

# Cassina

**‘This Will Be The Space’**

**Cassina Reveals New Products in its Evolving  
London Showroom During the London Design Festival 2018**

**London Design Festival 2018**

*July 2018.* For the London Design Festival 2018, Cassina will reveal at its London showroom in Brompton Road new pieces from the 2018 Collection first previewed during the Milan Design Week in April.

An evolving space, the showroom will be undergoing later in the year a refurbishment and extension in-line with Art Director Patricia Urquiola’s concept ‘In-Store Philosophy 3’, a move towards welcoming living zones defined by texture, colour and materials.

For 2018, the new collection includes a sofa from Patricia Urquiola, new works from Michael Anastassiades as part of his first collaboration with Cassina, and a range of reissues for the *Cassina I Maestri Collection*.

**‘The Issue of Reissues’**

With a continued rise of archive reissues, a talk with Patricia Urquiola during the London Design Festival explores how this growing trend is a fundamental part of Cassina’s DNA. In 1964, while Le Corbusier and the co-authors were still alive, Cassina signed the contract to start producing the first four models by Le Corbusier, Pierre Jeanneret and Charlotte Perriand, employing a philological process which marked the very beginning of the *Cassina I Maestri Collection*.

In over 50 years, Cassina has brought together authentic and attentive reissues of iconic designs by the greatest 20<sup>th</sup> Century architects including Frank Lloyd Wright, Gerrit T. Rietveld, Charles Rennie Mackintosh, working in close collaboration with the authors’ heirs and official foundations.

**Five New Reissues for 2018**

Reissues of design classics for the *Cassina I Maestri Collection*, but also reissues of pieces from the Cassina Archive such as the 905 chair by Vico Magistretti, or the *Taliesin I* armchair by Frank Lloyd Wright first reissued in the 1980s by the brand. The concept of reissues is presented in a variety of ways, also in the development of the *Cassina I Contemporanei Collection* with the aim of continuously improving models to keep them actual and fresh.

***Maralunga 40 Maxi sofa by Vico Magistretti – Cassina I Contemporanei Collection***

A tribute to comfort. Cassina presents the *Maralunga* sofa, designed by Vico Magistretti in 1973, in the 40 version with a 35% wider and 10% deeper seat. The continuous development of this bestseller, often imitated but never equalled, enables it to consolidate its reputation as a market leader.



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## ***Feltri armchair by Gaetano Pesce – Cassina I Contemporanei Collection***

The *Feltri* is a perfect example of both art and functionality. Made entirely from thick wool felt, the backrest is soft and enveloping while the lower part, impregnated with thermosetting resin, is rigid and durable.

For 2018, a wide new range of fabrics for the quilt and six new colours for its felt structure (plum, midnight blue, petrol blue, forest green, a grey melange and a pink melange) have been introduced, making it more contemporary than ever.



## ***Taliesin 1 armchair by Frank Lloyd Wright – Cassina I Maestri Collection***

Acclaimed as one of his greatest works, the *Taliesin 1* armchair was designed by Frank Lloyd Wright in 1949 for the living room of his Taliesin West home/studio in Arizona. Constructed from a single piece of folded plywood, it is frequently called ‘Origami’. The first reedition of the *Taliesin 1* armchair was produced by Cassina between 1986 and 1990; thirty years later Cassina unveils a new version in accordance with the Frank Lloyd Wright Foundation.

A contemporary limited edition of 450 pieces, in addition to the historical version, has been reissued for 2018.



## ***905 chair by Vico Magistretti – Cassina I Contemporanei Collection***

The *905* chair, designed by Vico Magistretti for Cassina in 1964, was in production until 2000. Today the company brings this historical piece back from its archives by updating its finishes and refining its workmanship, always with respect for the original project and in close collaboration with the Magistretti Foundation.

The piece unites Cassina’s consolidated experience in the workmanship of saddle leather and high-quality carpentry; it can therefore be considered by all effects *MedaMade*, the company's trademark that guarantees the utmost quality.



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## ***Beugel chair by Gerrit T. Rietveld – Cassina I Maestri Collection.***

The *Beugel* chair was designed in 1927 and distributed by the Dutch department store Metz&Co. The chair's profile is particularly distinctive thanks to the curve of its body which elegantly wraps around the top of the backrest. Thanks to the work carried out by Cassina's Research and Development Centre, the *Beugel* chair now boasts a more ergonomic form.



## **Other New Pieces for 2018**

Cassina represents innovation not only through the reissue of classic designs but also with the research and development of new pieces; together these collections bring together more than 120 years of breaking the mould within the design arena.

## ***Bowy-Sofa by Patricia Urquiola – Cassina I Contemporanei Collection***

*Bowy-Sofa* is a modular sofa by Patricia Urquiola with soft and welcoming curves that can be composed in a playful way. Circular, semi-circular and rectangular shapes alternate dynamically to create a play of volumes and a graphic silhouette. Abounding in detail, this sofa is characterised by padded stitching that outlines the shape of the various elements. Patricia Urquiola completes the collection with a series of poufs and coffee tables.



## ***Ordinal table by Michael Anastassiades - Cassina I Contemporanei Collection***

*Ordinal* is a sculptural set of contemporary dining tables that unites Michael Anastassiades' trademark metal work with Cassina's carpentry craftsmanship in a first collaboration.



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## *Cotone Collection by Ronan & Erwan Bouroullec - Cassina I Contemporanei Collection*

Following the Bouroullec brothers' debut with the *Cotone* small dining armchair, the two designers have developed a *Cotone* collection to include a table, a wooden chair and a slimmer version of the dining chair. The components of the collection all have the same distinctive extruded aluminium frame, available in a range of colour options, characterised by sophisticated industrial details.



**ENDS**

**For more information on Cassina during the London Design Festival 2018 please contact:**

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## **NOTES TO EDITORS**

Cassina will be open to the public, showcasing new products from the 2018 Collection from September 17-23 at 238-242 Brompton Road, London SW3 2BB.

Opening Hours: Monday to Saturday 10.00 to 18.00; Sunday 12.00 to 17.00

Cassina will host a talk with Art Director Patricia Urquiola entitled 'The Issue of Re-Issues' on September 20<sup>th</sup> from 17.00 onwards. Strictly by invitation only, to attend please RSVP [ukpress@cassina.it](mailto:ukpress@cassina.it).

Cassina will host a cocktail party from 18.30-21.30 on Thursday September 20<sup>th</sup>. Strictly by invitation only, to attend please RSVP [ukpress@cassina.it](mailto:ukpress@cassina.it)