Cassina opens a directly owned store in Shanghai.

During the opening event a live reconstruction of the legendary Veliero bookcase by Franco Albini.

Cassina Shanghai: the first directly owned store in Asia.

18 November 2016. Today Cassina has opened a showroom located close to Nanjing West Road, an area that hosts high-end fashion and lifestyle brands. The store, distributed on two floors, has been designed with the In-store Philosophy 3 concept, a new phase of Cassina’s coordinated image developed by the brand’s art director Patricia Urquiola. Granules of marble, wood and aluminium have been expertly mixed, and the use of colour creates a warm and welcoming home atmosphere for the space.

An audacious challenge to bring the Veliero bookshelf back to life.

The opening event will highlight Cassina’s high quality craftsmanship by focusing on the iconic Veliero bookshelf that the Italian architect Franco Albini designed as a unique model for his own home in 1940. Veliero is a bold challenge to the notions of balance and has been brought back to life and made functional thanks to the painstaking research and innovation carried out by Cassina in collaboration with a range of experts from historians to naval engineers. This visionary project, now part of the Cassina I Maestri Collection, will be the topic of discussion of the design talk between Xu Wang, Editor in Chief of AD China, and Marco Albini, son of Franco Albini and Head of the Albini Foundation. During the event, the Veliero bookshelf will be constructed one step at a time by expert craftsmen from the Cassina factory.

Cassina’s expansion strategy.

The opening of Cassina Shanghai further strengthens the presence of the brand in China with the aim of becoming a point of reference for the Asian market, and in particular for the A&D community as well as the end-consumer. As part of Cassina’s expansion programme in China, a 330m² mono-brand store will also be opened in collaboration with a local partner in Shenzhen, and other spaces will be developed in Nanjing and Wenzhou. Cassina is already present with mono-brand stores in collaboration with local partners in Shanghai and Beijing. The brand is also present with a network of dealers in Hangzhou, Suzhou and Chengdu.

“The Cassina Shanghai Showroom is part of our retail expansion strategy which sees the opening of three directly owned stores this year, Scalo Milano in Italy, Shanghai in China and Madrid in Spain, as well as a second store on the rive gauche in Paris, France, at the beginning of 2017 when Cassina will officially celebrate its 90th anniversary”. Gianluca Armento, Cassina Managing Director.

This acceleration particularly highlights the importance of international distribution for Cassina which is already present in London, Meda, Milan, New York Midtown, New York SoHo and Paris with directly owned stores, as well as a capillary network of partners and dealers throughout the world.
Cassina, the original contemporary design brand. Founded in 1927, Cassina will celebrate its 90th anniversary next year. As a first mover in the design sector, the company launched industrial design in Italy in the 1950’s and was pioneering thanks to its striking inclination for research and innovation, working with important architects and designers and encouraging them to envision new designs, a characteristic that still distinguishes the brand today. Cassina’s identity lies in the innovative fusion of technological skill and traditional craftmanship. The collections feature iconic furniture by great modern architects including Le Corbusier, Charles Rennie Mackintosh, Frank Lloyd Wright, Gerrit T. Rietveld, Charlotte Perriand, Franco Albini and Marco Zanuso, as well as important architects and designers such as Mario Bellini, Piero Lissoni, Vico Magistretti, Gaetano Pesce, Gio Ponti, Philippe Starck and Patricia Urquiola.