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## LaCie reveals Starck desktop and mobile HDDs

Designed by Philippe Starck

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LaCie has announced a couple of hard disks that it's bringing to the UK which have been designed by French New Design pioneer Philippe Starck - the designer behind the Juicy Salif lemon juicer. There's a desktop and a mobile version of the drive. Both have design from Starck, a thick aluminium casing, a touch sensitive surface for app launching, and software capable of scheduling automatic backups. Starck said of the design: "Technological genius explodes exponentially, each time with incredible power whose limits are yet to be known. The power remains, never abating, symbolically characterised by the sculptural magma that one attempts to cleave, to master within this geometrically perfect strongbox". He added: "A symbol of strength mastered, of freedom guided, of incandescent magma heeding to the form of its cast. The interpretation is free. But the mystery remains". The desktop drives come in 1TB and 2TB capacities and the mobile ones have 320GB and 500GB options. Pricing starts at £110 for the desktop version and £85 for the mobile one. They're available now.

