STARCK

BIOTECH
PARIS

BRAND INDUCTION

February 2023

Agenda

- Who is Philippe Starck?
- Brand DNA & Philosophy
- Innovative technologies & materials: Biolink and Sphere

Who is Philippe Starck?

STARCK BIOTECH PARIS | THE DESIGNER

PHILIPPE STARCK

Philippe Starck is an internationally acclaimed French **designer**, considered the **most important figure** of the century in the field.
His profound comprehension of contemporay mutations, his determination to change the world, his anticipatory concern for enviromental implications, his love of ideas, his desire to defend the intellimgence of usefulness have accompained one iconic creation after the other.
From everyday products such as furniture and lemon squeezer, to the revolutionary mega-yatchs, individual windmills, electic bikes or hotels and restaurants that aspire to be wondrous, stimulating and intensely vibrant places.

STARCK BIOTECH PARIS | BRAND HISTORY

TIMELINE

1983

French president, François Mitterrand, chooses Philippe Starck to redecorate Le Palais de L'elysée's private apartments

1989

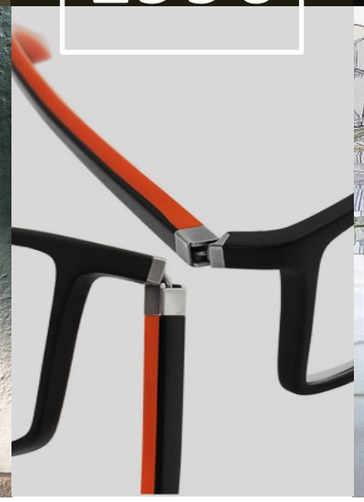
The Nani Nani building in Tokyo, strikes by its singularity. This impressive building, covered with a living material that is in constant evolution, stands as a pioneer of expressionist architecture

1990

The biomorphic shape of the Juicy-Salif, lemon squeezer by Alessi, confirms Starck's fascination for the living, and proposes a new nature-inspired language of design

1996

Launch of Starck Eyes in association with Alain Mikli. Each frame features biolink, a biomechanical articulation, designed to imitate the human body joints.

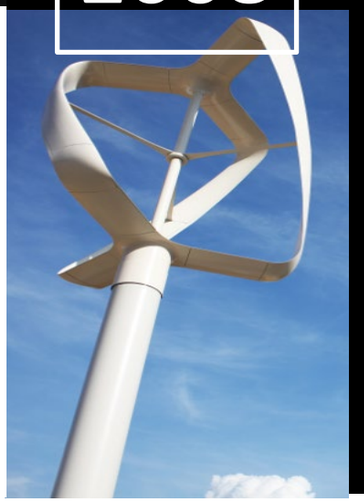


2002

Thought as a bridge between heritage and new technics, dematerialization and democratization, the Louis Ghost, Kartell is soon to become the best-selling designer chair of all times

2008

The democratic and ecological commitment of Starck goes one step further with the individual windmill, Pramac



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STARCK BIOTECH PARIS | BRAND HISTORY

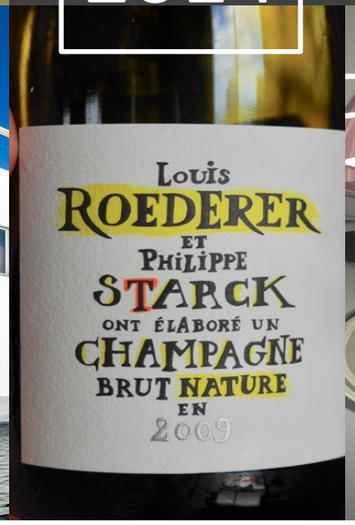
TIMELINE

2012

Philippe Starck reveals Steve Job's Venus Yacht which best illustrates a bionist approach that perpetually seeks the most in the least

2014

The Brut Nature Vintage 2006 Champagne is the fruit of Louis Roederer's exceptional terroir and their several centuries of prestigious expertise combined with Starck's creative intuition.

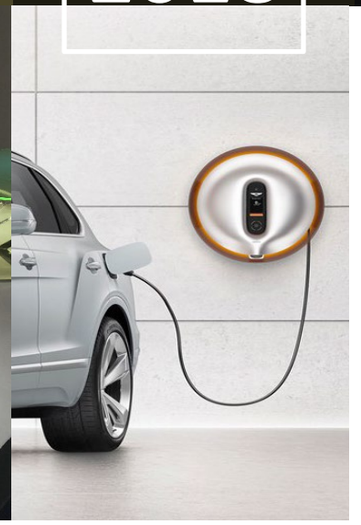


2017

An international jury whose members are among the most influent international architecture firms, selected the Sir Gio table as the award winner in the category furniture for its design and manufacturing quality and techniques.

2018

Bentley has collaborated with Philippe Starck to create a unique and intelligent recharging unit concept for Bentayga Hybrid customers – the Bentley x Starck power dock



2019 +5

With the brand license renewal signed in the end of 2018, the collaboration between Philippe Starck & Luxottica takes a new step towards the future, aiming on big results for the next 5 years.

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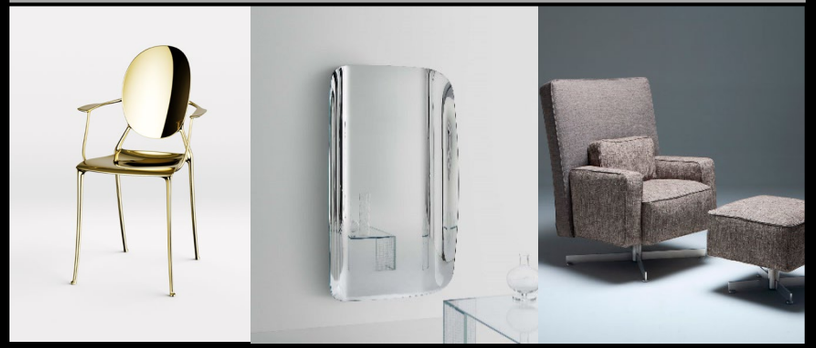
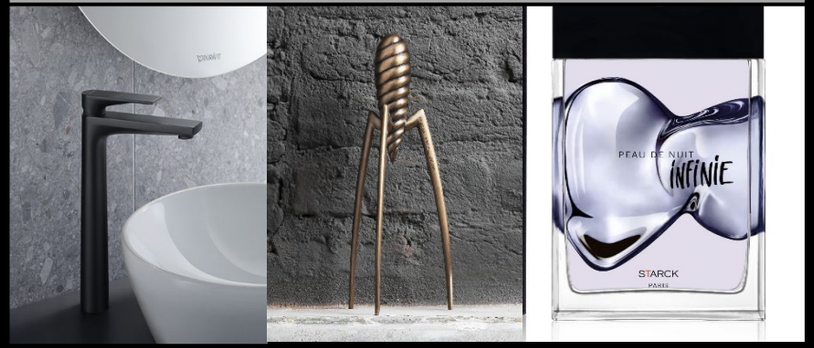
LICENSE PROFILE: DESIGN & ARCHITECTURE

From everyday products like furniture and lemon squeezers to revolutionary mega-yachts, intensely vibrant, stimulating and phantasmagorical hotels and the miraculous technologies of individual wind turbines and the electric car, he never stops pushing the limits and criteria of contemporary design.

FURNITURES



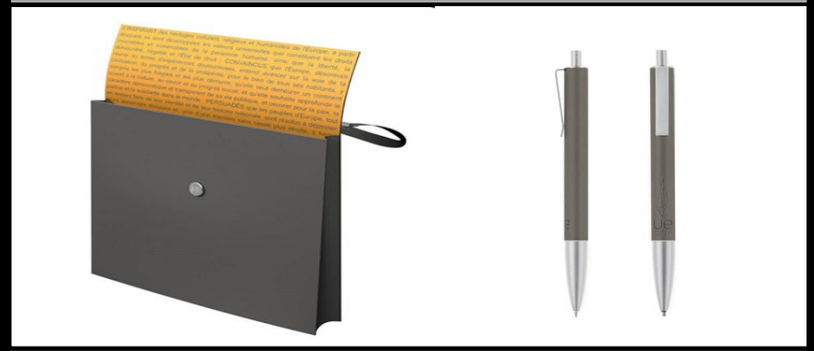
INDUSTRIAL DESIGN



LIGHTING

VEHICLES

ARTISTIC MANAGEMENT

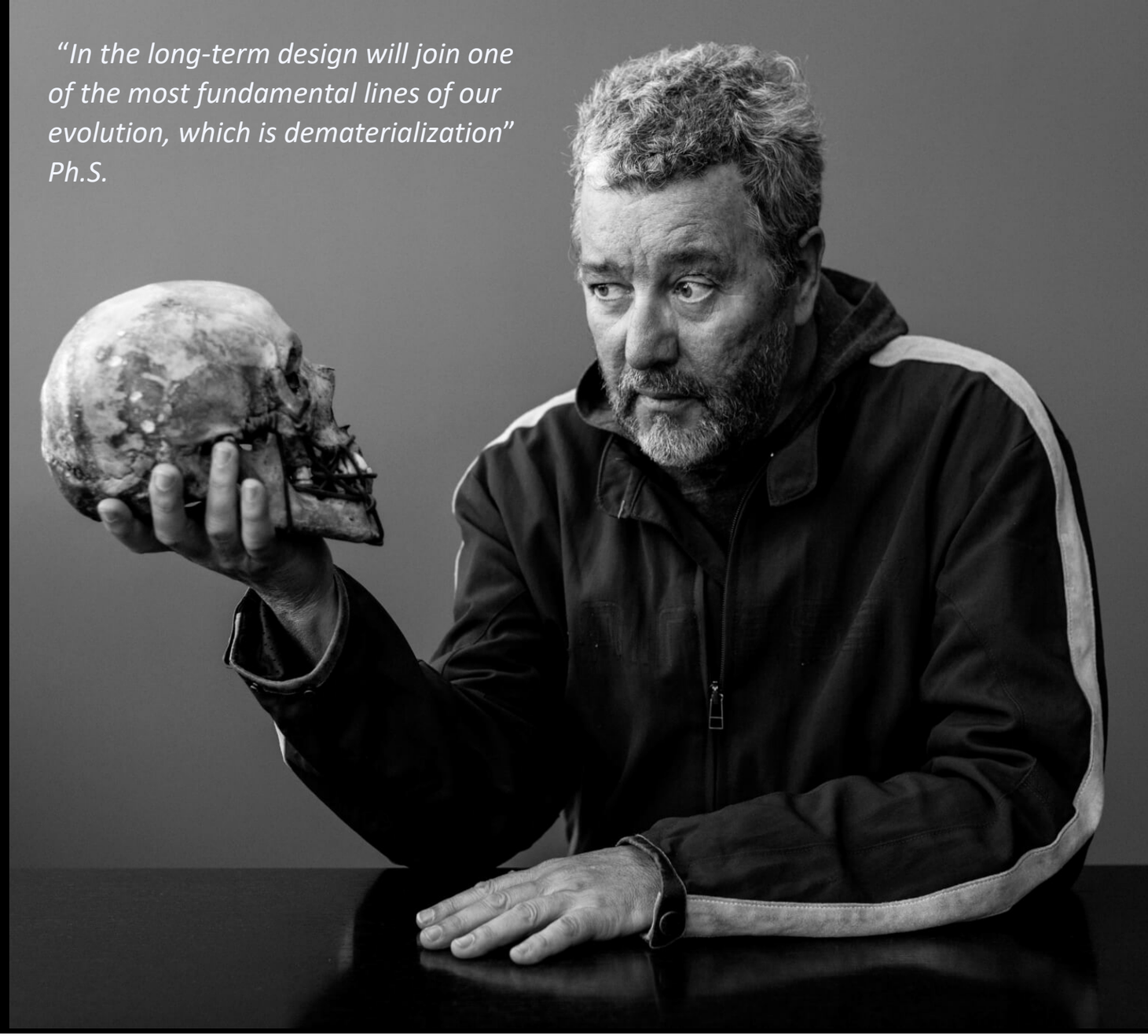


ARCHITECTURE
EXTERIORS & INTERIORS

Brand DNA & Philosophy

STARCK | Brand DNA

Starck Biotech Paris celebrates **minimalism and innovation** as vehicle of the pivotal Starck's message **where the most is given by the least**. The eyewear must be as discreet as possible.



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STARCK | Brand DNA

Starck Biotech Paris revolutionizes the concept of design, by merging it with biomechanics.

Starck Biotech Paris core value relies over **Bionism**, the intersection of technology and humanity.

It consists on **taking inspiration from the organic to create technologies better suited to the human being**.

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STARCK | Brand DNA

Starck Biotech Paris communicates its **timeless, tech, creative & design values** through it's **ironic & minimalist personality**, being perceived by its **snobbish & elegant intelligence.**

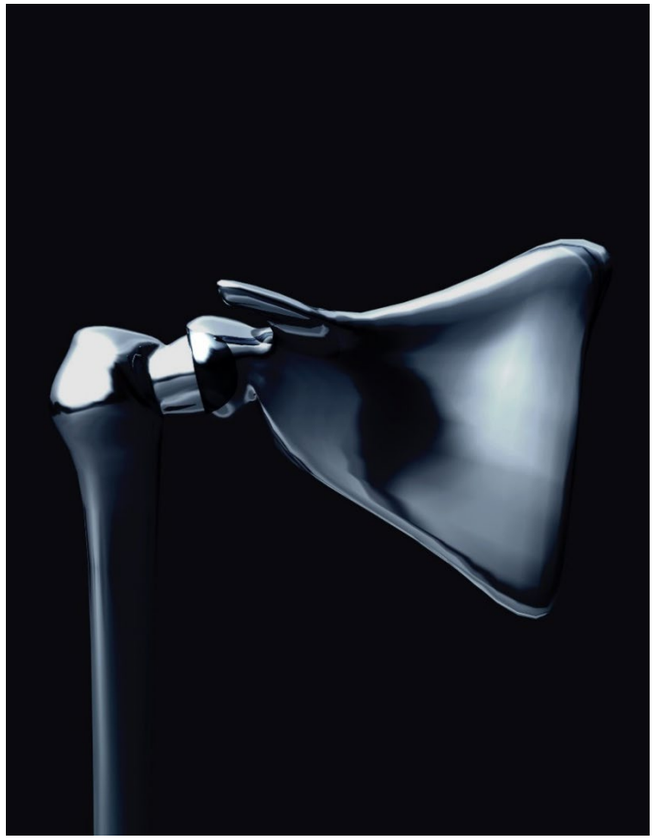
STARCK | Brand DNA

A brand that has the **character of Philippe Starck**, that offers **design products** with outstanding **quality, comfort & fit**, being the **best choice** for those who want a unique frame with **exclusive features**, proven to be the **result of research on technology & innovation**.

Innovative Technologies & Materials

BIOLINK

BIOLINK HINGE



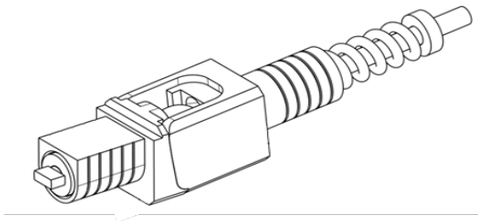
BIOLINK : a human micro-clavicle

COMFORT & FLEXIBILITY

The exclusive Biolink technology, drawing inspiration from the human clavicle, allows 360° freedom of movement offering improved comfort and flexibility

LONGEVITY

Machined out of a single block of medical stainless steel, it keeps all its flexible and fluid qualities beyond 50,000 movements.
No screws nor soldering.



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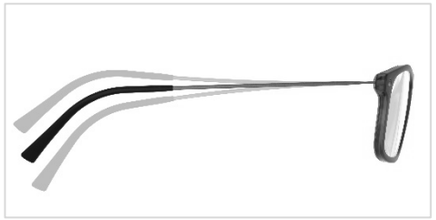
SPHERE

SPHERE HINGE

SPHERE : no screws, no soldering. Minimal, light and strong

The Sphere, the most perfect form in nature fits flawlessly with both, the titanium temple hook and the Gravity Evo® front.
The combination of materials Gravity Evo® and titanium results in an ultra-light frame, being both, minimalistic and resistant.
The titanium temples present a delicate twist, allowing a flexibility that guarantees the perfect fit on any face shape.



ECO-FRIENDLY CASE
made of apple fiber leather

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AWARD-WINNING TECHNOLOGY

Starck Biotech Paris **SPHERE hinge won the**

iF DESIGN AWARD 2021 in the product design category.

The unique SPHERE® technology, without screws or soldering, **won over 98-member jury with almost 10,000 entries** submitted from 52 countries, revolutionizing once again the concept of design in the eyewear category.

The technology has been granted with some of the high average scores among participants for each one of the criteria: relevance of the **innovation**, **form**, **function**, **differentiation**, and **environmental impact**.

reddot winner 2022

SPHERE® by Starck Biotech Paris have been awarded in the product design category for the **REDDOT 2022 DESIGN AWARD** edition.

The “Red Dot” is the award for high design quality.

In search of good design, the Red Dot Design Award, is one of the world’s most renowned design competitions. Every year from 1955, an international jury of experts scrutinises a considerable number of entries and assesses them in terms of their design quality and degree of innovation.

The international jury only awards this sought-after seal of quality to products that feature an **outstanding design**.

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Thank you!