

Cassina

Cassina unveils its Midtown New York Showroom

A first project with Patricia Urquiola

Radical renovation for Cassina midtown

New York, NY, October 2015: The leading Italian design brand Cassina announces the transformation of its Midtown New York Showroom which will officially open in November.

The concept of the store has been designed by Patricia Urquiola in an exciting first time collaboration and executed by Cassina's Contract Division.

In this Midtown location since 1994, the renewed 6,500 square foot Cassina showroom will also host the other brands from the Poltrona Frau Group (PFG) as well as key products from Haworth. Haworth has been a partner of Poltrona Frau Group North America since 2011 and acquired the majority stake of the Group in 2014.

A design renaissance for midtown New York

Located at 155 east 56th Street, the Cassina showroom aims to strengthen the brands' presence in the area confirming it as a key destination to serve both industry professionals and consumers with an interest in high quality and authentic design.

Positioned near the Architects & Designers Building and the Decoration & Design Building (DDB), the neighborhood is currently experiencing an exciting revival which has a strong design influence. Cassina's presence in New York also includes a second showroom in SoHo which opened in 2008.

Inspiration from the great masters of architecture

As Patricia Urquiola's first project for Cassina, the ground floor has been inspired by Cassina's hallmark history which reflects the work of the great architectural masters of modernism whilst paying particular attention to the use of innovative materials.

Design breakthroughs such as the *Veliero* bookshelf by Franco Albini are represented by the designer's typical contemporary view, making them leading architectural and structural elements of the store. The particularity of the ground floor is in fact the study of a graphic *boiserie* in grey oak with metallic outlines. The planks are positioned to form a "V" shape creating a dynamic pattern on the walls which not only decorate but also divide the area.

Another important architectural detail takes inspiration from one of Cassina's most renowned figures, Le Corbusier. The large asymmetrical windows of the showroom have been influenced by the architect's design of the *Notre Dame du Haut* chapel in Ronchamp. The various areas of the store have in fact been elegantly divided with graphic panels have been suspended to create space from one area to another.



Piero Lissoni's aluminium framed 8 sofa, available at the Cassina Midtown New York Showroom

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A domestic environment for the Haworth, Poltrona Frau and Cappellini products

The Cassina showroom now also houses a selection of key items from Haworth, Cappellini and Poltrona Frau in a separate area in the showroom's lower level which can be reached by a metal copper staircase.

Here the pieces have been mixed together to create dynamic and welcoming living spaces. Patricia Urquiola, who works closely with Haworth on art direction, product and spaces, has imagined a raised apartment to showcase the products which have been mixed perfectly to give the sensation of a private apartment divided into multifunctional areas (living room, dining room, relax area, bedroom, office).

A glimpse of the three brands is revealed through a second store window which looks over the characteristic staircase.

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About Cassina

Cassina, founded in 1927, launched industrial design in Italy during the 50's. The company was pioneering in the way it showed a striking inclination for research and innovation, working side by side with important architects and designers and encouraging them to envision fresh designs, a characteristic that still distinguishes the company today.

Cassina's identity lies in an innovative fusion that closely links technological skill with traditional craftsmanship. In 1964 the *Cassina I Maestri Collection* began with the acquisition of the exclusive worldwide rights to produce four models designed by Le Corbusier (living at the time) together with Pierre Jeanneret and Charlotte Perriand. Over the following years this collection has brought together some of the most iconic furniture by the great architects of modern classics, working in close collaboration with the heirs and official foundations (Franco Albini, E. Gunnar Asplund, Charles R. Mackintosh, Charlotte Perriand, Gerrit T. Rietveld, Frank Lloyd Wright and Marco Zanuso).

Today many important Italian and international designers and architects collaborate for the *Cassina I Contemporanei Collection* including: Mario Bellini, Rodolfo Dordoni, Jaime Hayon, Piero Lissoni, Vico Magistretti, Luca Nichetto, Gaetano Pesce, Gio Ponti and Philippe Starck.

This transversal culture of absolute quality defines the uniqueness of each Cassina piece.

In June 2013 Cassina acquired Simon, the historical Italian furniture design brand founded by Dino Gavina and Maria Simoncini: two pioneering companies united today by an experimental approach and the expression of the relationship between culture and production. *Cassina SimonCollezione*, inserted in the *Cassina I Contemporanei Collection*, brings together renowned names such as Carlo Scarpa, Marcel Breuer and Kazuhide Takahama. www.cassina.com

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About Haworth

Globally, Haworth improves workplaces with award-winning furniture, interior architecture and technology solutions to help customers achieve business goals and transform culture as well as support collaboration and innovation. Research + design drive a deep understanding of agile workplace needs and are at the center of the company's strategy. Haworth is committed to protecting and restoring the environment, creating economic value as well as supporting and strengthening its communities. Founded in 1948, Haworth remains family-owned and privately-held and serves markets in more than 120 countries through a global network of 650 dealers and 6,000 employees. The company had net sales of US \$1.8 billion in 2014. www.haworth.com

About Patricia Urquiola

Patricia Urquiola was born in Oviedo (Spain) in 1961. She lives and works in Milan, and particularly identifies with US culture equally or even more so than her Spanish roots. She attended the University of Architecture at Madrid Polytechnic and Milan Polytechnic, where she graduated in 1989 with Achille Castiglioni. Assistant lecturer to Achille Castiglioni and Eugenio Bettinelli in Milan and Paris, responsible for the new product development office of DePadova, working with Vico Magistretti, head of Lissoni Associati's design group.

In 2001 she opened her own studio working on product design, architecture, and installations. Amongst her last projects of architecture: The museum of Jewel in Vicenza, Mandarin Oriental Hotel in Barcelona, das Stue Hotel in Berlin and the Spa of Four Seasons Hotel in Milan; showroom and installations for Gianvito Rossi, BMW, Missoni, Moroso, Molteni, Officine Panerai, H&M, Santoni and the general concept of Pitti Immagine Firenze. She creates design products for the most important Italian and international companies, such as B&B, Boffi Cucine, Moroso, Molteni, Mutina, Kartell, Agape, Rosenthal, Baccarat, Kettal, Kvadrat, Andreu World e Hansgrohe.

Some of her products are exposed in various Museums and collections, such as MoMA in New York and Triennale Museum in Milan. She has won several international prizes and awards. Amongst others the Medalla de Oro al Mérito en las Bellas Artes (Gold Medal of fine arts) awarded by the Spanish Government; Order of Isabella the Catholic, awarded by His Majesty The King of Spain Juan Carlos I; "Designer of the decade" for two German magazines, Home and Häuser, "Designer of the Year" for Wallpaper, Ad Spain, Elle Decor International and Architektur und Wohnen Magazine, Premio Marisa Bellisario "Donne ad Alta Quota" for Art & Design. Ambassador of Expo Milano 2015. Patricia was also inducted into the Hall of Fame of Designers in 2011 by Interior Design magazine. www.patriciaurquiola.com