

# Cassina

**C90 starts at imm cologne 2017.**

## **C90: 2017 marks Cassina's 90<sup>th</sup> anniversary.**

Cassina has been designing the future of interiors for 90 years. Founded in 1927, the company launched industrial design in Italy during the 50's by taking a completely new approach which saw a shift from handcraftsmanship to serial production.

The company 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. Today Cassina continues to represent new ways of living, creating harmonious settings that bring together the best of contemporary design.

## **In-store Philosophy 3: a new way of communicating in-store.**

For its 90<sup>th</sup> anniversary Cassina has updated its in-store image with a contemporary retail experience previewed at the imm cologne stand.

Named *In-store Philosophy 3*, this new phase has been developed by art director Patricia Urquiola. Specific focus has been given to creating dialogue between the brand's icons through warm living environments based on stylistic details that are outlined in a moodboard of instantly recognisable colours and materials.

Classic materials have been reinterpreted to communicate a contemporary form of expression. For example, living areas are divided by perforated 3D metal sheets and graphic anodized aluminium screens with vertical louvres which, thanks to their particular workmanship, offer different perspectives depending on one's position and the lighting.

Communication about Cassina's history has also been made accessible thanks to a series of timeline panels that explain the brand's key moments in 5 sections: Pioneer. Authenticity. Sofa Craftsmanship. *MedaMade*. Cultural Influencer.

*"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, Cassina Art Director.

Products on show at the stand include the key sofas *Beam Sofa System* by Patricia Urquiola and *Volage EX-S* by Philippe Starck, two new colour combinations for the *Gender* armchair by Patricia Urquiola and the *Ico* chair in a new taupe stained ash-wood version by Ora-Ito, as well as a range of new products.

## **LC Pampas: unique limited editions.**

Continuous development of Cassina's icons is also carried out through exceptional projects to keep them contemporary. The limited editions *LC1 Pampas* small armchair and the *LC4 Pampas* chaise-longue by Le Corbusier, Jeanneret, Perriand (each available in 400 numbered pieces), are an **homage to the travels of Le Corbusier and Charlotte Perriand in South America** where they had strong contact with the local artistic and cultural circles, fruitful for the development of the Modern Movement.

The models' upholstery is made from **high quality precious hides from South America which have a very characteristic brindled pattern making each piece completely unique.**

## **New MutAzioni pieces: the continuous need to adapt to evolving home environments.**

Launched in imm cologne last year, the *MutAzioni* (Mutations) project further underlines the importance of adapting to contemporary living.

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The project brings together 9 design icons taken from 90 years of history. This year at imm cologne **Cassina rediscovers the identity of the *Casiers Standard* (1920's) container system by Le Corbusier, Pierre Jeanneret, Charlotte Perriand and presents a preview of the 932 armchair (1960's) by Mario Bellini.**

Two new projects which join the *Black Red and Blue* chair (1920's) and various editions of the *Utrecht* armchair (1930's) by Gerrit T. Rietveld, the *Doge* table (1960's) by Carlo Scarpa, the *Wink* chaise-longue (1980's) by Kita Toshiyuki and the *Met* armchair and chaise-longue element (1990's) by Piero Lissoni. A clear manifestation of **Cassina's attitude to support continuous improvement to keep its projects forever actual.**

## ***Casiers Standard* container system by Le Corbusier, Jeanneret, Perriand - Cassina I Maestri Collection**

Presented at the *Pavillon de l'Esprit Nouveau* in 1925 by Le Corbusier and Pierre Jeanneret, this revolutionary project was originally **conceived for the office and the need to freely organise objects and space**, resulting in modules reminiscent of architectural compositions.

In Cologne in 1931 the *Casiers Standard* was part of a presentation of avant-garde furniture, instruments for domestic organization. Charlotte Perriand later proposed an adaptation of this container system to Cassina for serial production in 1978, and today the brand re-presents this sophisticated yet simple system in Cologne once again, in an evolved version studied in collaboration with the Le Corbusier Foundation and Pernette Perriand.

The *Casiers Standard* now has **seven fixed compositions that can be varied with a range of heights, modules and finishes to create a total of eighteen options.** Its aesthetics and minor technical details have been updated, in particular its colours now in grey and taupe combined with natural or stained oak, and its supporting base reduced, always with respect for the uniqueness and timeless rationalism of the original project.

Perfect for all rooms of the home and office, *Casiers Standard* remains a versatile piece of 'equipment' to organise all that is necessary for contemporary living.

Materials: metal structure, oak wood exterior/ interior, mahogany or black doors.

Measurements: two modules 150x37.5 h.140cm, three modules 225x37.5 h.140/ h.113/ h.140cm.

## **932 armchair by Mario Bellini - Cassina I Contemporanei Collection**

In the 60's the 932 model revolutionized the concept of upholstered furniture. **Mario Bellini transformed the idea of the traditional armchair by making its padding, four independently produced cushions, the armchair's structure uniting them with a large belt.**

Today Cassina brings this historical model back from the archives by renewing its proportions, upholstery and engineering, working in close collaboration with Mario Bellini with respect for the original project's spirit and authenticity.

The armchair's characteristic belt, in fabric or leather, is not only an elegant aesthetic detail but a functional solution to keep the cushions together in a comfortable embrace.

The luxury version of the 932 particularly expresses Cassina's leather workmanship know-how thanks to the contrast of leathers: the exterior and belt loops are in soft saddle leather while the interior and belt is in natural leather. This version is available in black, taupe and blue.

Materials: padding in polyurethane foam and polyester wadding, belt in fabric or leather, removable upholstery in fabric or leather from the Cassina Collections, a combination of soft black saddle leather and black leather/ soft taupe saddle leather and taupe leather/ soft blue saddle leather and blue leather for the luxury version.

Measurements: 97x85xh.63cm.