

Brera Botanical Garden, Milan - April 7th, 2025

WAR FLAGS BY PHILIPPE STARCK (WITH BABINET & Co)

**for INTERNI Cre-Action:
a call for collective awakening.**

WAR FLAGS is a political installation by Philippe Starck (with Babinet & Co) presented in the Orto Botanico in Brera, for INTERNI Cre-Action, the event curated by the preeminent Italian magazine of interiors and contemporary design for FuoriSalone 2025.

WAR FLAGS was imagined 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.

“The flag or the warrior’s soul.

If our future governments become monolithic and monochromatic, the next conflict could be like a fractal. An international conflict containing national, regional, religious, inter-city, inter-corporate, inter-family conflicts.

All will fight, but will they recognize each other?

Hundreds, maybe thousands of armies, militias, armed gangs... This is dangerously messy. Nothing is more like a soldier than another soldier.

To help them sort themselves out, it would be very practical to create a catalog of insignias, flags and armbands so that each can recognize the other by recognizing themselves.

This catalog would be made available free of charge to everyone, according to their affinities.

Glory to our heroes.”

Philippe Starck

HATE UNLIMITED KORPORATION

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, 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

All over the world, Night Flags will help us measure the progress of the descending night and allow us to check at any time, and quite accurately, the degree of darkening underway. To quantify and encourage such darkening is one of the missions of Hate Unlimited Korporation. Nothing should escape it: everything we believe in, everything we love, everything we are, all the colors life used to wear.

THE HATE FLAGS

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. Naturally, the ten Hate Flags on display here are merely fundamentals; Hate Unlimited Korporation will very soon announce better-developed collections representing more sophisticated states of hate.

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. It is fictional, yet based on dynamics that already exist.

“We are witnessing unprecedented social and political transformations. Democracy, built over the last 2.500 years, is morphing into global crisis in just a few days. This is not an abstract phenomenon; it is happening before us. We knew the world was fragile and threatened, but in the morning, when we open our eyes, we are afraid of seeing it disappear. Afraid of a new night. Afraid that a brutal order will once again plant its flag everywhere. WAR FLAGS turns that angst and shock into a vision of what the future may be, so that we can react before it is too late.” Philippe Starck

“With WAR FLAGS, we figured giving our emotions free rein and sharing them could be a first act towards coming out of stupefaction and dread, starting to move again.” Rémi Babinet, Founder of BETC and Creative Director of Babinet & Co.

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

As part of the INTERNI Cre-Action, **WAR FLAGS** by Philippe Starck (with Babinet & Co), is accessible to all from April 7th to 17th at the Orto Botanico in Brera Milano. Free entrance. No reservation.

Opening hours

via Fiori Oscuri 4

7-9.04 → h 10-23 (last entry h. 22.30)

10-13.04 → h. 10-22 (last entry h. 21.30)

14-17.04 → h. 10-21 (last entry h. 20.30)

via Brera 28

7-17.04 → h. 9-21 (last entry h. 20.30)

A few words / A propos

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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 / Facebook [@StarckOfficial](#) / Instagram [@Starck](#)

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](#)