

Cassina signs a new partnership agreement for the Singapore market with W. Atelier

1st July, 2020. Architects, interior designers and design aficionados will soon have a new address in Singapore where they will be able to discover ‘The Cassina Perspective’. The company has just signed an agreement with W. Atelier to exclusively distribute the collection in Singapore.

Continuous Expansion with International Offerings

Housed in a luxurious three-storey showroom in the heart of Henderson Road, an approximately 300m² area will become a Cassina branded space by October 2020. The aim of the space is to reach a high-end target, passionate about contemporary design heritage and innovation, for both residential and custom projects.

Here ‘The Cassina Perspective’ will be fully represented with an ample collection for the home that harmoniously brings together the company’s innovative furniture designs. Its highly desired Modern icons will complete and, above all, create welcoming atmospheres that dialogue according to a unique design code based on excellence.

W. Atelier now welcomes interested parties from architects to designers to enquire about offerings from Cassina. Private appointments and meetings can be arranged according to current safety measures.

For more information:

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More 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.

In 1964 the *Cassina I Maestri Collection* began with the acquisition of the exclusive worldwide rights to serially produce four models designed by Le Corbusier (who was alive at the time), Pierre Jeanneret and Charlotte Perriand. Over the following years this collection has brought together some of the most iconic furniture by the greatest 20th Century architects of modern classics with the aim of disseminating their cultural values. These re-editions are authentic and attentive reconstructions studied to respect the original models, working in close collaboration with the authors’ heirs and official foundations.

Many renowned Italian and international designers and architects have collaborated with the company including: Vico Magistretti, Gio Ponti, Mario Bellini, Ronan & Erwan Bouroullec, Rodolfo Dordoni, Piero Lissoni Gaetano Pesce and Philippe Starck. In 2015 the Spanish architect and designer Patricia Urquiola was nominated Art Director of Cassina.

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.

cassina.com

More about W. Atelier

W. Atelier is a purveyor of luxury home furnishings and accessories in Singapore. This homegrown brand has a history dating back to 1979 when it was first established as the exclusive distributor of TOTO, a household name in sanitary ware and bathroom fixtures. W. Atelier enabled Singapore homeowners to experience innovative Japanese bathroom technology through signature TOTO products such as the WASHLET, an electronic toilet seat with a water-cleansing system. Since 2010, W. Atelier rapidly expanded to include an international array of home furnishing products from Italian furniture to German kitchens and Scandinavian furnishings to Spanish lighting. With an eye for detail and design, W. Atelier prides itself as a curator of fine objects that are richly steeped in history and tradition yet timeless and elegant. As such, every addition to W. Atelier's portfolio is carefully selected, making it possible for customers to own some of the most iconic products in design history – products that have shaped the very history of design and will continue to set trends in time to come, such as the Egg chair from Fritz Hansen and the Panton Chair from Vitra.

The expansion of W. Atelier's offerings from the bathroom to the rest of the home is borne of the Japanese philosophy of "Kaizen" or continuous improvement. In line with W. Atelier's commitment to improvement and quality, every brand added to its portfolio is a recognised leader in its respective industry. Ultimately, the wide selection of products from W. Atelier provides consumers with the convenience of furnishing their homes from a single location. To date, W. Atelier proudly carries more than a dozen global brands for a variety of products that include bathroom suites, system kitchens, furniture, lighting, and accessories. By leveraging on over 40 years of experience and carrying such prominent brands, W. Atelier is the expert in providing friendly advice and top recommendations to suit any customer's style, be it classic, contemporary or minimalistic.

watelier.com