

Cassina

Origins of the Future

The work of the designer, like the work of an artist.

A window to the contemporary world of Cassina

Origins of the Future is a **reflection on the future of Cassina**. In the lead up to its 90th anniversary which will be celebrated in 2017, the company is looking ahead to construct the next 90 years of design culture and heritage.

For the *Fuorisalone* 2016, the Cassina Showroom Milano takes **inspiration from an art gallery** with a pure, neutral, installation by Patricia Urquiola.

Back-lighted panels feature pastel shades, inspirational colours, to give the impression of movement. This futuristic print is the backdrop for the showroom's window display.

On one side the *Beam Sofa System*, the new sectional sofa which develops along a beam by the same Spanish designer, on the other side *Props*, a series of abstract architectural accessories in metal by Konstantin Grcic. Sculptural works. Objects to be observed in an artistic installation.

A worldwide preview of a project by Zaha Hadid

The exhibition continues inside the store with a preview of a project developed with the architect **Zaha Hadid**. In accordance with Zaha Hadid Architects, the **ZH One armchair** is revealed in a worldwide preview at the Cassina Showroom Milano.

The new collection on show like works of art

At the centre of the store **single pieces exhibited on aluminium platforms in a range of intense colours**, green, turquoise, orange, red, can be contemplated by the visitor.

Because the work of the designer is like the work of an artist. Creative. Stimulating. Complex. Multifaceted.

Deadline, the new series of mirrors by Ron Gilad, hang on white walls which delineate the central exhibition area. Each of these 12 pieces not only reflects its own shadow but also the details of the surrounding new products, bringing the duplicated graphics to life.

The products on show include the **2016 Collection, as well as models from the MutAzioni project**, the first step of Cassina's 90th anniversary programme.

From the 2016 Collection the *Gender* armchair by Patricia Urquiola, the *Volage EX-S* sofa by Philippe Starck, the limited edition *Utrecht* armchair by Rietveld with the innovative *Boxblocks* fabric by Bertjan Pot, and the *Ico* chair by Ora Ito.

From the *MutAzioni* project the emblematic *Wink* chaise-longue by Kita Toshiyuki from the 80's with renewed fabrics and colours, and the *Doge* table, Carlo Scarpa's masterpiece from the 60's with new finishes for the frame and top. Projects that are part of a journey to reinterpret a selection of icons that have never been revised until now.

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