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PRESS RELEASE

MILAN FURNITURE FAIR

MILAN, APRIL 17th – 22nd, 2018

CAADRE 1998-2018 | TO SEE – AND SEE OURSELVES - THROUGH THE BEAUTY OF THIS CREATION SPECIAL EDITION FOR 20th ANNIVERSARY

"Did Narcissus fall into the water in an attempt to find this mysterious mirror, framed by curved glass, which reflects the truth and modifies it at the same time? Truth or lie?"

Philippe Starck

Twenty years ago **Philippe Starck** created the **Caadre** mirror for **Fiam Italia** and wondered about the relationship between the human being and the nature of the reflection, inspired by the myth of Narcissus. Always intertwined with the themes of the double, of alternative universes, of ego development, of beauty and divination, mirrors have fascinated the imagination of the human species since ancient times and continue today to do so through designs that enhance their goals and aesthetics.

At the *Salone del Mobile 2018*, Fiam celebrates the anniversary of Caadre with a new edition that dresses it with new colors and puts it under "a new light".

The collection is enriched in fact by the **new bronze version**, which adds to the mirror a warm and intimate shade, and by the **backlit option**, making light and furniture converge in a single object. According to the creator, it is the light that makes everything possible, and the new finishing of Caadre will be able to make the spaces we are experiencing even more special.

Thanks to the creation of atmospheres and the play of elegant colors, possible through the regulation of intensity and temperature of brightness; tastes, needs and mood will be supported with a lively light that enhances the charm of the environments that surround us.

So the mirror does not live anymore just of reflected light, but becomes itself a luminous focal point, a lighthouse that orients our way of living.

The charismatic and elegant mirror, which makes its function its beauty, also underlining the element of the frame, will therefore be present at the *Salone del Mobile* in Milan moreover in the **TV version**, which sees the start of the collaboration of Fiam Italia with an industry excellence, **LG Electronics**, introduced on the anniversary of a timeless design classic.

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TECHNICAL SHEET

MILAN FURNITURE FAIR 2018

PHILIPPE STARCK

CAADRE

Free-standing mirror, also available in hanging version in 6 mm-thick curved glass, made of four separate back-silvered curved elements. Also available with engravings or in semi-reflective titanium glass or in bronze glass back-silvered. It can be hung horizontally or vertically.
LED lighting kit with a dimmer switch and temperature regulation (optional).

L 76 P 13 H 195 cm

L 105 P 13 H 195 cm

L 140 P 13 H 195 cm

L 195 P 13 H 195 cm

L 155 P 13 H 240 cm

CAADRE TV

Wall mirror with built-in LG 4K Ultra HD TV.

Mirror in 5 mm-thick titanium colored semi-reflective glass comprising four single curved elements in 6 mm-thick semi-reflective black back-painted glass. Metal frame painted matt black.

L 195 P 20 H 140 cm

Technical Partner for Tv & Display



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