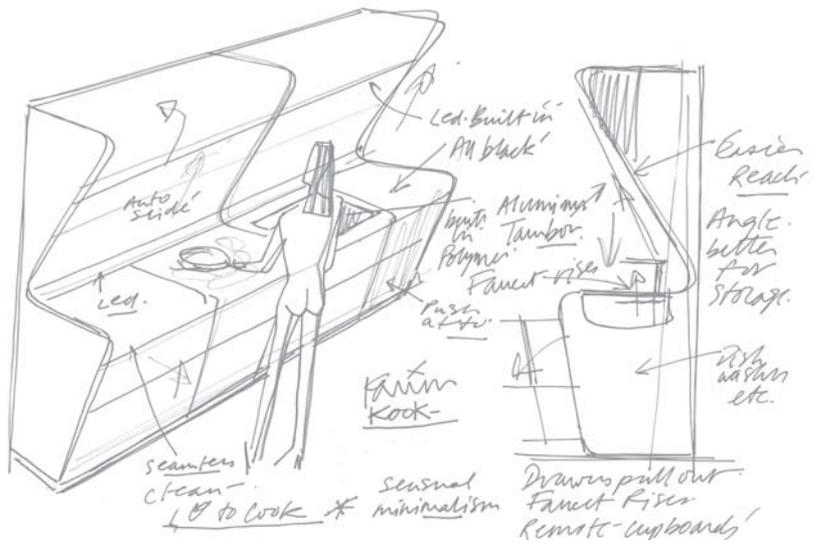
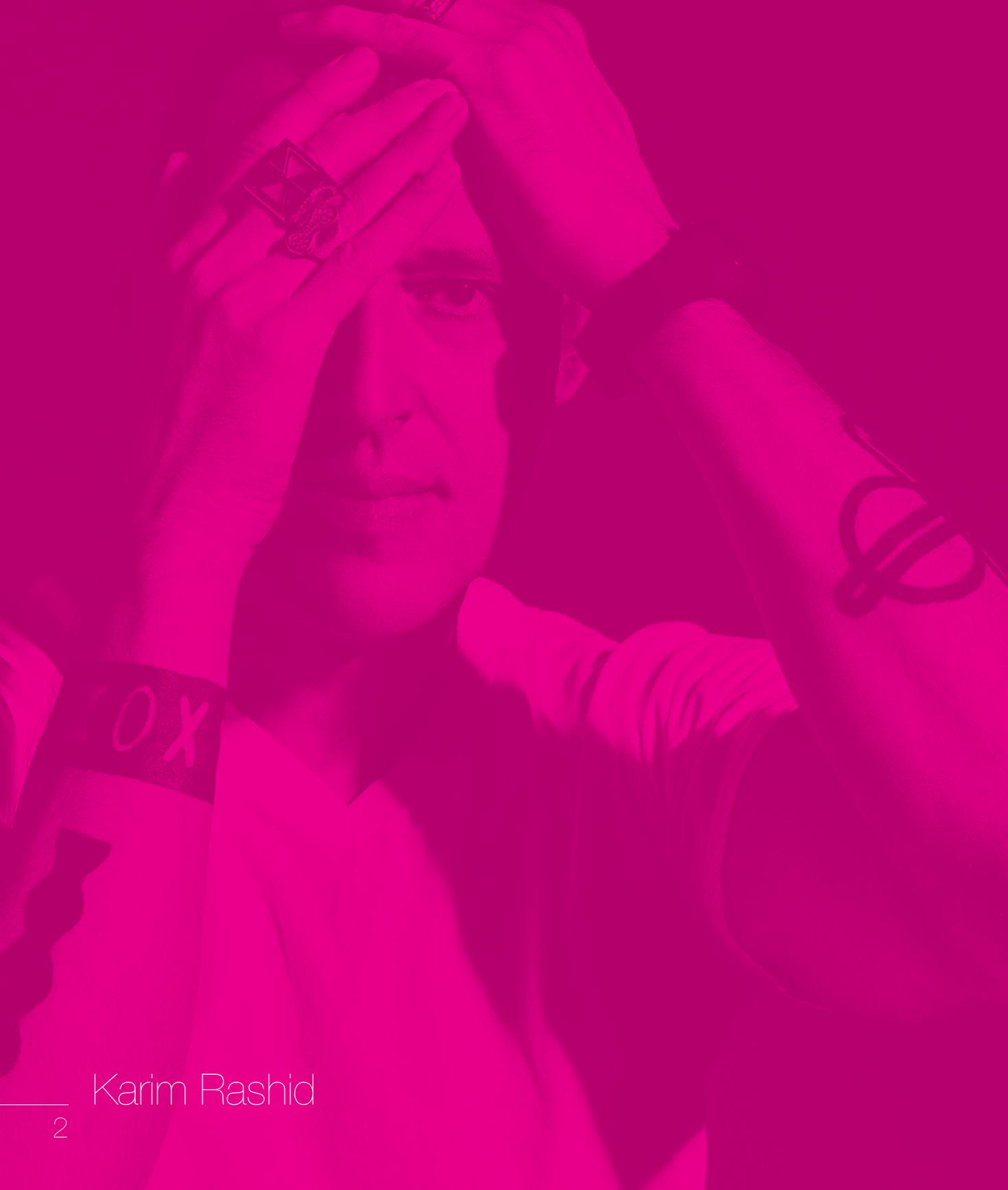


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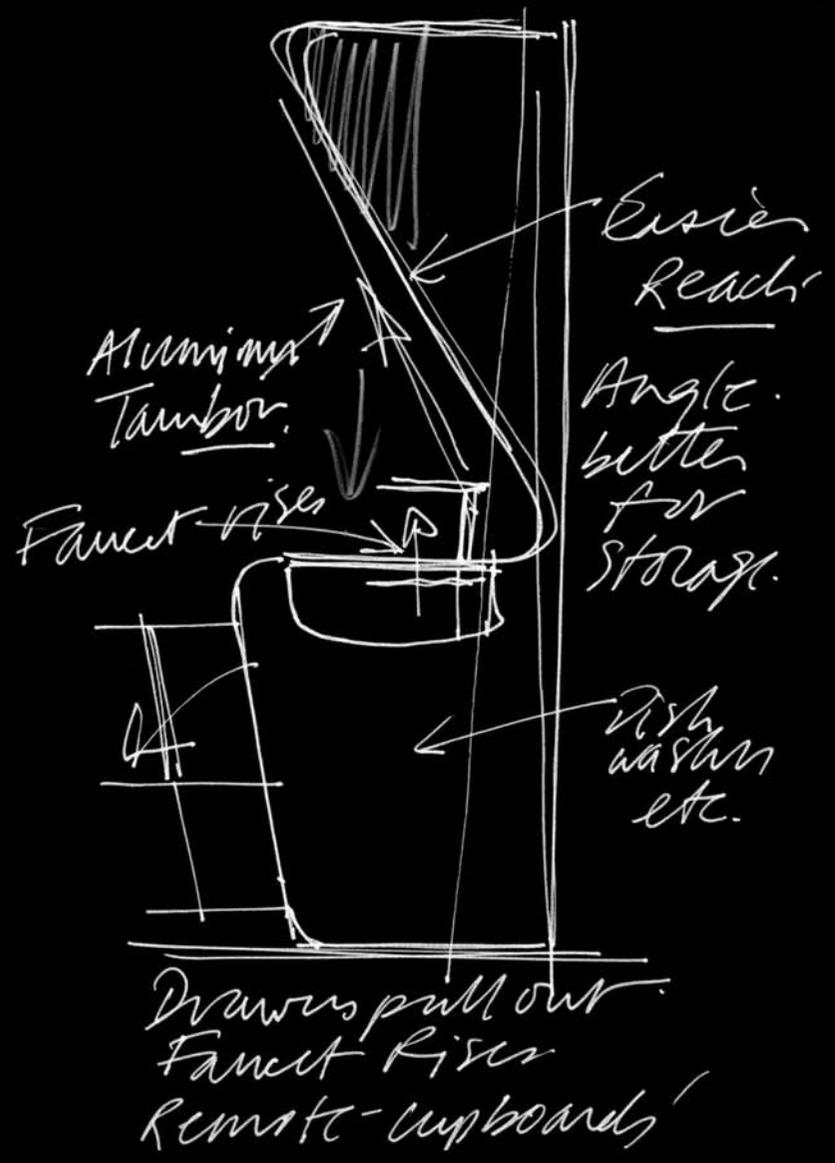
Karim Rashid

KOOK

**K**arim Rashid is one of the most prolific designers of his generation. Over 3000 designs in production, over 300 awards and working in over 35 countries attest to Karim's legend of design. Karim's diversity affords him the ability to cross-pollinate ideas, materials, behaviors, aesthetics from one typology to the next, crossing boundaries and broadening consumer horizons. His award winning designs include democratic objects such as the ubiquitous Garbo waste can and Oh Chair for Umbra, interiors such as the Morimoto restaurant, Philadelphia and Semiramis hotel, Athens and exhibitions for Deutsche Bank and Audi. Karim has collaborated with clients to create democratic design for Method and Dirt Devil, furniture for Artemide and Magis, brand identity for Citibank and Hyundai, high tech products for LaCie and Samsung, and luxury goods for Veuve Clicquot and Swarovski, to name a few. Karim's work is featured in 20 permanent collections and he exhibits art in galleries world wide. Karim is a perennial winner of the Red Dot award, Chicago Athenaeum Good Design award, I.D. Magazine Annual Design Review, IDSA Industrial Design Excellence award. He holds honorary doctorates from the Ontario college of Art & Design and Corcoran College of Art & Design. 2011 highlighted Karim's largest retrospective to date at the Triennale, in Milan, Italy. Karim is a frequent guest lecturer at universities and conferences globally disseminating the importance of design in everyday life. Karim has been featured in magazines including *Time*, *Financial Times*, *NY Times*, *Esquire*, *GQ* and countless more. Karim's latest monograph, *Sketch* (Frame Publishing, 2011), features 300 hand and digital drawings selected from the last 25 years. Other books include *KarimSpace*, featuring 36 of Karim's interior architecture designs (Rizzoli, 2009); *Design Your Self*, Karim's guide to living (Harper Collins, 2006); *Digipop*, a digital exploration of computer graphics (Taschen, 2005); *Compact Design Portfolio* (Chronicle Books 2004); as well as two monographs, titled *Evolution* (Universe, 2004) and *I Want to Change the World* (Rizzoli, 2001). In his spare time Karim's pluralism flirts with art, fashion, and music and is determined to creatively touch every aspect of our physical and virtual landscape.



**“T**oday poetic design is based on a plethora of complex criteria: human experience, social behaviors, global, economic and political issues, physical and mental interaction, form, vision, and a rigorous understanding and desire for contemporary culture. Manufacturing is based on another collective group of criteria: capital investment, market share, production ease, dissemination, growth, distribution, maintenance, service, performance, quality, ecological issues and sustainability. The combination of these factors shape our objects, inform our forms, our physical space, visual culture and our contemporary human experience. These quantitative constructs shape business, identity, brand and value. This is the business of beauty. Every business should be completely concerned with beauty – it is after all a collective human need. I believe that we could be living in an entirely different world – one that is full of real contemporary inspiring objects, spaces, places, worlds, spirits and experiences. Design has been the cultural shaper of our world from the start. We have designed systems, cities, and commodities. We have addressed the world's problems. Now design is not about solving problems, but about a rigorous beautification of our built environments. Design is about the betterment of our lives poetically, aesthetically, experientially, sensorially, and emotionally. My real desire is to see people live in the modus of our time, to participate in the contemporary world, and to release themselves from nostalgia, antiquated traditions, old rituals, kitsch and the meaningless. We should be conscious and attune with this world in this moment. If human nature is to live in the past – to change the world is to change human nature.”



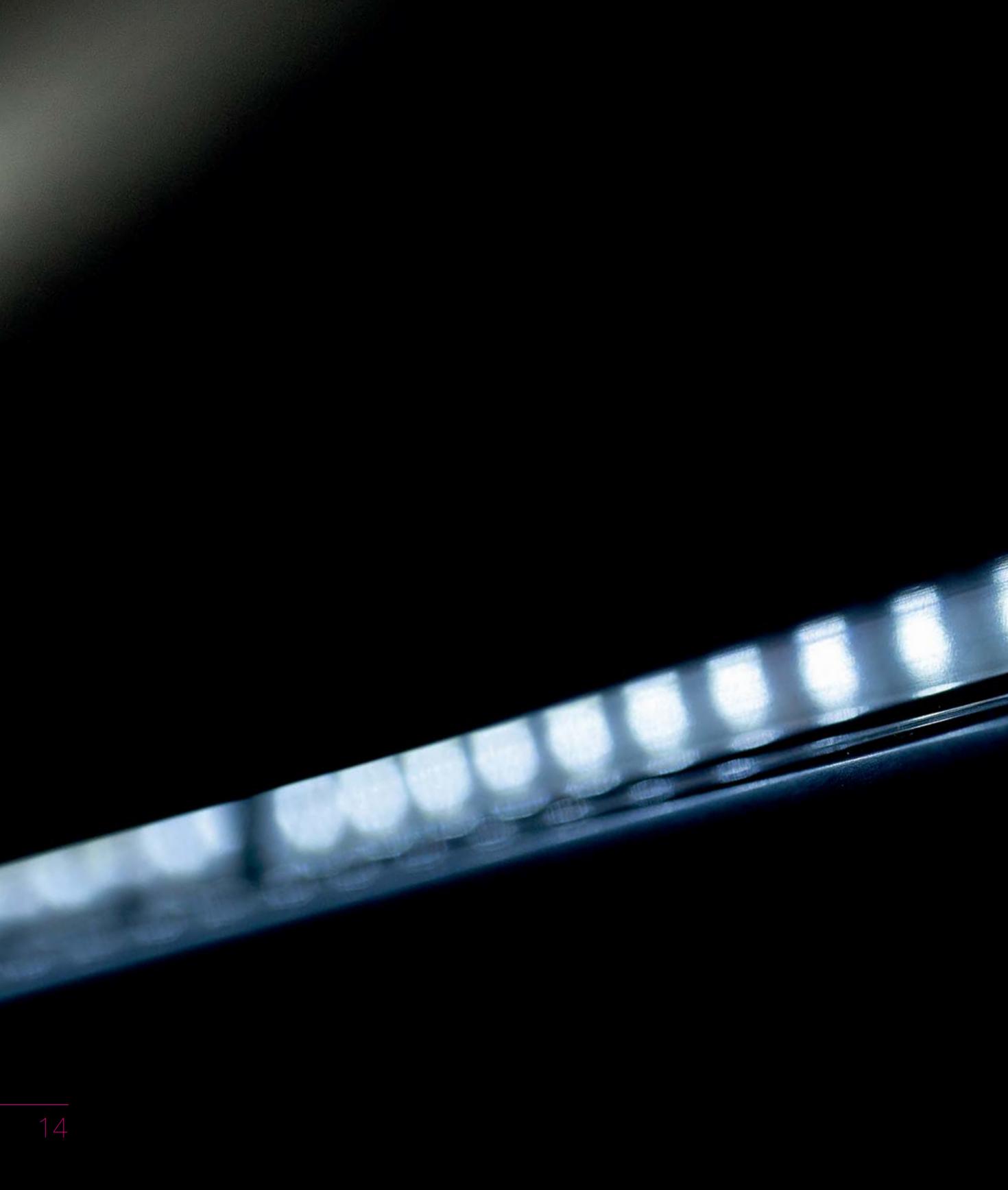






Design shapes the future. Kook's design makes our lives better.







Design must catch up to the digital age. Kook moves us forward.

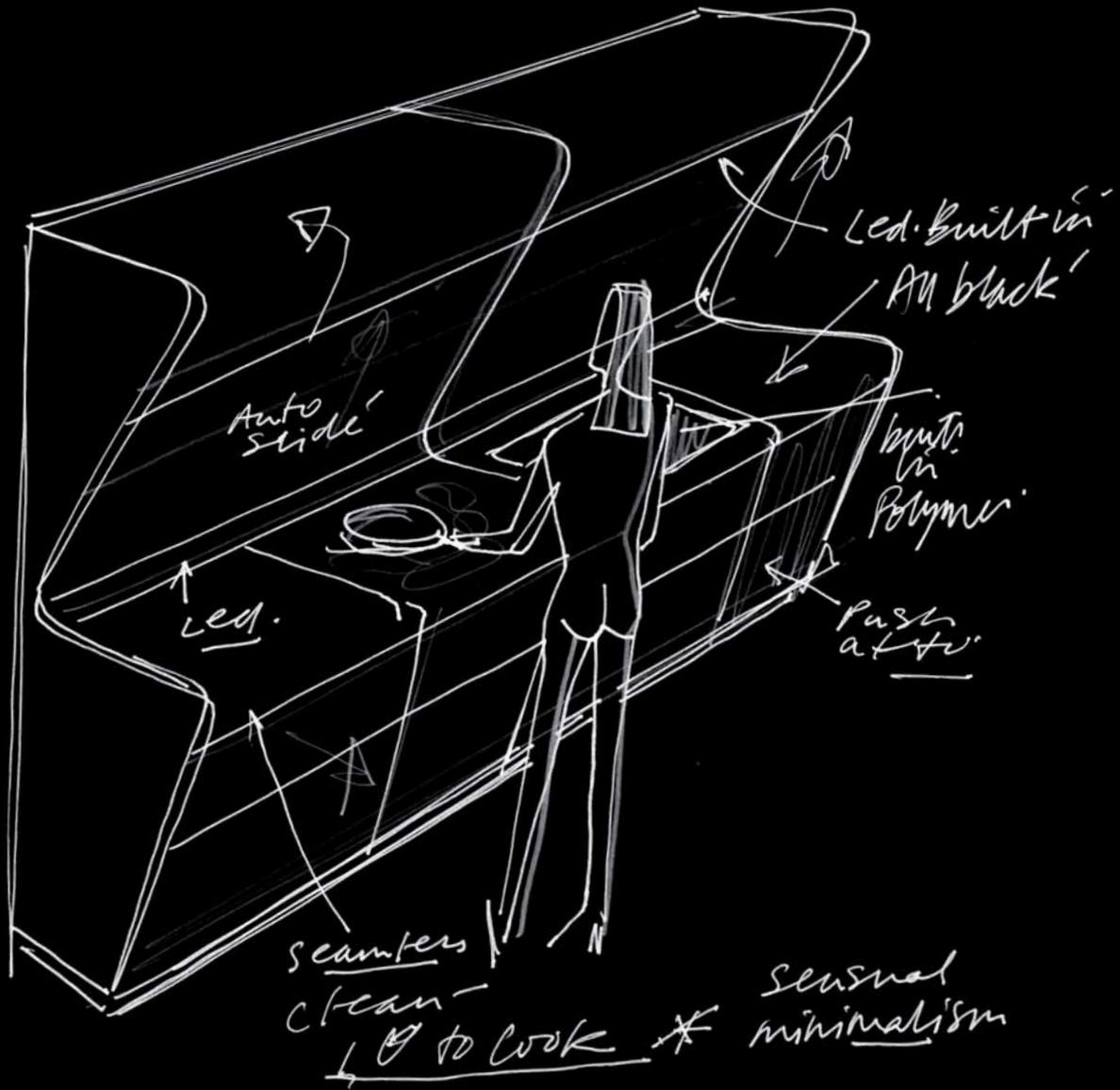




Kook is about  
the betterment  
of our lives  
poetically,  
aesthetically,  
experientially,  
sensorially  
and emotionally.









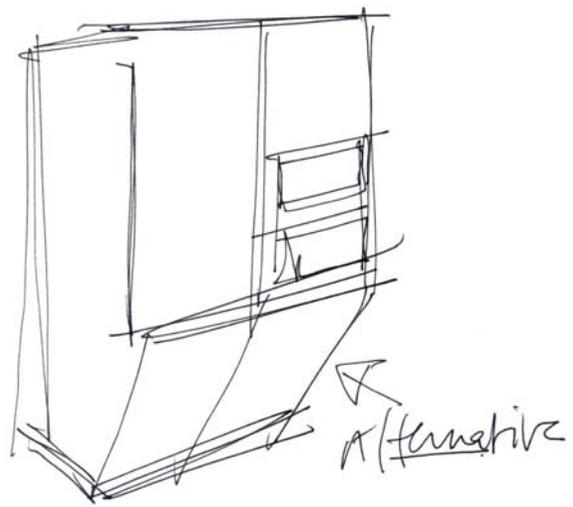




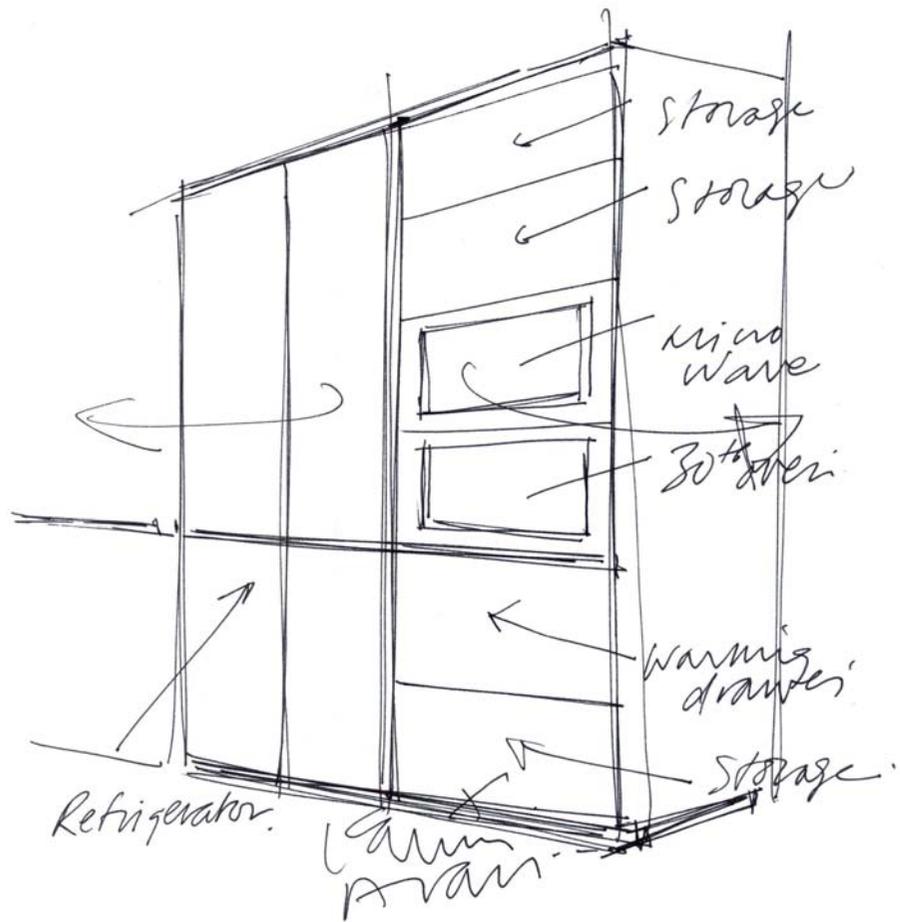


Design is the great cultural shaper of human existence.





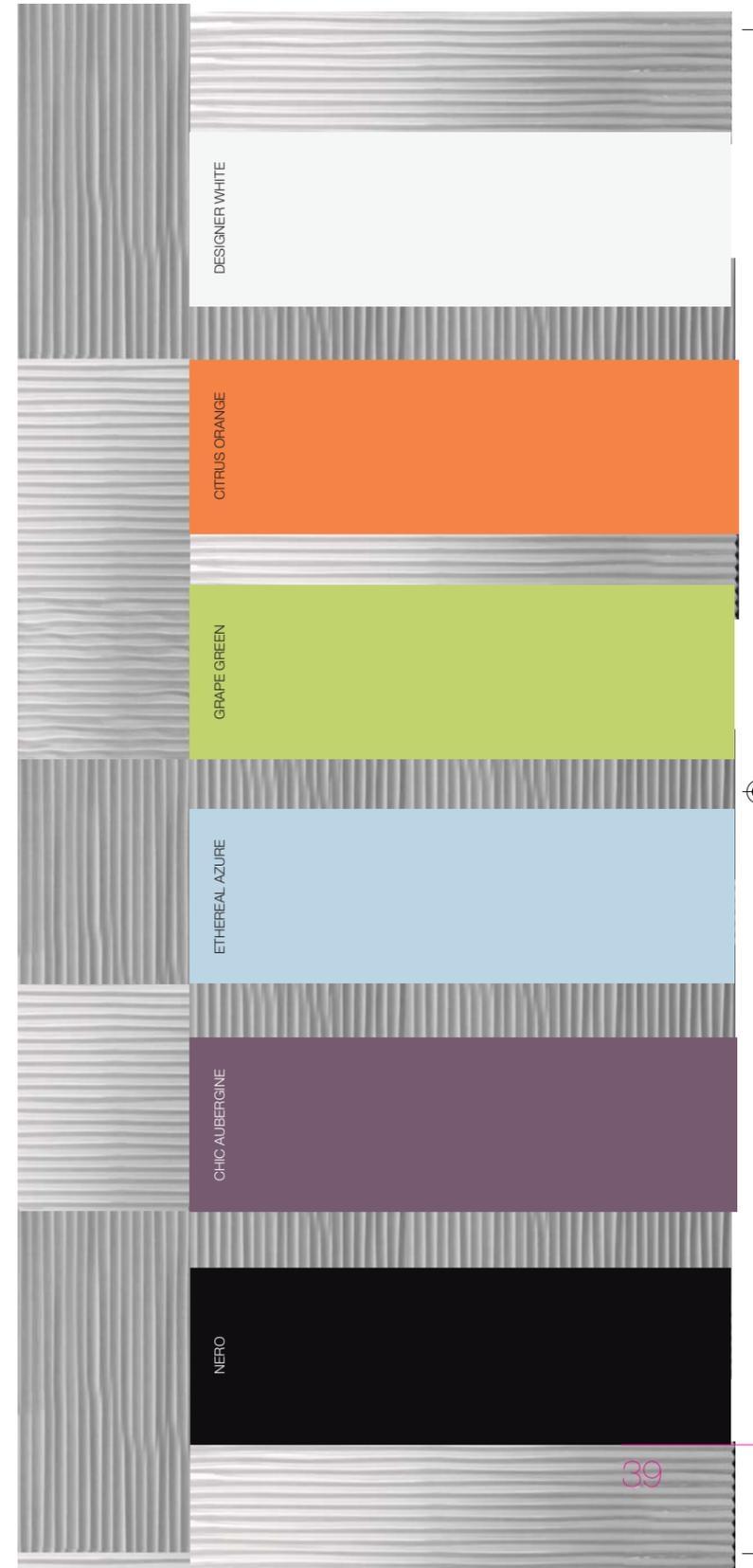
Alternative





Kook brings beauty, new experiences, energy, color, form...





DESIGNER WHITE

CITRUS ORANGE

GRAPE GREEN

ETHEREAL AZURE

CHIC AUBERGINE

NERO

## Project coordinator

Aran Technical Departement

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Giorgio Trebbi / LIFE comunica

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Daniela Marchini / LIFE comunica

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Immagine e Colore di Floridi Andrea

## Printing

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