

Cassina

Cassina, the authentic contemporary furniture brand, debuts at Design Shanghai with Patricia Urquiola

Shanghai, 9-12 March 2016. Cassina participates for the first time at Design Shanghai, strengthening the brand's presence in China where, over the past two years, it has opened two mono-brand stores respectively in Beijing and Shanghai.

The Chinese market is becoming increasingly important for Cassina, particularly due to the new high-end consumer interested in quality and authentic contemporary design.

Cassina, a first mover for contemporary design

Cassina, founded in 1927 by Cesare and Umberto Cassina in Meda, Italy, is currently celebrating the lead up to its 90th anniversary in 2017 with the C90 programme.

Always a first mover in the exploration of new materials and structural technology, the brand launched industrial design in Italy during the 1950's, taking a first and completely new approach to serial production by combining traditional craftsmanship with technological skill.

Cassina was pioneering thanks to its striking inclination for research and experimentation working with many important architects and designers who were constantly encouraged to envision innovative designs, a characteristic that still distinguishes the company today.

The Cassina collections feature, for example, pieces by great Italian architects such as Vico Magistretti (the iconic *Maralunga* sofa), Gio Ponti (the original *Superleggera* chair), Mario Bellini (the *Cab* collection in saddle leather), and a series of renowned contemporary figures such as Philippe Starck and Piero Lissoni. The *Cassina I Maestri Collection* brings together authentic furniture by celebrated modern architects for which the brand has the exclusive worldwide production rights, and includes the iconic *LC Collection* by Le Corbusier, Jeanneret, Perriand.

Cassina has received a number of internationally acclaimed awards, including three *Compasso d'Oro* prizes for individual products and one for the company's work in 1991 in recognition of "*its innovative role and forerunning international approach within the Italian cultural and manufacturing sector*".

C90: looking towards the future without losing sight of the company's origins

MutAzioni (Mutations), the first step of the C90 programme, is a reflection on the brand's history and an opportunity to cast a contemporary eye on 9 design icons taken from 90 years of history.

In this voyage of knowledge, discovery and development, 4 of the first 5 projects are presented at Design Shanghai (the *Wink* chaise-longue, the *Doge* table, the *Utrecht* armchair and *Black Red and Blue* chair).

It was not an easy task to choose from the many icons that have marked the evolution of Cassina and contemporary design in general for the *MutAzioni* project. The selection focuses on models that over the

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decades have become synonymous with contemporary design but at the same time have never been revised or transformed with the attitude of continuous improvement adopted by Cassina to keep its projects actual and fresh. By rediscovering and reinforcing the identity of these models, *MutAzioni* underlines the continuous need to adapt to the evolving environment in which we live.



Wink chaise-longue by Toshiyuki Kita, Cassina I Contemporanei Collection



Doge table by Carlo Scarpa, Cassina SimonCollezione



Utrecht armchairs by Gerrit T. Rietveld, Cassina I Maestri Collection



Black Red and Blue chair by Gerrit T. Rietveld, Cassina I Maestri Collection

The Rietveld Pavilion inspires Patricia Urquiola for the Cassina stand

Cassina has always been a source of fascination for Patricia Urquiola, the brand's new Art Director who will also be present in Shanghai from the 8th to the 10th of March (*see notes to editor for details*).

This can be immediately perceived in the stand's design which takes inspiration from the Rietveld Pavilion, a temporary structure constructed in Holland in 1955. Various elements from this structure have been transferred to the Cassina stand thanks to the meticulous research carried out by the designer, particularly concerning the separation of structural elements, a recurrent theme in Rietveld's work.

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An inviting home environment welcomes Cassina's visitors

Inside the Cassina pavilion, an inviting home environment has been recreated with pieces from the 2015 Collection (the *Scighera* sofa by Lissoni, the *Cab Lounge* armchair by Bellini, the *Lady* armchair by Zanuso, the *Réaction Poétique* accessory collection by Hayon) which have been mixed together with Cassina classics (the *MyWorld* sofa by Starck, the *Veliero* and *Infinito* bookshelves by Albin, the *LC4* chaise-longue by Le Corbusier, Jeanneret, Perriand), and a preview of the four products from the just-launched *MutAzioni* project.



Scighera sofa by Piero Lissoni, Cassina I Contemporanei Collection

--Notes to Editors--

Cassina Stand references: Shanghai Exhibition Centre, Contemporary Hall, Stand CG-150.

Cassina events:

- **9 March 2016, 14:30-15:30:** Cassina will host a design talk with Patricia Urquiola where her new role as Art Director will be presented together with current projects she is developing for the brand.

Shanghai Exhibition Centre, Contemporary Hall, Cassina Stand CG-150.

- **8 March 2016, 18.30-22.00 (by invitation only):** Cassina and Kvadrat present a preview of the *Lady* armchair by Marco Zanuso and, as part of the *MutAzioni* project, the *Utrecht* armchair and the *Black Red and Blue* chair both by Gerrit T. Rietveld, exclusively upholstered for the first time with Kvadrat/Raf Simons fabric. Patricia Urquiola will be guest of honour.
- **10 March 2016, 15.00:** AD Forum. Patricia Urquiola, Art Director of Cassina, will be a guest speaker at the AD Forum where she will talk about her experience in the design world and her present and future projects with Cassina.

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Cassina Mono-brand Stores in China

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Design Shanghai

Date: 9-12 March, 2016

Venue: Shanghai Exhibition Centre

Address: 1000 Yan' an Mid Road, Jing' an District Shanghai, 200040

Design Shanghai is Asia's leading international design event, breaking new ground and setting a precedent in China's ever-growing design community. Showcasing the best design brands from across the globe, Design Shanghai provides a unique and exciting platform to network and establish long-term business relations with Asia's top architects, interior designers, property developers, retailers and private buyers.

Website: www.designshowshanghai.com

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Organiser-Media 10

Formed 12 years ago, Media 10 Limited is the most decorated media and events company in the UK. Media 10 Ltd have fast become one of the leading players in the media and events industry as a result of running some of the most iconic and successful events and magazines in the country, including Grand Designs magazine, Icon magazine, Grand Designs Live and the world's oldest consumer exhibition: The Ideal Home Show. Other events in Media 10's portfolio include 100% Design, 100% Optical, UK

Construction Week, Britain and Ireland's Next Top Model Live, Clerkenwell Design Week, The London Design Trail, Grand Designs Awards, Icon Awards, Destination Star Trek, Coronation Festival at Buckingham Palace.

As a privately-owned company based in Loughton, Essex, Media 10 employs over 270 talented people to run a growing portfolio of 25 live events, 2 design awards, 39 websites and 7 magazines. In the 12 years the company has been running, the company has seen its turnover, profits, portfolio and staff numbers grow at a dramatic rate and it now has over one million visitors in attendance at Media 10 events and its publications have over five million readers.

Media 10 Ltd now has a company registered in China in order to launch further events and exhibitions. 10 Media Shanghai was granted a business license as a wholly owned foreign enterprise in 2014 and has permanent offices and staff based in Shanghai.

Website: www.media-ten.com