

Cassina

Cape Town officially opens its doors to the first Cassina store in South Africa

Cassina has recently opened a mono-brand store together with its partner Afritaly in the De Waterkant area of the city: a small design hub home to numerous art galleries, restaurants and cafes.

Architects and interior designers from all around South Africa were invited to the official grand opening which took place on the 23rd July 2015.

The 165m² showroom houses a variety of products from the *Cassina I Contemporanei Collection* which includes pieces by the most renowned Italian and international architects and designers such as Mario Bellini, Rodolfo Dordoni, Jaime Hayon, Piero Lissoni, Luca Nichetto, Vico Magistretti and Philippe Starck.

Particular attention has also been dedicated to the iconic pieces of the *Cassina I Maestri Collection*, for which the brand has the exclusive worldwide production rights, working in close collaboration with the official foundations and heirs of the great architects from the 20th Century, including Franco Albini, Le Corbusier, Pierre Jeanneret, Charlotte Perriand, Charles Rennie Mackintosh, Gerrit T. Rietveld, and the most recent architect added to the collection this year, Marco Zanuso.

The brand plans to open its next store in South Africa in Johannesburg in March 2016 with Afritaly.

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