Del Mobile, Milan

The annual Salone del Mobile in Milan (The Milan Furniture Fair) is the world's largest exhibition for furniture, product, lighting, and interiors, with over 2,000 practitioners exhibiting their world leading Products across a display area exceeding 200,000m2. This year the Salone will showcase the latest in furniture and design from 165 countries around the world on 18-23, 2024.

As a team, we have been commissioned to design an expo stand for two of the exhibiting furniture brands. As a collaborative team of graphic designers & interior designers, our aim is to design a stand that stands out amongst other exhibiting brands and entice visitors to come and experience the space and products. The expo must **showcase the latest furniture and products**, promote and inform visitors on products, include a meeting place for representatives, visitors and buyers, be a **flexible and temporary set up** that can be re-purposed for other venues, **visually unique** to compete, address visitors flow, safety and able disabled access.



STARCK®

TEMPORARY

-

SUSTAINABLE

-

VISUALLY UNIQUE

Brief -

Philippe Starck, known for futuristic, industrial designs has shifted to sustainability. Starck is majorly on the **sustainable train**, and he now **prioritizes eco-friendly designs**, using **carbon neutral materials**. Starck has embraced the consume less mindset and only wants people to purchase items they will give to their children's children.

Our aim is to design a **visually unique** expo that captures Philippe Starck's transition from his famous sci-fi, futuristic style into a more sustainable futuristic concept, which promotes his most recent work. The expo will be a **temporary set up** and **waste minimal**

CONCEPT - PLANET STARCK

The concept for this expo is 'Planet Starck'. Starck is famous for his futuristic Sci-Fi/ Industrial style and since he also designs space ships it sparked an initial idea for a spaceship theme. However after more research into his new sustainable outlook it became apparent to prioritise sustainability. The structure will half be made out of balloons (for the Sci-fi side, promoting his popular industrial designs) and the other half out of cork (super sustainable).

The Company 'GenCork' designed a product called the 'Hexahedron' which look like meteorites... Which goes well with our space/ planet Starck concept.

EXPANDED BLACK CORK GENCORK

Only the cork of the branches (falca) is used for the manufacture of cork granules.

This technology developed by Sofalca, consists of injecting water vapour through pellets that will expand and activate the natural resin in the cork. This "cooking" also gives the resulting cork a dark colour. During the production of the steam, biomass is used, which is obtained in milling and cleaning the falca, and that's what makes it a truly ecological production and without waste, with a 95% energy self-sufficiency.

This is a super material as its 100% natural, ecological, 100% recyclable 95% energy self-sufficiency production.



CORKAHEDRON - BY GENCORK



SALIF CITRUS SQUEEZER



ALESSI (POELE COLLECTION)



H+ CATAMARAN (HOBIE CAT)



A.I. STOOL (KARTELL)



DESIGNING PEACE - LIBRARY WITH NO BORDER



ANDREU WORLD BY STARK - NO NAIL, NO SCREW, NO GLUE - THE NEW AND SUSTAINABLE COLLECTION

Entrance

This half of the expo is inspired by Starck's spaceship, this side is super futuristic and promotes his older most famous, industrial products. The structure is made of balloons to create the sci-fi look while also being an easy temporary stand to set up. This also is a good alternative as using metals would not be sustainable for a short term expo.

Plan-



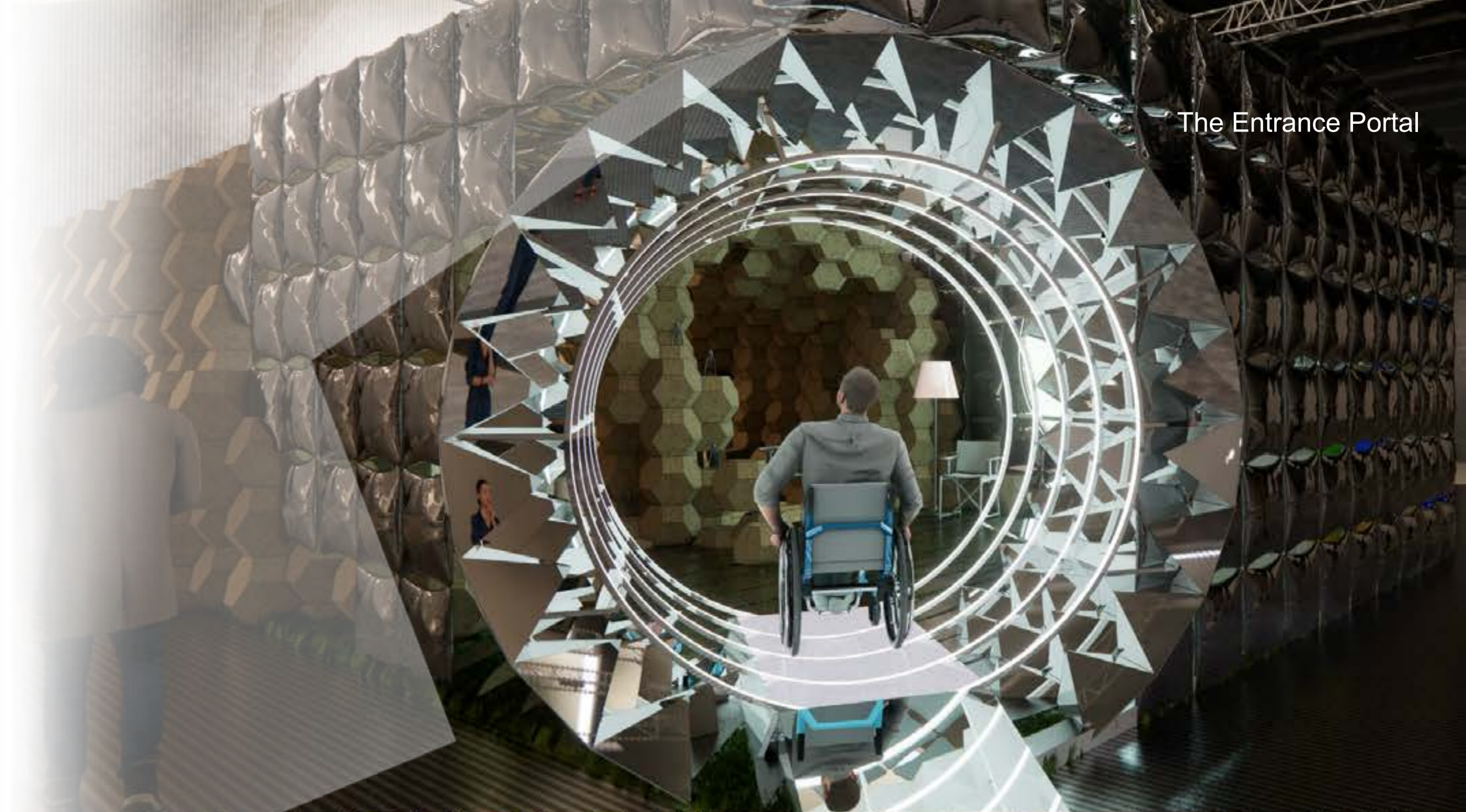
KEY-

1. Planet Starck Entrance
2. Sci-Fi / Futuristic Side
3. Corkahedron Cave
4. Latest Sustainable Designs
5. Representative Meeting Point



ENTRANCE QR

The Entrance Portal



Spaceship Starck



The Corkahedron Cave Into Planet Stark



Brand Tool Kit

Brand Tool Kit Created by Graphic Designer, Iona Peterson

LOGO
STARCK

TYPOGRAPHY

NEWS GOTHIC SB

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

COLOUR PALETTE

Primary



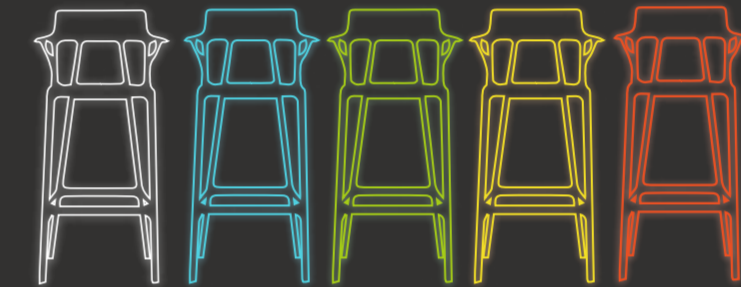
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M = 79	M = 5	M = 43	M = 100
Y = 100	Y = 5	Y = 42	Y = 100
K = 0	K = 0	K = 28	K = 100

Secondary



#f3df26	#a5cc17	#4fd1e1	#c7c7c7	#3b3b39
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M = 5	M = 0	M = 0	M = 18	M = 56
Y = 89	Y = 97	Y = 17	Y = 20	Y = 56
K = 0	K = 0	K = 0	K = 1	K = 61

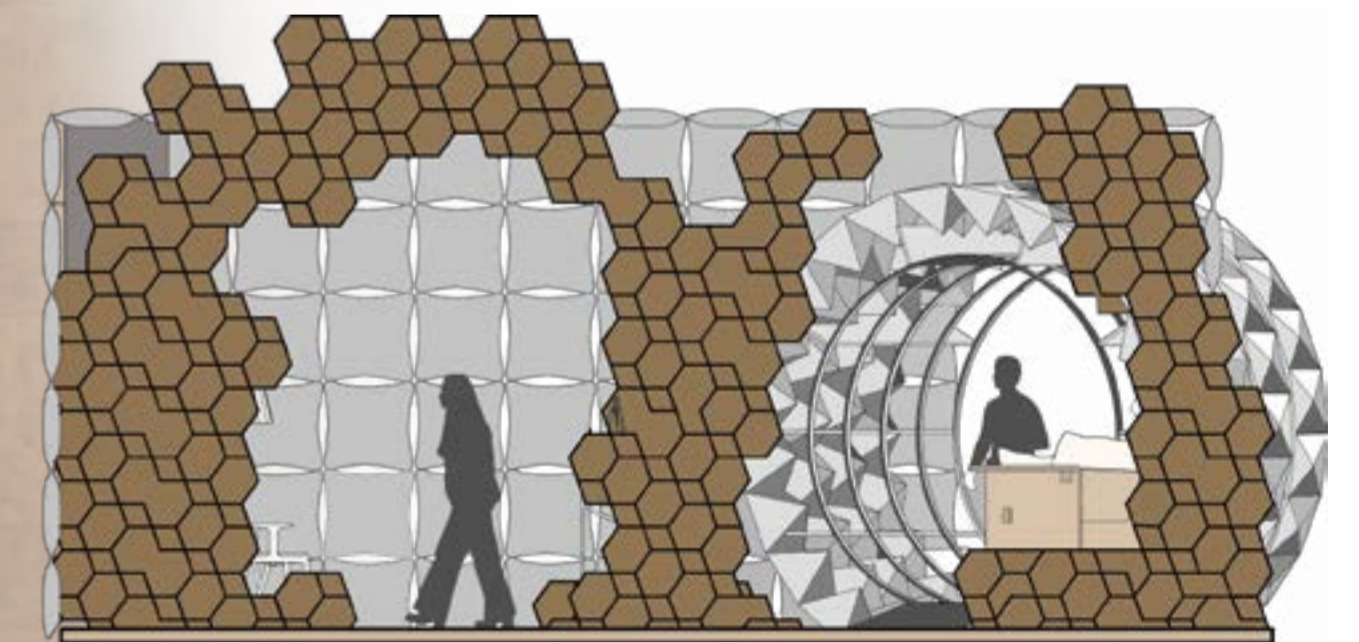
GRAPHIC STYLE



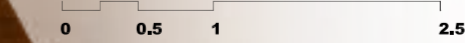
The Representative Meeting Area



Section A-A

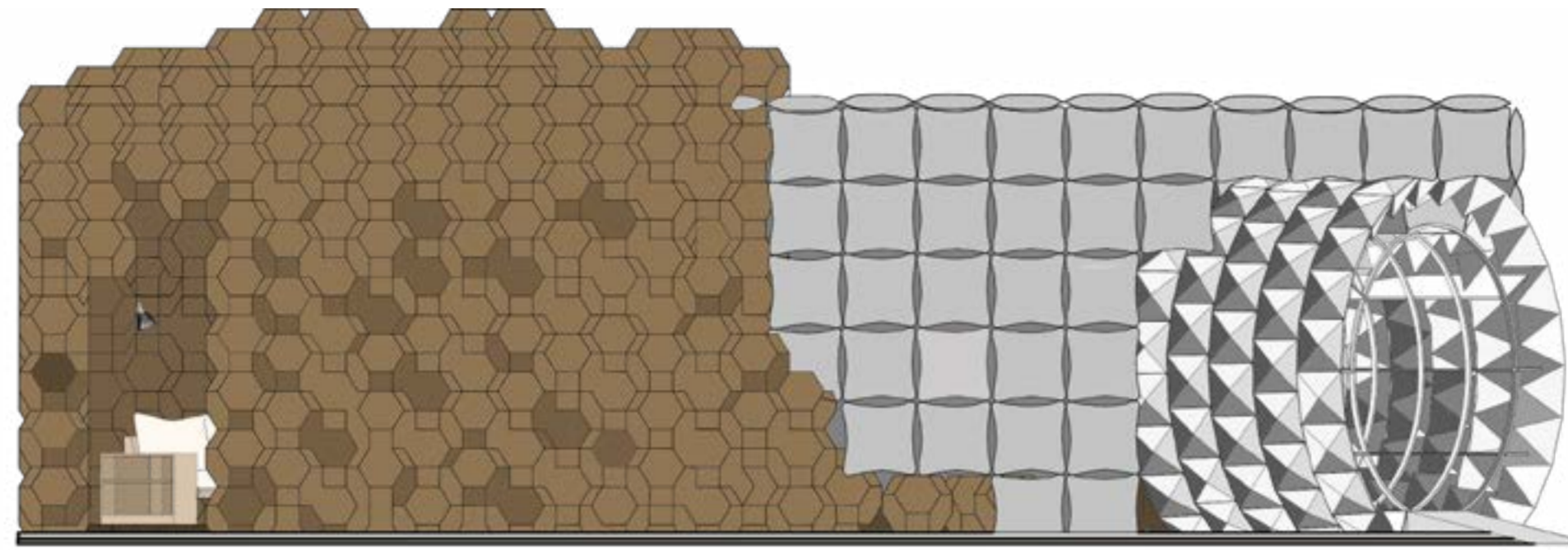


SECTION A 1:50



The Corkahedron Cave

This sustainable section of the expo is made from 'Corkahedrons' from Gencork. This works well to represent Starcks transition on designs as the hexagon shape looks like meteorites from space, but the cork it's made from is a carbon neutral material which is Starcks goal. The Corkahedrons cave has shelves built into it to promote products and a meeting area carved neatly near the exit.



ELEVATION 1:50



CORKAHEDRON CAVE

