

Orto Botanico di Brera

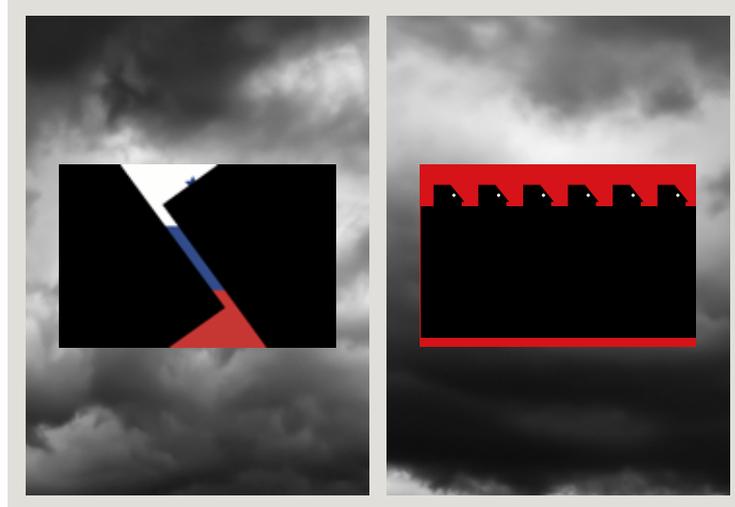
WAR FLAGS

by
PHILIPPE STARCK
(with Babinet & Co)

realization
ABS Group

music
Klaus Wiese

INSTALLATION



Extract from the WAR FLAGS catalog
©Philippe Starck (with Babinet & Co)

WAR FLAGS is a political exhibition imagined by Philippe Starck (with Babinet & Co) as a gesture to conjure the curse cast on the world. A unique immersive installation, oscillating between reality and dystopia, through which Philippe Starck (with Babinet & Co) radically denounce the forces and violences on the move in the emerging new world order, and urge the public to take a stand for action and collective awareness.

Anticipating the prospect of the next global conflict, involving not only traditional states but also new private armed entities, Philippe Starck (with Babinet & Co) imagined the Hate Unlimited Korporation, a company that has long been dedicated to promoting hate in all its most liberated shapes and sizes throughout the world. A bet that has paid off as: hate seeps through, forges new paths every second. That is why the Hate Unlimited Korporation is expanding its mission by publishing a catalog of insignias, flags and armbands, indispensable for new warriors to recognize each other on the battlefields.

Erected throughout the alleys of the Botanical Garden, two series of ten flags, the Night Flags and the Hate Flags, along with associated armbands, showcase the H.U.K.'s inaugural repertoire being, without a doubt, the first in a long series that will be enriched to over time, nights, and wars.

The Night Flags will help us measure the progress of the descending night. When the night falls, new logos must flood our minds. The Hate Flags aim, typically, at clarifying what is on the market, as well as creating a traceable ripple effect. They will often be more efficient than watchwords.

WAR FLAGS is conceived as mirror image of the reality we live in today, and Hate Unlimited Korporation as the embodiment of a world where hate becomes a product to be bought and sold. This installation leads the visitor to ask themselves what would happen if these flags, all created by hatred and thirst for money and power, really appeared in our streets.

"Some visitors may only see the aesthetics of the flags. While others will be questioned and shocked. To these people, WAR FLAGS will hopefully act as an awakening, triggering the power of collective awareness. History has taught us that there are many ways of fighting back, and that small acts of resistance can also make a difference. WAR FLAGS is ours."
Philippe Starck

WAR FLAGS's powerful anticipation narrative is accentuated by Klaus Wiese's psychoactive sound: Déjà Vu, from the album "Smarmkand". ABS Group was in charge of production.

Co-Producer





Philippe Starck

Philippe Starck, world famous creator with multifaceted inventiveness, is always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This philosophy has made him one of the pioneers and central figures of the concept of “democratic design”.

By employing his prolific work across all domains, from everyday products (furniture, a citrus squeezer, electric bikes, an individual wind turbine), to architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, space habitation module), he continually pushes the boundaries and requirements of design, becoming one of the most visionary and renowned creators of the international contemporary scene.

www.starck.com / Instagram @Starck / Facebook @StarckOfficial

Babinet & Co

Babinet & Co is a family-run creative studio, founded on the occasion of the War Flags project. Comprising of Laure Babinet, art director and designer, Lucas Babinet, art director and photographer (Penninghen 2022 valedictorian) and Rémi Babinet, founder of Betc (voted best advertising agency in the world in 2024), the studio's vocation is to put its energy and spirit at the service of committed projects.

Lucas Babinet / Rémi Babinet / Pas de Publicité Merci