

# Cassina

***Simplexity*, the art of giving apparent simplicity to an object with a complex workmanship.**

**A definition by Ora Ito for the *Ico* chair.**

## A tribute to Cassina's carpentry workmanship heritage

The *Ico* chair is representative of the values that Cassina still maintains today. **A combination of wood craftsmanship and technological innovation. It is the essence of the concept *MedaMade*.**

The project, developed over more than two years with the French designer Ora Ito, has completely centred the equilibrium between craft and industry, style and experimentation.

*Ico* clearly references Cassina's heritage and in particular the *814* chair designed by Ico Parisi in 1950; the chair's name pays tribute to this historical model. A chair that has been invigorated by Ora Ito's dynamism to form an instantly recognisable contour.

## A new definition of the archetypal chair

The 'techno-organic' nature of the chair, intended as inspired by industrial/ technical elements, has been developed in close collaboration with the Cassina Research and Development team who have **painstakingly studied the engineering and construction of each component** of this apparently simple design using the most advanced expertise.

The base, made entirely of solid wood, is representative of the brand's ability to industrialise sinuous yet complex forms through the **perfect combination of craftsmanship and technology**. This element is characterised by refined joinery, traditional carpentry and the use of sophisticated, latest generation, numerical control milling machines with 5 axes.

**However, the chair's comfort is not sacrificed for technology.** *Ico*'s curved wooden frame is accompanied by careful upholstery work: soft inserts upholstered in fabric or leather are enriched with stitching details from the end of the armrest to the backrest, a functional and also aesthetic choice.

*Ico* is available in 4 open pore matt finishes, (natural ash-wood or ash-wood stained black, walnut or red) making the piece extremely versatile for all kinds of architectural settings.

Thanks to the chair's low armrests, *Ico* fits perfectly around the dining table.



Measurements: 56x59xh.77/62/44cm

Materials:

structure	solid ash-wood
seat and back	ash-wood
padding	foam
upholstery	fabric or leather
finishes	matt, semi-open pore, natural or ash-wood stained black, walnut or red.