

PHILIPPE STARCK.

PRODUCT DESIGNER.

Product Design, is concerned with the design of objects, which have a practical purpose. When these objects are manufactured and sold they become products.

A product designer has to concentrate on two main things –

aesthetics : how it looks

usability : how it works.

i.e. both the **form** and the **function**.

When you are discussing a product design you need to talk about various design issues, for example, the overall shape of the item, the position or location of details (e.g. buttons, wires, switches, padding, handles etc...) the colours, textures, and patterns used, inclusion of logos or instructions, comfort, safety etc.

A product designer also has to consider: ergonomics, the production, engineering and manufacturing processes, the choice of materials used and any production costs. They have to work together with the manufacturer to find out if their idea is going to be viable, cost effective and appealing to the customer. They also co-operate with marketing, graphics and advertising companies to ensure their design is presented to the public in the best possible light. Product design is a fusion of art, business and science.

PHILIPPE STARCK.

BACKGROUND INFORMATION.

Philippe Starck was born in Paris, France in 1949 and is one of the world's most well-known and popular product designers. He has also won many awards and gained public acclaim for his amazing interior designs and architectural projects as well as his many products. He has designed everything from toothbrushes, lemon squeezers, lamps and chairs, to larger items such as motorbikes, boats and the Eurostar. He is extremely prolific and hard working. He is known as a 'bit of a character' and believes that his role is to create more 'happiness' in the world. He likes to design objects that can be mass produced and are relatively affordable. However he believes in 'honesty' and 'integrity' in design and aims to make products which are both useful and durable. Although his designs look whimsical and amusing, they are not created as throwaway artefacts and are made to last.

His approach is always interesting, playful and light-hearted but he can also be rather subversive and provocative. Much of his most famous work was produced in the 1980's and 1990's

MATERIALS / TECHNOLOGY.

Starck likes to use interesting or unusual combinations of materials such as glass with stone, plastic with aluminium, velvet fabric with chrome. He sometimes designs items which have a traditional shape but are made of modern materials. For example his first business venture was creating inflatable objects, he also has designed very traditionally shaped chairs using modern, injection-moulded plastic. These contradictions are part of the reason his work is so interesting. His designs are often of curved, rounded, 'feminine' shapes so he uses materials such as polyamide, resins,

soft plastics, and modern technological processes, which allow him the flexibility to create unusual shapes and forms.

INFLUENCES / INSPIRATION.

He is influenced by many things, including the latest fashions and novelty items / toys. You could argue that many of his designs are inspired by natural forms as he commonly uses organic or anthropomorphic shapes as the basis for his designs. He travels widely and is also influenced by other cultures, in particular Japanese simplicity, American streamlining and Italian Futurism. He is also interested in science fiction, Walt Disney characters and cartoons.

STYLE.

Generally Starck's style could be described as Post – Modern. He is interested in bright colour, quirky shapes and the use of unlikely or unusual materials. He wants his designs to be mass produced and relatively affordable but on the other hand he wants them to last. Many of his designs can be identified by his repeated use of particular shapes and forms e.g. the horn shape, the squiggle (also known as the 'sperm') flame and teardrop shapes. His designs tend to look curvaceous and are smoothly textured. They are very tactile and 'stroke-able'. From the largest to the smallest item, they have an aerodynamic appearance.

FAMOUS PRODUCT DESIGNS.

JUICY SALIF 1990
Lemon Squeezer.



MR. MEU MEU
Cheese grater with cow horns 1992.



HOT BERTAA – Plastic kettle.



CLEARLY CHIC
Plastic ghost chair



MELT MEEE
Lighting



BARSTOOL

