

Kartell Presents: *The Shape of What's Next* - A Bold New Vision for Design Innovation at London Design Festival

- Flagship London store to host a programme of live conversations exploring the future of design, collaboration, and the power of the Kartell archive
- The presentation signals Kartell's evolution under Lorenza Luti into future-facing design
- Kartell reveals its "Future Perspectives" collection in the UK for the first time



Kartell's A.I. Lite Chair, Camomille Lamp, and HiRay Sofa. Images Courtesy of Kartell

August 2025 (London, UK) – This September, iconic Italian design brand Kartell brings its boldest vision yet to London Design Festival, presenting the *Shape of What's Next* at its flagship store on Brompton Road. The presentation will host a programme of live conversations on Thursday, September 18, as well as revealing the UK debut of their *Future Perspectives* collection, an embodiment of Kartell's commitment to experimental, forward-thinking design and creative leadership in the global design landscape.

The Future Perspective collection brings more than just new designs, it embodies a shift in creative direction led by Lorenza Luti, Kartell's Director and the force behind the company's transformation into a Creative Laboratory. At a time when many brands are leaning on their archives, Kartell treats its extensive design heritage as a living resource, not a formula to be repeated. Under Luti's leadership, the brand is investing in material innovation, sustainable

production, and deep collaboration with some of the world's most influential designers. The result is a brand that remains grounded in its DNA of elegance, clarity, and adaptability, while pushing into new, unexpected territories.



Kartell's AALAND Sofa and Albert Table. Images Courtesy of Kartell

Among this collection is Philippe Starck's A.I. Lite, a lighter, more sustainable evolution of his pioneering AI-generated chair, and the Camomille Lamp, a portable, rechargeable lighting object that blends softness with functional mobility. Patricia Urquiola's AALAND system rethinks modular seating with a flowing, organic aesthetic, while Ludovica Serafini and Roberto Palomba's Albert table reinterprets classical forms with striking structural clarity. The WiseWise shelving concept by Piero Lissoni offers an elegant and modular approach to contemporary storage, and even long-standing icons like TRAYS are reimagined with updated forms and finishes, reinforcing Kartell's belief that reinvention and heritage can coexist.

This spirit of reinvention will be brought to life not only through the collection itself but also through a series of live, in-store conversations hosted on September 18th. The program will explore how design brands are reshaping collaboration, authorship, and materiality in the age of the archive. Visitors can book starting on August 29th, 2025.

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NOTES TO EDITORS

About Kartell

Kartell has long been a global symbol of Italian design excellence, renowned for its innovation, sustainability, and craftsmanship. A family-owned brand since its inception in 1949, Kartell creates timeless design objects that seamlessly merge contemporary technology with bold

creative vision. Through collaborations with visionary designers and leading global brands, every Kartell product is transformed through cutting-edge industrial processes into iconic objects that enrich everyday and redefine spatial experiences. Kartell's product range has been expanded to cover everything from lounge furnishings to lighting. The brand's sofas and armchairs, tables and chairs, lamps and accessories combine to create stylish environments and furnishing solutions for public spaces and private homes. With a strong foundation in industrial expertise and a pioneering spirit, Kartell continuously pushes the boundaries of design, honouring its heritage while embracing the future.

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