

**Cassina Contract takes part in the *Elle Decor Grand Hotel* exhibition,  
with a project designed by Patricia Urquiola.**

5<sup>th</sup> October, 2016. The project-installation “Elle Decor Grand Hotel”, on show at Palazzo Morando in Milan from 5<sup>th</sup> to 22<sup>nd</sup> of October, has been interpreted by two leading architects: Piero Lissoni, author of the project for the public spaces, conceived like a “Hôtel Particulier”, and Patricia Urquiola, who has designed the more private settings, the “Stanzas”.

**“Stanzas” by Patricia Urquiola, a turnkey project by Cassina Contract.**

The project by Patricia Urquiola, art director at Cassina, has been made to measure by Cassina Contract, the division that has been developing hospitality projects in partnership with the world’s most renowned architects and designers for many years.

The set-up, which interprets three different types of room, took its inspiration from a collection of poems by Gertrude Stein, ‘Stanzas in Meditation’ (1929). The “Stanzas” correspond to those of the poetry and the various rooms are metaphors for the fragments of the story that describe the different ways of experiencing a room’s space.

Each setting has been designed with the greatest attention to detail and studied to be both welcoming and essential at the same time. Neither the bespoke pieces or the collections’ furniture are invasive in terms of design or colour, while the atmosphere is relaxing and the lighting subtle.

**“Stanzas”: the individual traveller.**

The first “Stanzas” is dedicated to the solitary traveller. In this area every function is carried out thanks to the clever use of the space. A metal bar running around the area’s perimeter becomes a support for mirrors, lights and multi-purpose storage. The stylistic detail of the saddle leather band, typical of Cassina’s production know-how, gives it an elegant yet austere feel. There is an aesthetically minimalist closet which recalls the concept of industrial shelving, both for its shape and materials used.

A selection of products from the Cassina collections completes the furniture: the *Gender* armchair by Patricia Urquiola, the *Indochine* small armchair by Charlotte Perriand, the multi-functional *Props* furniture by Konstantin Grcic, the *Cicognino* side table by Franco Albini and Le Corbusier’s *LC14* stools/side tables.

**“Stanzas”: for two people.**

The space for two develops the concept of duality. It features a preview of the first prototype of the bed developed from the *Beam Sofa System*, the sofa designed by Patricia Urquiola for Cassina and presented at this year’s Salone del Mobile furniture show in Milan. The *Beam* bed creates a comfortable island of interaction or privacy depending on the users’ desire. Other pieces of furniture from Cassina’s collections can be found here including the *Bramante* cabinet in China red by Kazuhide Takahama, Cassina SimonCollezione.

**“Stanzas”: group travellers.**

The third “Stanzas” proposes individual modules that are connected - but also separated - by curtains that run along a tropicalised metal structure, a raw material with unusual fluorescent nuances and rainbow hues. Once again the saddle leather band makes it possible to hang various accessories in a functional manner. Each module also has its own bathroom area.

## A new hotel design concept.

The “Elle Decor Grand Hotel” installation is an opportunity for Cassina Contract to showcase its leading role in the management of design projects in the hotel sector and to demonstrate its ability to anticipate the new needs of this particular field.

In recent years hotel design is transforming and moving increasingly closer to the concept of boutique and design hotels: spaces with a strong identity, perfect in terms of hospitality and, at the same time, capable of repositioning the hotel as an experience.

