



### XAVIER DEGUELDRE, A DESIRABLE AND SUSTAINABLE DESIGN

Since several years Xavier Degueldre has developed a creative approach which aims to divert the first use of everyday objects and turn it into a design object. Fashion TV; he is one of the 2 founders and leaders. Diverting television from its first use, he imagined a tv channel combining amazing images with high-quality music. Later on, it is in France that this young father finds the way to his son Maximilian asked him where the old shopping carts go after their death? Xavier sees there the opportunity to and wish of a better planet while finally mix his passion for design offering his son the best answer ever. A year of study, testing and a dozens prototypes will be needed to reach this little miracle: create from the most impersonal object of consumption, the « KART by DEGUELDRE » is born. X. DEGUELDRE & SISTER EMMANUELLE, Engaged Designer, sensitive to the world around him, Xavier Degueldre is a man of conviction. "The shopping cart is the symbol of consumption of the occidental world. It was for me obvious to give back part of the profits of the sales of the karts to sister Emmanuelle association, ASMAE, with the hope to show the way toward a more balanced world".



Sister Emmanuelle (1908-2008), was a religious sister that became with the years the symbol of the very poor. In 1971 she witnessed the impoverished conditions of the trash collectors (Zabballine community) in Cairo, Egypt and decided to leave among them. She developed many health, education and welfare programs aimed at improving their conditions of life.



# KART BY DEGUELDRE

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 Visuals on demand - www.kartbydegueldre.com

KART BY DEGUELDRE - WHEN DESIGN MEETS SUSTAINABILITY

### KART BY DEGUELDRE : AN INNOVATIVE CONCEPT

Who hasn't walked the supermarket aisles with his parents, sitting in a shopping cart? This is a great childhood memory for most of us.



The shopping carts are destroyed after 10 to 15 years of good services. KART by DEGUELDRE, in collaboration with the world manufacturer of shopping carts gives them a Second Life. The idea was there, just in front of our eyes. The shopping carts are recycled and transformed into very comfortable chairs or armchairs, extremely design for adults and child's use. Created From the most impersonal consumption product KART by DEGUELDRE becomes a Sustainable, Desirable and Design object. Each kart is unique, numbered and registered.

### FROM HOME TO GARDEN

KART by DEGUELDRE comes in different shapes and sizes to enhance your home and garden. All models are declined following a pallet of several colors : pastel, pop, flashy, trendy but also chrome, gold and copper. It can be decorated also with a range of cushions made of different fabrics and textures like suede, leather and foal.....



### A SUSTAINABLE DESIGN, UNIQUE & PERSONALIZED

Different models and sizes, adult and child  
 Use: internal and external  
 Sustainable: galvanized metal and epoxy painting  
 Personalized: feet wire or tubular, with or without roulette  
 large choice of colors, cushions  
 Unique: each Kart is numbered and registered  
 Made in France  
 Price from 750 € to 1400 €  
 Distribution: independent stores, internet sites...



### RIDDLE :

Who can reach a capacity of 240 liters?  
 Who travels around 17 000 miles in his entire life driving 3 miles/hour?  
 Who is able to carry 10 000 times his weight of goods? Response: the shopping cart.

#### A LITTLE BIT OF HISTORY:

1936 : USA Sylvain N. Goldmam creates the first shopping cart. An original is kept at the Smithsonian Institution.  
 1947 : Orla E. Watson creates the first modern horizontally stackable shopping cart.  
 1950 : just in time for the baby boom, the child seat gets into the cart.  
 1969 : Duane Hanson creates "the Supermarket Shopper" and through his creation gets the shopping cart in the most famous museums.  
 2014 : The designer XAVIER DEGUELDRE revive the shopping cart into a comfortable and desirable object: the KART by DEGUELDRE.

