

# Cassina

**Cassina, together with Creative LAB, supports the exhibition**

**‘Charlotte Perriand, photographer and designer’**

**Seoul, 23<sup>rd</sup> October 2020 – 13<sup>th</sup> December 2020**

## **Cultural DNA**

Cassina, the only company authorised to manufacture furniture designed by Charlotte Perriand (1903-1999), is delighted to be part of the exhibition ‘Charlotte Perriand, photographer and designer’ curated by Enrica Viganò at 10 Corso Como Seoul.

Cassina has always had a special interest in the diffusion of the works of the designers and architects of its collections, promoting cultural initiatives and creating exceptional collaborations.

In 2004, Cassina introduced a complete collection devoted to the works of Charlotte Perriand, designer, architect and pioneer of modernity. Through careful and rigorous philological reconstruction, carried out in close collaboration with Pernette Perriand Barsac, the company continues to authentically reissue her furniture for international distribution.

This retrospective, following the analogue exhibition at 10 Corso Como in Milan, traces the importance of photography in Charlotte Perriand’s creative process and reveals a novel approach to her work. Alongside her photographs, a number of pieces of furniture exclusively produced by Cassina have been loaned for the exhibition including, the *Nuage* bookshelf, the *Riflesso* cabinet, the *Tokyo* chaise-longue and the *Guéridon* low table, as well as the *LC4 Villa Church* chaise-longue by Le Corbusier, Pierre Jeanneret and Charlotte Perriand.

## **Cassina I Maestri Collection**

The *Cassina I Maestri Collection* brings together a selection of the most significant pieces of furniture created by the protagonists of the Modern Movement that have become fundamental references for contemporary design.

It began in 1965 with the reissuing of the furniture designed by Le Corbusier, Pierre Jeanneret, Charlotte Perriand (1964), continuing with Gerrit Thomas Rietveld (1971), Charles Rennie Mackintosh (1972), Erik Gunnar Asplund (1981), Frank Lloyd Wright (1985), Charlotte Perriand (2004), Franco Albini (2007), Marco Zanuso (2015), Ico Parisi and Giacomo Balla (2020).

As this is an open collection it is possible that further pieces of historical design can be integrated in the future.

The *Cassina I Maestri Collection* has made it possible to recover the original values from which contemporary furniture design has developed, making faithful reissues available that are capable of totally transferring innovation and anticipation incorporated in the proposals of these great Masters.

The collection also makes it possible for the absolute values of design to emerge, beyond space and time and with contents never previously explored, which constitute a fundamental contribution to today's design research.

The result is that the furniture of the *Cassina I Maestri Collection* combine with elegant naturalness alongside Cassina’s newer products to furnish all types of home environments.

‘Charlotte Perriand, photographer and designer’ curated by Enrica Viganò in collaboration with Admira, Archives Charlotte Perriand, Cassina & Fondazione Sozzani, sponsored by Creative Lab.

# Cassina

## Charlotte Perriand

Charlotte Perriand (1903-1999) holds full membership of that avant-garde cultural movement which, from the first decades of the twentieth century, brought about a profound change in aesthetic values and gave birth to a truly modern sensitivity towards everyday life. In this context, her specific contribution focuses on interior composition, conceived as creating a new way of living, still today at the heart of contemporary lifestyle.

At the beginning of her professional career she was acclaimed by critics for her *Bar under the roof*, exhibited at the *Salon d'Automne* in 1927 and constructed entirely in nickel-plated copper and anodized aluminium. In the same year, when she was just twenty-four years old, she began a decade-long collaboration with Le Corbusier and Pierre Jeanneret, at the famous design studios at 35, rue de Sèvres in Paris.

Her presence at the studio is visible in the furnishings designed with Le Corbusier and Pierre Jeanneret: Charlotte Perriand was a cornerstone in the reformation project that they promoted, adding a distinct humanist dimension to the often cold rationalism of Le Corbusier. In her creations she animates the fundamental substance of daily life with new aesthetic values, in particular her talent and intuition in the discovery and use of new materials manifest themselves to their full extent.

The ten-year long association with Le Corbusier and Pierre Jeanneret together with her experience in Japan represent intense creative effervescence in the life of Charlotte Perriand. During her long stay in the Far East (1940-1946), she reveals her artistic talent to the full, through a reinterpretation of the reality of life to echo both tradition and modernity. By way of example, worthy of mention are the furnishings produced with traditional bamboo processing techniques that enhance the new forms that were already experimented with steel-tubing.

As a professional, she also concentrates on a series of original and balanced productions commissioned by top-level authorities and leading companies of the calibre of Air France and by a number of foreign organisations, authenticating the fame she had by now gained on the international scene.

Cassina retains the exclusive worldwide rights to re-issue the works of Le Corbusier, Pierre Jeanneret and Charlotte Perriand through attentive philological research carried out in accordance with the official foundations and heirs. The company signed the contract to produce the first four pieces of the *LC Collection* in 1964 while Le Corbusier and the co-authors were still alive and Charlotte Perriand continued to work in close contact with Cassina on the development of this collection until her death in 1999.

In 2004 Cassina launched the *Charlotte Perriand Collection* in collaboration with Pernette Perriand Barsac, her only heir and assistant for twenty years, to provide an extensive and complete vision of her multifaceted work. This collection, in continuous evolution, captures the creative heart of each design, enhancing it and bringing it into today's world in a balanced combination of past and present.

## The Cassina Perspective

Founded in Meda by Cesare and Umberto Cassina in 1927, Cassina launched industrial design in Italy during the 50's by taking a completely new approach which saw a shift from handcraftsmanship to serial production.

Cassina was pioneering in the way that it showed a striking inclination for research and innovation, combining technological skill with traditional craftsmanship. For the first time important architects and designers were involved and encouraged to envision new designs to be transformed into projects, a characteristic that still distinguishes the company.

In 1964 the *Cassina I Maestri Collection* began with the acquisition of the exclusive worldwide rights to serially produce four models designed by Le Corbusier (who was alive at the time), Pierre Jeanneret and Charlotte Perriand. Over the following years this collection has brought together some of the most iconic furniture by the greatest 20<sup>th</sup> Century architects of modern classics with the aim of disseminating their cultural values. These re-editions are authentic and attentive reconstructions studied to respect the original models, working in close collaboration with the authors' heirs and official foundations.

Many renowned Italian and international designers and architects have collaborated with the company including: Vico Magistretti, Gio Ponti, Mario Bellini, Ronan & Erwan Bouroullec, Rodolfo Dordoni, Piero Lissoni Gaetano Pesce and Philippe Starck. In 2015 the Spanish architect and designer Patricia Urquiola was nominated Art Director of Cassina.

Today 'The Cassina Perspective' unites the company's values to express the best contemporary design - avant-gardism, authenticity, excellence and the combination of technological capacity with skilled handcraftsmanship – and offers a broad panorama of configurations for the home where innovative products and Modern icons come together to create complete and, above all, welcoming environments, dialoguing according to a unique design code based on excellence.