

Cassina

Cassina 9.0: 2017-1927.

2017 Collection at the renewed Cassina Milan Showroom.

A natural aptitude to reflect on the past, present and future.

In its 90-year history, Cassina has affirmed the instinct of its founders to join the recent past with the future through furniture that responds to the present, while at the same time fuelling the collective imagination.

Analysis of the future of interiors.

The 2017 Collection, exhibited at the renewed Milanese showroom with a project by Patricia Urquiola, also ties in with this aspect of Cassina's DNA. The new products are also connected to the important projects launched for the brand's anniversary: the monograph *This Will Be the Place* edited by Felix Burrichter and published by Rizzoli, and the Cassina 9.0 installation by Patricia Urquiola at the Fondazione Giangiacomo Feltrinelli.

Concepts from the book *This Will Be The Place* meet the new products.

The concepts of fluidity of space, hybridization of types, and circularity of time and forms analysed in the book's critical readings all emerge in the collection's new products and influence the evolution of the existing 'mutating' designs, offering new horizons.

The showroom houses the *Floe Insel* sofa by Patricia Urquiola, completely in tune with the principle of flexible interiors. This visually dynamic piece has large asymmetrical volumes that give a strong sense of comfort.

A clear interaction with the user and another expression of a need for versatility of spaces and furniture is Konstantin Grcic's *Soft Props*. A setting for public or private conversations defined by a graphic line that almost abstractly designs a space, tracing the edge of the sofa and creating a more intimate boundary made comfortable by soft seats and varying cushions.

Also suitable for a flexible domestic setting are the *Baleno* shelves, designed by the Bouroullec brothers in a first collaboration with Cassina. Like the vertebrae of a whale, these shelves flex under the weight of books and become a wall decoration when combined together in repeated elements, for a constantly transforming space.

The second piece by the two French designers is born from the Cassina catalogue drawing on family memories to create a new product. Chair or small armchair? *Cotone* is the union of a very soft, cosy down seat with a minimal, rigid supporting structure that brings to life a model that conveys all the comfort of a padded chair for the dining table.

Constantly evolving designs.

Some products in the catalogue broaden the collection's range with new solutions: generous dimensions and greater comfort for the *Beam Sofa System* by Patricia Urquiola with the new *Super Beam* sofa system. New proportions and details for the 8 sofa by Piero Lissoni with *8 Cube*, which offers padded elements without side and back panels, in addition to a new swivel armchair. And an extension to the *Caprice* and *Passion* line of chairs by Philippe Starck with high stools with a stem base.

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Some designs are enriched with new finishes and colours, like for example the *Flat* cabinets by Piero Lissoni and the collection of *Réaction Poétique* objects by Jaime Hayon. Not just within the *Contemporanei Collection*, but also in the *Maestri Collection*: the *Accordo* table by Charlotte Perriand is proposed in new bright lacquers, while the *LC4* chaise-longue by Le Corbusier, Jeanneret, and Perriand sports a removable fabric mattress.

Other upgrades considerably change the original design, like the *Lebeau* table designed by Patrick Jouin for Cassina in 2003. Now revisited in wood with a light base made of alternating full and hollow spaces with curved solid wood slats, the table is the perfect expression of the company's high level production skills.

Cassina re-edits Cassina: new takes for the *MutAzioni* project, a set of iconic models from the Cassina production revisited with a contemporary approach. The *932* armchair designed in 1965 by Mario Bellini has been brought back to life with the name *MB1 Quartet*. A new name to highlight the four-cushion composition, and initials that confirm the desire to create a collection dedicated to the architect, the *MB Collection*, in honour of his important collaboration with the company.

To conclude, a true return to the brand's roots with Gio Ponti's *Leggera* chair to commemorate the intense and long-lasting partnership that was established in the early 1950s and that led to the production of the iconic *Superleggera* in 1957.

Cassina Milano is renewed with *In-store Philosophy 3*.

The Cassina Milan Showroom also goes through an evolution. Inaugurated in 1968 with a design by Mario Bellini, over the years the space has been designed by renowned architects like Vico Magistretti (1979), Clino Trini Castelli (1985), Achille Castiglioni (1987/1994), Giancarlo Tintori (2003) and Piero Lissoni (2012).

For the company's 90th anniversary, the store has been renovated with a project by art director Patricia Urquiola, who, in addition to rethinking the existing spaces, also integrates a 110m² area in the basement.

The store thus adopts Cassina's new *In-store Philosophy 3* coordinated image. This concept is a new way of communicating the company's values in-store with particular emphasis on the creation of dialogue between its iconic pieces through warm and inviting areas.

Style details and the use of colour are characterising features. Materials such as marble terrazzo, wood and aluminium are skilfully brought together to create a new form of contemporary expression.

"I believe that the key word in this historical and cultural time is, above all, 'consistency'. This translates in project precision, intellectual honesty and a vision towards the future." Patricia Urquiola.

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