

Cassina

Cassina London launches ‘The Cassina Perspective’

Warm and welcoming home environments in its newly renovated and expanded space in the Brompton Design District

London Design Festival: 14th – 22nd September, 2019

Cassina London officially opens its 50% larger space

During the London Design Festival, Cassina London, in the heart of Brompton Design District, officially launches its showroom extension and renovation. Now doubled in size, the two floors have been extended to cover 700m². On the main ground floor a brand-new conservatory area provides a spacious light-filled setting where talks and events will be held throughout the year.

Located in a Grade II listed building, the mansion block is Edwardian in style with Portland stone frontage at street level and red brick above. At the north end of Brompton Road, the Cassina showroom forms part of the prestigious design and cultural destination, just a few minutes' walk from the Victoria and Albert Museum.

Newly launched suspension lamps from the *Cassina Lighting Collection* hang above the central stairs to connect the two floors. The 1950s inspired forms create an alluring warm glow enticing the customer to discover the expanded space.

The Cassina Perspective

A philosophy. A concept. A new catalogue. All driven by Cassina's perspective on avant-gardism, authenticity, design excellence and the combination of technological capability with skilled handcraftsmanship. This new concept, presented during the 2019 Milan Design Week under the impulse of Luca Fuso, new CEO of Cassina, offers a complete and contemporary experience.

Cassina proposes an ample and detailed collection for the home that harmoniously brings together the company's innovative furniture designs with its highly desired Modern icons to create complete and, above all, welcoming atmospheres that dialogue according to a unique design code based on excellence.

‘The Cassina Perspective’ is immediately recognisable from the store windows which have been transformed with a striking blue perspectival grid that envelops part of the showroom on the floor. This grid, like an architect's note pad, features the new 2019 Collection launched for the first time in the UK.

The showroom's interior is inspired by the homes photographed for the new 2019 catalogues. Referencing this, living and dining areas with wooden panelling and carefully considered materials and colour palettes have been recreated throughout. These living and dining environments are further enhanced and completed by the new Cassina lighting and accessory collections that are available for purchase through the store, just like the fine contemporary art selection that has been carefully integrated into each scheme, chosen for palette, texture and form.

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The installation features the *Dress-Up!* modular sofa by Rodolfo Dordoni characterised by elegant details that recall dressmaking craftsmanship from the fashion world, as well as the new *Cotone* sofa and matching tables by Ronan & Erwan Bouroullec with their distinctive aluminium frame. Cassina has also introduced new materials including sumptuous velvets and new wood and marble finishes to enhance the homely atmospheres presented. Further pieces from the 2019 Collection include Patricia Urquiola's embracing *Back-Wing* armchair, the gradient versions of the iconic *CAB* family of chairs by Mario Bellini and a project developed by the Cassina Research and Development Centre to homage the work of Pierre Jeanneret.

The *Hommage a' Pierre Jeanneret* collection has been developed by Cassina's Research and Development Centre as a tribute to Le Corbusier's cousin Pierre Jeanneret, a key figure in the creation of the city of Chandigarh, a project for an ideal city conceived by Le Corbusier in India between 1951 and 1956, and notoriously considered, despite the absence of documentary evidence, the author of many furnishings in the city, including the Capitol Complex. As part of this tribute, on the main ground floor a dining room area presents the *Capitol Complex Table* in teak with a glass top, the *Capitol Complex Chairs*, and the *Capitol Complex Armchairs*. This setting, clearly visible from the store windows, features drawings by Le Corbusier created for Chandigarh.

Thanks to a shared passion for innovative contemporary design and expertise in reissuing authentic classics, the Cassina showroom also houses a dedicated area to the Danish company Karakter which became part of the Lifestyle Design Group in March 2019. The company's out of the ordinary handpicked designs have furthermore been integrated into the Cassina settings.

The quality and workmanship of each piece is possible only by the powerful combination of technological skill and handcraftsmanship. Built to last and built to love, the Cassina collections stand the test of time physically, aesthetically and emotionally, heightening the value of the home on many levels.

"The Cassina Perspective" sets out an unparalleled position that presents collectables of past and future while always encompassing the brand's unrivalled design heritage and forward-thinking vision.

EDITOR'S NOTES - **More on Cassina**

Founded 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.

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, offering complete and harmonious settings that bring together the best of contemporary design.

cassina.com

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