

ITALIAN FURNITURE BRAND CASSINA SIGNS AN EXCLUSIVE AGREEMENT FOR AUSTRALIA WITH MOBILIA

Media Release

[July 23rd, 2020] Architects, interior designers and design aficionados will soon have a new address where they will be able to discover the pioneering designs of the Italian furniture brand Cassina.

Mobilia has just signed an agreement with the company to exclusively distribute the collection in Australia.

From July 2020, 'The Cassina Perspective' will be fully represented with an ample collection for the home that harmoniously brings together the company's innovative furniture designs with its highly desired modern icons in complete and, above all, welcoming atmospheres characterised by a unique design code based on excellence.



Photo credit: Cassina ph ©DePasquale+Maffini

Cassina



Mobilia's Director Salvatore Fazzari says he is incredibly proud to welcome Cassina to their stable of brands.

"Cassina is a very special brand that effortlessly mixes iconic furniture pieces, steeped in over 100 years' history, with contemporary designs by top industry visionaries. This unique approach means you can freshly furnish a space with Cassina pieces and feel as though they have been collected over time.

The brand has an unrivalled repertoire that features the authentic reissues of some of the world's most iconic architects and designers including Le Corbusier, Pierre Jeanneret and Charlotte Perriand, Gerrit T. Rietveld, Frank Lloyd Wright and Franco Albini.

Cassina's artistic direction under Patricia Urquiola is equally exciting, along with some of their longstanding collaborations with contemporary designers such as Rodolfo Dordoni and Philippe Starck as well as recent projects with the Bouroullec brothers," said Mr. Fazzari

Luca Fuso, CEO of Cassina, said that they were looking forward to working with Mobilia to grow their presence in Australia.

"We are very satisfied to announce this new partnership with Mobilia. The enthusiasm demonstrated for Cassina combined with the team's experience in the local market sets to be a positive start in expanding the 'The Cassina Perspective' in Australia," Said Mr. Fuso.

Founded over 45 years ago, Mobilia is a family-owned business specialising in high-end designer products from the world's most reputable brands. Their range includes furniture, lighting, flooring and architectural products.

In addition to Cassina, Mobilia counts leading international brands including Kettal, Poltrona Frau, Moroso and CC Tapis among their offering.

With their head office and showroom located in Perth, Mobilia will open its first Melbourne store later this year with plans to expand nationally.

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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 hand craftsmanship – and offers a broad panorama of configurations for the home.

cassina.com

ABOUT MOBILIA

Mobilia is an Australian company specialising in high-end designer products from the world's best and most reputable brands, ranging from furniture, lighting, flooring, outdoor and architectural products.

The family-owned business originated over 45 years ago as a manufacturer of finely made furniture for both the residential and commercial market. While the focus has changed, an appreciation of quality and craftsmanship is what continues to define the company today.

Mobilia is proud to represent a curated range of brands including Cassina, Kettal, Moroso, Poltrona Frau, Michael Anastassiades, CC Tapis, Golran and Glas Italia in the Australian market. Their passionate team is committed to helping clients find authentic designer pieces that they will treasure for a lifetime.

A desire to inspire a culture of design, both nationally and internationally, is also central to Mobilia. Their Design Circus event continues to broaden awareness of design in Australia and keeps them connected to their social responsibility of contributing to local charities. THIS IS MOBILIA

mobilia.com.au

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