

Cassina

**Milano Design City: Cassina presents its autumn novelties
designed by Patricia Urquiola and Bethan Laura Wood,
together with its 2020 Collection, with a conscious approach to the home**

All the novelties at Cassina Milan

Milano Design City represents an opportunity to restart, both for the city of Milan and for the design sector. During the initiative, from the 28th of September to the 10th of October 2020, Cassina presents a series of **autumn novelties in addition to the 2020 Collection** at its historic store in via Durini.

The showroom layout represents the company's holistic approach to the home through the creation of a series of apartments, from the living and dining rooms to the bedroom and outdoor areas, under the artistic direction of Patricia Urquiola. **These complete environments bring together all the novelties while highlighting the important progress in the search for new materials, with particular attention to sustainability and well-being, thanks to the debut of Cassina LAB.**

Trampoline, a complete collection that expresses the joy of the outdoors

Following the launch of Patricia Urquiola's love-bed *Trampoline*, the collection expands with an armchair, a two-seater sofa and three combinable modules - a small and a large terminal and a central element - to create **welcoming and extremely comfortable compositions for the outdoors.**

The project maintains the same **playful design characterised by rounded and sinuous shapes** in an invitation to enjoy the open air. The continuity of the project can also be identified in the use of the **handwoven polypropylene and nylon rope which becomes a functional decoration** that forms the backrest of the seat. The rope, in two shades of mélange, is deliberately combined with light and simple colours, while the backrest and seat cushions stand out for their optional fringes, in the same shades as the rope, that create movement.

Trampoline also has **an environmentally friendly approach.** Thanks to the research carried out by Cassina LAB, the collaboration between the Cassina Research and Development Centre and Poli.design at the Milan Polytechnic, the collection features innovative and sustainable materials that are completely made in Italy. The panels under the seat are made from RFM®, a recycled fiberglass finished by hand and 100% recyclable, the cushions are padded with 100% recycled wadding made from PET and a new outdoor fabric made from recycled plastic is proposed for the upholstery. Cassina presents Futura, **a fully recyclable polyester fabric made from 100% recycled PET exclusively developed by Reviva for Cassina.** Its production has a low environmental impact as the plastic transformation process requires fewer steps and as a result a reduction of carbon emissions. Futura, with its characteristic texture, is highly resistant, fire-proof and also hypoallergenic thanks to the fact that the yarn is dyed with non-toxic colourants, consciously contributing to safeguarding the future of our planet.

"I hope that Trampoline becomes a happy archipelago that will grow. Starting from the haven or circular island that we call the love-bed, we have thought of a series of elements that are sometimes singular, like the armchairs and the first sofa, and sometimes modular with their rounded shapes that invade the space in an organic way. The out-of-scale weave that accompanies the backrest of the seat also references the tension cords of trampolines, those cords also become fringes around the cushions."

Patricia Urquiola

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Excellence at its best: Cassina and Venini meet for a first project by Bethan Laura Wood

The holistic approach of 'The Cassina Perspective' allows accessories to be developed with **specialised, high-end partners to complete the various areas of the home.**

Since 1921, Venini has been making authentic hand-made blown glass masterpieces in its furnaces in Venice. For the Cassina 2020 Collection, the English designer Bethan Laura Wood has interpreted **the perfect synthesis between centenary art and contemporary design with the *Colourdisc* duo of vases**, a fruit bowl and cylindrical flower vase, produced by Venini.

A series of **coloured compositions of discs and diamonds in Murano glass**, casted in metal forms during production, are placed around a brass volume, available in two light finishes, to create a graphic dialogue between the vase and its contents. Inside the structure it is possible to insert an optional blown glass vase in amber or horizon blue to offer an additional pool of colour to the object while also allowing it to be more easily filled with water for flowers.

Each decorative glass shape combines two points of colour from the Venini Archive that, through their overlapping, create a third shade. This coloured lens, with a dedicated combination for each size, filters the contents of the vase and, at the same time, creates a frame that highlights it. When the discs are hit by sunlight or evening spotlights, colours reflect on the vase to create a **kaleidoscopic effect**.

The glass forms are fixed to the structure's body with two brass pins - like those used for the structure of the *Olimpino* table by Ico Parisi - drawing an abstract shape of the traditional 1960s disc chandeliers.

"A duo of vases is the colourful outcome of my first collaboration with Cassina and Venini. The pieces play with both the physical weight and harmonics of colour for a dramatic balancing act with satellites of glass arrayed round its light core."

Bethan Laura Wood

The Cassina Perspective 2020

The 2020 Collection, presented for the first time in June, promotes innovation and expresses values according to Cassina's DNA. The new proposals for the living and dining areas include a series of iconic reissues, with **the introduction of Ico Parisi and Giacomo Balla as new *masters***, as well as

innovative products including **a complete proposal for the bedroom**. A place of rest, reflection and regeneration, this area of the home has been interpreted by Rodolfo Dordoni and Patricia Urquiola and completed with a collection of furnishing accessories by Neri&Hu.



Trampoline Collection by Patricia Urquiola - Cassina Outdoor Collection

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Materials:

structure in Aisi 304 stainless steel powder painted for outdoor use in taupe or ivory;
supporting panels under the seat cushion in RFM® recycled fibreglass;
handwoven polypropylene and nylon rope with a mélange finish for outdoor use;
seat and backrest cushions in polyurethane foam wrapped in 100% recycled wadding made from PET;
polyester water-repellent canvas.

Measurements:

armchair	96x85xh.85/72/40cm
two-seater sofa	243x108xh.85/72/40cm
large terminal element	202x199h.85/72/40cm
small terminal element	167x136h.85/72/40cm
central element	176x119h.85/72/40cm



Colourdisc vases by Bethan Laura Wood - Cassina I Contemporanei Collection with Venini

Materials:

liquid painted brass structure (a hidden counterweight is screwed to the base under which two felt pads are applied); decorative shapes and internal vase in Murano glass; brass pins.

Measurements:

low vase	40x39xh.24 Ø30cm
optional internal low vase	h.9 Ø27cm
medium vase	28x24xh.33 Ø20cm
optional internal medium vase	h.16 Ø18cm