

Cassina

Cassina Croque La Pomme

Experimentation and innovation by Philippe Starck at Cassina Paris Rive Gauche

The apple, a symbol of knowledge

The apple. The origin of everything. The forbidden fruit. Many have been inspired by the apple, Sir Isaac Newton, the Beatles, Steve Jobs, René Magritte. Now Philippe Starck, the internationally acclaimed creator, uses this symbol of knowledge as the basis for the installation on show at Cassina Paris Rive Gauche from the 17th to the 30th of January.

Research of alternative materials

“Cassina Croque La Pomme” highlights a forward-thinking and experimental approach to contemporary design. Under the impulse of Philippe Starck, this installation aims to explore new forms of expression with alternative materials.

Apple Ten Lork is an original material made from apples. The *Volage EX-S* sofa, now presented with a new thinner armrest, along with the *Privè* collection and Caprice and Passion chairs, designed by Starck for Cassina, have all been reinvented with this innovative material available in white, orange and black, in a challenge to explore beyond leather. All items on show are available to buy as a limited edition.

« A leather sofa is beautiful and comfortable, but why stop there?

We pretend not to hear the question but we really need to find other solutions.

Today, perhaps apples can give us the beginning of the answer.

Like Eve, Newton and William Tell, we believe in the apple, in Apple Power.

Let's eat apples and hope that this Cassina sofa made from apples creates a new vegetal path to mutual respect. ” Ph.S

An emblematic installation, from temptation to gravity, the hidden and the visible

For this occasion, the entire Cassina Paris Rive Gauche Showroom has been commandeered by the apple with three specific tales that unfold around Starck's apple covered sofas.

The first is the beginning, Adam and Eve, the origin of mankind.

The second recounts Newton's theory of gravity discovered thanks to the apple that fell from the tree.

The third brings to life the Belgian Surrealist painter Magritte's 'The Son of Man' self-portrait: a green apple floats in front of his face emphasising the human desire to see what's hidden behind the visible.

Magritte stated, “*There is an interest in that which is hidden and which the visible does not show us.*”.

So, is it leather or is it apple? Visit Cassina Paris Rive Gauche to discover more.

For this installation, the showroom has been decorated with ecological wallpaper by WallPepper®.

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About Philippe Starck

Philippe Starck, world famous creator with multifaceted inventiveness, is always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This philosophy has made him one of the pioneers and central figures of the concept of “democratic design”.

By employing his prolific work across all domains, from everyday products (furniture, a citrus-squeezer, electric bikes, an individual wind turbine), to architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, habitation module for private space tourism), he continually pushes the boundaries and requirements of design, becoming one of the most visionary and renowned creators of the international contemporary scene.

Philippe Starck and his wife, Jasmine, spend most of their time on airplanes or in "middles of nowhere".

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