



The revolution of the lounge system

MyWorld by Philippe Starck and Cassina

MyWorld is a lounge system that invites its user to be comfortable and stay in contact at the same time, a challenge that mirrors the needs and habits in a constantly changing world where work and leisure have an essential role.

The social value of furniture.

Philippe Starck is the protagonist of this authentic project. His idea of *dematerialisation* makes the ostentatious sofa more pragmatic, resulting in a simple yet extremely comfortable design with the high level of quality and aesthetics that have always distinguished the Cassina brand. The evolution of this essentially smooth design lies in the combination of the most useful solutions that can be personalised depending on one's requirements. The social value of a piece of furniture, as Philippe Starck has always maintained, is fundamental: MyWorld develops this concept allowing the user total freedom for social, intimate and professional use, in particular for those who have more flexibility between the home and work place.

Everyone has different needs, this is why Cassina proposes a unique system that can be adapted to each person's specific desires. This authentic sofa system is an experience around which one's life takes place: relax, converse, eat and drink, invite and accommodate, love, work and connect. MyWorld is synonymous of independence: it is made up of a variety of pieces that can be grouped together and integrated with accessories. Tables, both side surfaces and freestanding, and box-cupboards are available in oak, rosewood or varnished in a selection of five different colours, and screens in oak, rosewood, leather or wicker and available in two different heights (70cm and 95cm), define the area around the sofa.

MyWorld, is available in a two-seater sofa, a three-seater sofa, an armchair, a chaise-longue and pouf with two large incorporated drawers. The cushions are padded with feathers for extreme softness and comfort. Extra square or rectangular cushions can be combined to maximise relaxation. Stitching is elegantly visible around the borders of the sofa and upholstery is available in both leather and fabric from the Cassina collection.

Stay connected & charged

The sofa system has an incorporated electrical re-charging station, a USB charger and a Duracell Powermat® wireless charging solution all discreetly concealed inside the box-cupboard. Powermat products are designed and built from the ground-up by an engineering team who take significant pride in their work. Every component of the wireless charging solution is meticulously crafted and independently tested before being used in the final product. In the mechanical and electrical design of Powermat products, special attention is allotted to ensure that the wireless power charging capability can successfully coexist under conditions that include heat and other safety considerations.