



The Broom Chair  
Emeco with Philippe Starck  
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### **The Broom chair.**

An innovative creator and an environmentally pioneering manufacturer have joined efforts to work towards zero waste. A design collaboration that both avoids and eliminates waste, the Broom chair combines intelligent materiality with beautiful form.

In the industrial age, most products live only in the present. They have no past and no future. Factories plunder raw materials from the earth to make products that soon end up on the trash heap. This process is still happening every day, all over the world. It is time to stop and think.

'The elegance of the minimum comes from the intelligence of the nothing,' says Philippe Starck. 'Mies Van der Rohe said "Less is more", but with the Broom chair we can say "less and more". Because we choose to make less – less "style", less "design", less material, less energy – finally we have more.'

Broom introduces an entirely new chair material composite, combining reclaimed polypropylene and discarded wood fiber. Made from a compound of industry waste from lumber factories and industrial plastic plants, this material has a three-fold environmental impact. Less energy, less waste and less carbon.

In most manufacturing there is waste. Ends and pieces of plastic and wood are discarded and thrown away. Imagine a new material that sweeps up this waste, combines it, and makes something strong and smart and beautiful. The result is the Broom chair. It has a past life as industrial waste and a future as a chair in your life.

'Imagine,' says Philippe Starck, 'there is a humble guy who takes a humble broom and starts to clean the workshop and with this dust of nothing, with this he makes new magic. That's why we call it Broom.'

'Philippe Starck and I have always agreed that it is not about recycling, but about restructuring production,' says Emeco CEO Gregg Buchbinder. 'Our aim is to prevent waste from being manufactured in the first place. Instead we use discarded materials to make things that last.'

Emeco has always been a pioneer of repurposed materials such as recycled aluminum and recycled PET. By exploiting the unique characteristics of the new wood-fiber polypropylene in the Broom chair, Emeco is experimenting with the product's life-cycle again. Emeco has continuously led the way towards manufacturing with a conscience, delivering restrained products that have a minimal impact on the environment.

Gregg Buchbinder says, 'Emeco has used recycled materials in all our manufacturing since the 1940s. The Broom chair is a piece of that evolution. With each challenging innovation in material reuse we inspire people everywhere to join us in our cause for zero waste.'

## About Philippe Starck

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

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 and he sums it up with the humour that has set him apart from the very beginning: “No one has to be a genius, but everyone has to participate.” His precocious awareness of ecological implications, his enthusiasm for imagining new lifestyles, his determination to change the world, his love of ideas, his concern with defending the intelligence of usefulness – and the usefulness of intelligence – has taken him from iconic creation to iconic creation... From the everyday products, furniture and lemon squeezers, to revolutionary mega yachts, hotels that stimulate the senses, phantasmagorical venues and individual wind turbines, he never stops pushing the limits and criteria of contemporary design. His dreams are solutions, solutions so vital that he was the first French man to be invited to the TED conferences (Technology, Entertainment & Design) alongside renowned participants including Bill Clinton and Richard Branson. 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. Biography by Jonathan Wingfield

## About Emeco

Founded in 1944 by Wilton C. Dinges, the Electrical Machine and Equipment Company—a quintessentially American factory — based in Hanover, Pennsylvania. Emeco has been the leading manufacturer of handcrafted chairs for 68 years. Committed to principles that reach back in time, to the values that built the culture and business. Their first product, the aluminum Navy Chair, is made to last a hundred and fifty years. The company and the products are handcrafted by professionals to last, and the principles that built the first chair still guide the company today. Emeco is still built by people who see problems as opportunities, who believed that freedom is only worth something if you use it to create a better world. The people who invent the products understand that new materials and techniques open great vistas of possibility. Like the folks who make the products at Emeco, they take pride in their work, and want to share the best they could do with as many people as possible. At Emeco the key focus has always been to be selective about the products produced because the intention is to make them for decades to come. Avoiding hot design fads or the latest trends.

Like true love, the products from Emeco are forever. Throughout the years the company has worked with the world's best designers to create products that will not only stand up, but stand the test of time and grow more beautiful with age. Today, Emeco is on the leading edge of a movement in product development that promises a new, more intelligent and sustainable way of life. Producing up-cycled chairs and stools made of recycled aluminum, post consumer rPET or reclaimed WPP. The company has collaborated with some of the world's leading designers, architects, and partnered with the most respected global brands and businesses, institutions and organizations. Philippe Starck, Frank Gehry, Norman Foster, Ettore Sottsass, Coca-Cola and McDonalds, Conrans and Morgans, all having one thing in common — a shared commitment to a better, more beautiful future. Emeco is working to make everything to live up to that vision — continuing to inspire the world's best.

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