

**Cassina meets Ginori 1735, two heritage companies with deep roots
in the history of design and Italian production,
and tributes Le Corbusier**

Tableware art to completes the dining area

‘The Cassina Perspective’ is a holistic approach that offers a unique and complete approach to the home. Considering this, Cassina has developed a first tableware collection by Le Corbusier in collaboration with Ginori 1735 and the Le Corbusier Foundation.

“The taste of shape”, a dinner service designed by Le Corbusier

This dinner service was originally produced for the Prunier restaurant in London. On the wall of a private room of the restaurant, Madame Prunier had hung the *Les Mains* tapestry that Le Corbusier had designed in 1951. In 1961, she decided to commission Le Corbusier to design a dinner service for the restaurant with the same motif of the intertwined hands that can be found on the lower part of the tapestry. Le Corbusier had carefully made some colour variations for this dinner set, including a plum tone for the coloured part on which the three entwined hands drawn with a thin black line come together.

Le Corbusier himself used these same dishes in which he combined, as he himself said, quality and taste “the taste of shape”.

Authenticity for the table

Today the *Service Prunier* has been reissued by Cassina thanks to the collaboration with Ginori 1735, with respect for the original project and with the greatest care for authenticity. Produced in the same white porcelain with the original drawing by Le Corbusier applied by hand, the service includes a dinner plate, a soup dish, a dessert/salad plate and a small coffee cup and saucer.



Service Prunier by Le Corbusier – Cassina I Maestri Collection with Ginori 1735

Materials: shiny enamelled white porcelain with motif applied by hand

Measurements:

dinner plate	diam. 27cm
soup dish	diam. 21cm
dessert/ salad plate	diam. 20,5cm
small coffee cup and saucer	cc100ml, diam. 12.5cm

Symbolic drawings by Le Corbusier

Cassina has been inspired by the genius of Le Corbusier for this collection composed of three trays in unglazed porcelain that each feature bas-relief symbols taken from the walls of buildings in Chandigarh, the city he designed in the 1950s and now a world heritage site. In this project Le Corbusier summarises his architectural and urban ideals, expressing his creativity in sculptural and figurative terms. As he had already done in Marseilles in the *Unité d'habitation* with the *sculptures moulées*, he imprinted symbolic drawings on the *béton brut* concrete walls of various buildings, the same symbols taken from his figurative repertoire and the Indian culture.

The hand, the fish and the sun

Each tray in the *Collection Chandigarh*, produced by Ginori 1735, has a decorative symbol that was designed by Le Corbusier in 1956. Probably the most recognisable and recurring in his architecture, featured on the square tray with rounded corners, is the hand: the eternal symbol of peace. The round tray features a fish and the rectangular tray the solar movement.

Made in matt white porcelain with a biscuit effect, the simple lines and minimal shapes of these trays are perfect both for the table and to display.



Collection Chandigarh by Le Corbusier – Cassina I Maestri Collection with Ginori 1735

Cassina

GINORI
1735
ITALIA

Materials: matt white porcelain with a biscuit effect

Measurements:

‘La main ouverte’ square tray	33x33cm
‘Poisson’ round tray	34.5x34.5cm
‘La course du soleil’ rectangular tray	33.5x18cm

About Cassina

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. 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.

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About Ginori 1735

The Manifattura Ginori, whose origins date back to 1735, represents the peak of Italian excellence in the creation of artistic pure porcelain. Ginori’s production represents the perfect blend of knowledge, work, people and creativity, where imagination takes shape as a witness of a unique, extraordinary obsession: absolute beauty. Ginori is active in the creation, production and sale of quality pure porcelain crafted using several processes, some of which almost unchanged since its origins, while others making use of cutting edge technologies and highly sophisticated industrial equipment. Part of Kering Group since 2013, Ginori 1735 has always been associated with great figures of architecture, design and fashion, and stands out on the world scene as a true icon of “Made in Italy” tradition. Ginori counts on a distribution network which includes: Florence and Milan flagship stores, one monobrand store in Moscow, selected dealers in Italy and a presence in high-level Department Stores and multi-brand Specialty Stores all over the world.

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