



PHILIPPE STARCK

My Best Project Is The Next One



MY BEST PROJECT IS THE NEXT ONE. WHEN MY CREATIVE PART IS DONE AND WHEN I CLOSE THE FILE OF A PROJECT; I FORGET EVERYTHING ABOUT IT. EVEN IF IT WAS FINISHED YESTERDAY OR IT WAS FINISHED A YEAR AGO... WHEN I HAVE TO SPEAK ABOUT IT, I HAVE TO READ THE FILE BECAUSE I DON'T REMEMBER WHAT I HAVE MADE. THAT'S WHY THE NEXT PROJECT IS ALWAYS THE BEST.

We sat in the example room of G Yoo project with John Hitchcox and Philippe Starck; the former is a property entrepreneur who was relatively silent during the interview and the latter is a ubiquitous designer with whom we loved to talk.



You are the definition of multitasking but how do you prefer to define yourself?

First; I prefer not to define myself. When you define yourself you put yourself in a box and it's not a good thing to be in a box. If I'm obliged to define myself by just looking what I do; I am nothing. I'm just an explorer. Explorer; not in the North Pole or in the Amazon but in life. Though not by

choosing; I just know that. I love taking risks as an explorer and the only thing I know is to create. So; I am a creator explorer.

In one of your recent interviews you said "I sold my soul to the devil for this mental illness called creativity." What did you mean with that?

True, I said that. You don't have a choice; you are born with a mental sickness which I think

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is in relation with low level autism; what I have, clearly. After that; you can accept it or react to it. Because I'm an easy guy; I accept almost everything especially when it is about me, because I don't care about me. Finally; I realized that I never had a personal life or personal ambitions, personal dreams. I always dreamt for other people. It is even fun when I am obliged to do something for me; because I am not able to choose what I need for me. When I make the project for somebody else; I serve. I hope those projects will make good for somebody else. But yes; my soul is clearly owned by devil for creativity.

I'm always somewhere else. I'm always thinking about something else. And I shall die without any idea about what real life is. Because my other talent is to build to a crystal ball to protect my dreams. A crystal ball which is everyday-life proof. I don't know how to answer a phone, how to send an email, I don't even know what money is. The only problem is; this increases my autism. In this sense; I'm a sort of modern Faust.

Mr Hitchcox, is Mr Starck easy to work with?



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J.H: When we start every job; I'm like a distributor. I say "Philippe this works and this doesn't work" And I go to people and ask what they think about it. And they say "It's sh*t." This, I reflect to Philippe as "They think it is lovely Philippe, but maybe we can change this a little bit."

It would only be convenient to talk about why you are here today, in Istanbul?

G Yoo is made in order to provide a better life. But in our tribe; there are people with money and people who will make money. For me; I'm not interested in money. And I am very happy of what they say about affordable luxury which really became, for me, affordable quality, because it is the right thing. What I love above everything is honesty and respect. I love to work for people who have a little less money. I love it because it is completely coherent with democratic design, with everything I made. I don't speak about the design, I don't even care about the design. People will like it... People will love it... It's not my subject. My subject is to bring a vertical village in a place that nobody knows. Even a place where people never think to come. But it'll become a famous building, a famous place. Because we were explorers, were avant-gardes and we brought fresh, new ideas to Istanbul. To bring fresh and new ideas to Istanbul is the right thing today because Istanbul is made for that; this city is a boiling, melting pot of energy.

You did Mama Shelter Istanbul and Yoo Istanbul. Now this is your 3rd project here. How does it make you feel?

I am very happy because one was high level in price range. This one is lower. And I feel very comfortable because now I can reach all my tribe in Istanbul. Between them; there is Mama Shelter Istanbul. It's one of the most luxurious Mama Shelters in all the world. It's not cheap or basic. I can say, "If I want, I can live in Istanbul now."

The only elitism we respect is elitism of intelligence. The very one. We don't respect the elitism of money or the elitism of trendy people. We create our own trend, our own tribe.



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What do you think about your Turkish partners' opinions on this subject?

They look very good because they are courageous. They do it well. They made it very well for me. The only thing I have to find in a partner is friendliness. It's always good for me. I'm obliged to give quality because it's my name on it and they respect quality.

We would really like to have a comment about the project you have made for Elysee Palace, during the presidency of President Mitterrand.

I was really a street guy at that time. I had no money. I was everywhere in the world with nothing. When the president called me; it was so astonishing. They thought about me. It was a very big honour because this is a very intelligent guy from the left. And we are from the left, and left, and left. For me it was a big honour to work for my political tribe, my political side. Also; I think it was very smart not to choose an old guy to do that. Out of that; so what? Nothing special.

How do sustainability and green policies reflect in your projects?

Nowadays if we just follow the law; it is very well done. There are laws to protect everything and just following them is enough. And it is your duty to do so. After that, if you want to make more than that like me, with inventions, you can. It is not because I'm intelligent but because I'm lucky that I am following this path.

When I was 16 years old, I was in a small island close to Ibiza where you don't have cars, boats etc. I met an American guy who happened to be an ecologist. He explained what he was doing to me. By luck, I was

completely in deep of ecology, 30 years before everybody started to talk about it. Ecology is naturally, again by luck, in my DNA.

Today, it is almost impossible to save more water because we're at the point where we just simply can't reduce any more. It is now the time to think about what we will do when we have no water. The days are coming; the days, for example, when we have to clean ourselves without water. □

