

# Cassina

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**“This Will Be The Place”**: a book that explores contemporary social behaviour and its possible impact on the future of interiors.

Presented in Shanghai and Beijing during a series of design talks with architect Zhao Yang.

## A pioneering book for Cassina’s anniversary.

For its 90<sup>th</sup> anniversary Cassina presents the monograph *“This Will Be The Place”*, edited by Felix Burrichter, editor, creative director, and founder of PIN–UP magazine in New York, and published by Rizzoli.

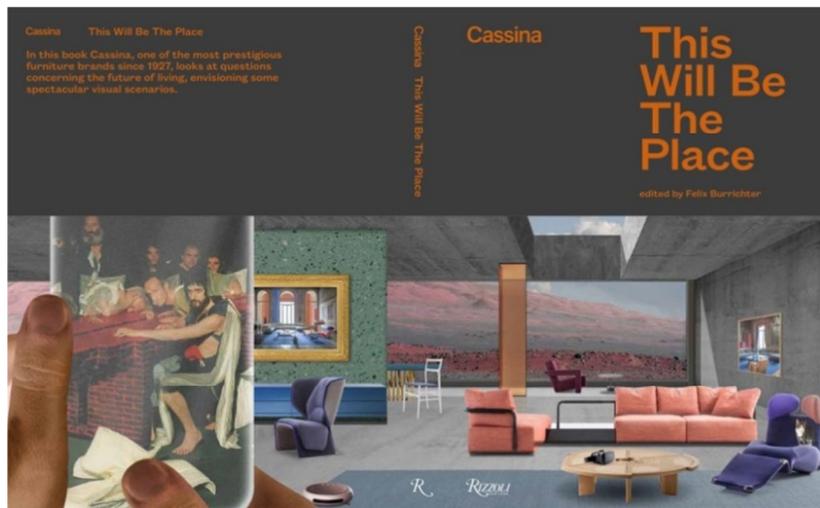
In 1977, Cassina commissioned Mario Bellini to create the *‘The Book of Interiors’*, an abacus of products differentiated by function and material studied for Cassina with hypothetical suggestions on how to best furnish the contemporary home. This first approach to interiors was the starting point for Cassina’s on-going project.

Forty years later Cassina has commissioned a study on how an evolving society could influence the future of interiors: the result is the 352-page monograph *‘This Will Be The Place’*. The book is divided in two sections: theoretical and photographic.

In the first part, **five figures from the worlds of architecture and design share their thoughts about how anthropological and sociological aspects of life could change our living habits.**

The second part of the book takes a defiantly visual approach and converts the ideas discovered in the interviews into five **photographic scenarios** featuring Cassina furniture in possible home environments.

A selection of the book’s images are on show at the **Cassina Shanghai Showroom** and at the **newly opened 350m<sup>2</sup> mono-brand store just opened in Beijing with the local partner Classic Living.**



## ***Back To The Roots, Zhao Yang: a natural habitat where rural meets urban.***

During the design talks, Chinese architect Zhao Yang expressed his idea on the **rediscovery of rural vernacular and a return to nature as a response to the uprooting of traditions in a society where identity has been lost due to the concretization of urban centres.**

He believes that only by respecting tradition and a sense of place can we ensure ourselves a viable future. However he is not nostalgic in his approach, to think about the future one must have a keen understanding of the past.

The interiors photographed in the *Back To the Roots* section of the book are in the natural light of a house designed by Arno Brandhuber in Scopello, Sicily.

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## ***Free Flow, Arno Brandlhuber: a home with undefined, fluid spaces.***

For the home of the future the Berlin-based minimalist architect Arno Brandlhuber predicts **a flexible use of space, a blurring of boundaries, between public and private, inside and out.** Brandlhuber believes that changing demographics will require more fluidity in home planning,

where the walls between preconceived spatial and societal configurations must be broken down, both literally and figuratively. Converting the house into a sort of micro-city.

The interiors for this section have been photographed at the Balint House by Fran Silvestre Arquitectos in Valencia, one of the subjects of Cassina's *'The Other Conversation'* ADV campaign.

## ***Artful Living, Martti Kalliala: the curator's house, where art imitates life and life imitates art. Part of an anthology.***

In his speculative and slightly sardonic essay *How we Live Tomorrow*, Berlin-based Finnish architect, artist and musician Martti Kalliala imagines domestic scenarios where **remote-controlled robots reign supreme over spotlessly antiseptic and empty show homes**, or where agile centenarians maintain their prowess thanks to play-dens that stimulate physical activity. Yet the result of today's hyper-accelerated urbanisation and life's total permeation through digital technology might also cause a rebound and take the form of a return to nature.

The interiors of this section were photographed at the 19<sup>th</sup> Century Villa Erba in Cernobbio, Italy.

## ***Playground, Konstantin Grcic: positive disruption to promote experimentation and longer lives.***

Designer Konstantin Grcic underlines **the necessity to confront current reality in order to look towards the future.** He believes that design is always earthed in some form of contemporary context. Seeking out evidence of possible disruptions is where an opportunity for change is likely to be found.

Disruption is an important concept that returns in the second part of the book. A hybrid space should challenge its user while, in parallel, create comfort. In environments where life expectancy continues to increase, we will have to find domestic solutions that will keep us alert and fit.

## ***Bed Time, Beatriz Colomina: the home is the bed, where physical meets digital.***

The architectural historian and Princeton University professor Beatriz Colomina states that the modern human's identity has for the most part been reduced to the content of one's smartphone, a device via which almost all social and professional interaction can be carried out. As a result, the 21<sup>st</sup> Century will be that of the bed: **thanks to laptops, tablet computers, and smartphones, we can all run our entire lives horizontally from between the sheets** - public and private, work and play, and sleeping and waking all become concentrated in one spot.

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