

Cassina

The Cassina Perspective Goes Outdoor

A first and complete collection for the open air

Presented with a selection of novelties at imm cologne 2020

imm cologne, a launchpad for Cassina's 2020 novelties

Cassina's annual appointment at the imm cologne fair this year features a number of important novelties presented for the very first time.

A warm and inviting living room with the modular *Dress-Up!* sofa by Rodolfo Dordoni, characterised by elegant sartorial details, is featured in the middle of the space. Fully representing "The Cassina Perspective", this cosy area is completed with an icon from the *Hommage a' Pierre Jeanneret* collection and enhanced with lighting and accessories by the Cassina R&D Centre.

Surrounding this invitation to relax, a complete garden setting has been recreated for the **launch of the company's very first and complete Outdoor Collection.**

Following the presentation of the reengineered *Bramante* cupboard in 2019 for the Cassina SimonCollezione, **research and development has been carried out on the seating by the late Kazuhide Takahama: *Tulu, Jano LG, Gaja, Gaja Bar and Ljin LG.*** Trained in Japan, the architect met Dino Gavina during the Milan Triennale in 1957. When Gavina founded Simon International in 1968, Takahama became one of the designers that best represented his ideas. The *Tulu* chair with its strong graphics and pure lines, was, for example, one of the first models to open the way for production with chrome-plated drawn steel rods. This was considered a design evolution compared to the bending of metal tubes as the rods created a tighter bend.

Simon has been an integral part of Cassina since 2013.

2020 also opens **celebrations of the 100th anniversary of the birth of Vico Magistretti.** The Milanese designer had a very special relationship with the Cassina family who he collaborated with from the early 1960s creating over the years masterpieces including the award-winning *Maralunga* sofa.

An itinerant exhibition on Vico Magistretti's works will be presented from the 13th of January until the 3rd of February 2020 in collaboration with the Italian Cultural Institute of Cologne as part of the renowned International Festival dedicated to 'Passagen' design in Cologne. Cassina will support this exhibition with the loan of the *Maralunga 40 Maxi* armchair, *905* chair and the *Nuvola Rossa* bookshelf. The exhibition will continue to travel throughout the year to a number of cities including Stockholm, New York, Strasberg and Belin.

Complete outdoor settings: a unique combination of innovative products and Modern icons

The pioneering and free spirit that for over 90 years has placed Cassina ahead of its time, tracing a unique path through the world of interior design and architecture, today leads the company to expand its philosophy to external spaces.

Cassina therefore **transfers its exclusive ability to completely furnish living and dining situations to the outdoors, combining the innovation of new products with the icons from the Modern Movement to create original and welcoming atmospheres.** *The Cassina Perspective Goes Outdoor* places the icons from the *LC Collection* and the elegant style of Charlotte Perriand aside three great contemporary designers, Rodolfo Dordoni, Philippe Starck and Patricia Urquiola. New outdoor lighting, rugs and accessories are incorporated to enhance and complete the offer which is characterised by warm and inviting finishes, fabrics with a range of rich colours, three-dimensional materials and elaborate jacquard patterns with a tropical feel.

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Philippe Starck: in harmony with nature

Fenc-e Nature is the continuation of a journey undertaken by Philippe Starck and Cassina's to revolutionize the way in which the classic sofa is conceived and to propose increasingly avant-garde materials.

Defined by Starck as a "lifestyle collection of laid-back elegance", *Fenc-e Nature* includes an armchair, a two-seater sofa, a three-seater sofa and a coffee table available in two different heights.

Philippe Starck celebrates harmony and osmosis with nature through an outdoor collection inspired by and extremely respectful of its environment. The selection of the most natural materials and high quality create a durable and timeless collection. The *Fenc-e Nature* seating collection is characterised by organic, almost primitive, forms and tactile elements like its ample armrest in solid teak sandblasted to create a natural, rough effect. Each seat's individual backrest is handwoven with rope according to a specific pattern studied specifically for this project; the backrest is also available in natural willow, a living material never used in this context before, to further strengthen the bond with nature.

"With the Fenc-e Nature, I created something that doesn't exist; something between daily DIY and Duchamp's Ready Made. It doesn't seem to come out of a factory, and brings humanity, charm, poetry, creativity and Nature to your home." Philippe Starck

Fenc-e Nature is particularly comfortable thanks to the innovative material SoloSoff® used in the cushion padding: made from air blown polyester fibre and memory foam, the non-deformability of the fibre's crystal structure together with the elasticity of the polyurethane offers absolute softness. This is the result of long research carried out to find a material adapt for external use that could guarantee the same characteristics as feather padding.

The organic form of the die-cast aluminium base has also been applied to the base of the two combined coffee tables with a sandblasted solid teak stave top.

The surprising comfort of *Fenc-e Nature*'s generous seat and backrest cushions is further accentuated by the possibility to adjust the backrest into two different positions: conversation or relax. An elegant gesture through a simple mechanism inspired by Asian architecture and studied to emulate nature itself: a supporting pole in solid teak wood, expertly crafted to appear like a natural branch, blocked into position by two carved wooden pegs.

"Fenc-e Nature is the dream of a life in harmony with Nature, elegant and respectful. It is not a project, it is a lifestyle proposition." Philippe Starck

Rodolfo Dordoni: a sophisticated urban terrace

Rodolfo Dordoni takes his inspiration from the spirit of the 1950s holiday resorts for the outdoor sofa project *Sail Out*. **Extremely comfortable, this modular sofa is reminiscent of the soft shape of the inflatable canvas mattresses** created thanks to the individually padded strips inserted into stitched pockets in the upholstery.

Versatile and functional, *Sail Out* is composed of three modules for the seat and three related elements that together create an infinite variety of combinations: the seat cushion is available with 5 padded strips (160cm), 6 padded strips (192cm) or 7 padded strips (224cm) while the teak side-table and armrest/backrest, available in two heights, are interchangeable thanks to an interlocking mechanism fitted in the structure's teak panels similar to that of a car seat's headrest.

A revolution for outdoor furniture: **the sofa boasts visual elegance thanks to sartorial details** like the border in grey *gros-grain* or in the same fabric as the sofa which outline its profile, in addition to the great comfort created by the air blown polyester fibre and memory foam in the SoloSoff® material used in the padding.

Sail Out is accompanied by a round pouf, available in two sizes, made up of triangular segments that converge in the centre into a little hidden hole that allows water to drain, avoiding stagnation. Placed on the pouf, an anchored

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cushion can be used as an armrest or to support a tray. The family is completed by a single low table in yellow-white or green-white terrazzo or cement which is supported on teak feet.

The living area also includes the small stackable armchair *Dine Out*, made of solid teak it is embellished with a grey polypropylene rope handwoven around the armrests and the upper part of the backrest. The comfort of the armchair is created thanks to its cushion with wadding and an expanded polyurethane insert that has a grey *gros-grain* profile around the upper border. Two bands fix the cushion to the solid teak slats leaving the beauty of the wooden frame exposed. The long backrest cushion has a double seam and rounded corners; all of the padded parts are upholstered in water-repellent fabric.

The same sophisticated style moves into the dining area where the *Dine Out* stackable chair with armrests, with the same materials and details as the *Dine Out* armchair, is combined with a sculptural dining table. The base of the *Dine Out* round table is a single conical base in concrete with a concrete top or teak slats that converge towards the centre, or in yellow-white or green-white terrazzo with the top in the same material or contrasting teak. Two conical supports in concrete or yellow-white or green-white terrazzo characterise the rectangular version of the table - available in two sizes - which supports the top in teak only.

“Today outdoor furniture doesn’t only need to perform, it also requires aesthetics. Sail Out is a modular, extremely flexible upholstered sofa with an ironic character.”

Rodolfo Dordoni

Patricia Urquiola: a convivial and scenographic outdoors

Patricia Urquiola interprets the joy of living in the open air of small private paradises with *Trampoline*, a love bed with a strong personality that becomes the hero of any outdoor space.

The soft and playful curves of this relaxing island have been designed for large and welcoming spaces. *Trampoline* boasts an unbeatable sensation of comfort thanks to the set of three cushions for the backrest as well as two types of additional cushions making it impossible to not want to dive straight into this soft, inviting nest. The handwoven polypropylene rope is a distinctive decorative feature in this project too: mélange or multicoloured, it is woven around the base and the backrest of the *love bed*.

Trampoline is a simple island or it can also feature a spectacular canopy to shelter from the sun.

An outdoor version of the *Bowy* coffee table by Patricia Urquiola has also been launched for the living area. With great respect for nature, its base in textured taupe or ivory Aisi 304 stainless steel has an RFM® recycled material top in red and white or grey and white.

“During a trip to Greenland I noted these little trampolines outside the locals’ houses. This playful object inspired me to design Trampoline, a friendly haven to enjoy the outdoors in great comfort.”

Patricia Urquiola

Charlotte Perriand: Modern icons to complete outdoor settings

The *Doron Hotel* armchair was designed in 1947 by Charlotte Perriand, an avid lover of the mountains, for the winter sports’ resort in Méribel les Allues and the Hôtel Doron, one of the first chalet-hotels in the same resort.

Pleasant to the touch, Cassina presents an outdoor version of this comfortable armchair with soft and rounded forms in teak in collaboration with her daughter Pernelle Perriand Barsac.

Charlotte Perriand had always had a special relationship with nature with which a profound bond was born. She was in fact one of the first to take an interest in the relation between man and nature seeking natural materials to integrate into her projects.

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The *Table à Plateau Interchangeable*, currently part of the *Cassina I Maestri Collection*, has also been developed for outdoor use.

The first example of this low coffee table was produced in 1937 for Charlotte Perriand's atelier in Montparnasse, Paris; it was later developed for various projects in different materials.

The coffee table has a solid teak structure made up of three circular section legs that are united by three crosspieces on which a Carrara marble top in an outdoor hydro oil finish is placed.

LC Collection by Le Corbusier, Jeanneret, Perriand: from culture to nature

In 2011, through a profound study with the Le Corbusier Foundation and the heirs of the co-authors, Cassina updated the materials and constructive details of some of the icons from its collection to withstand water, humidity and heat in the open air.

Today the LC Collection has been relaunched with a new range of fabrics and finishes to enhance the living and dining areas proposed for outdoor use that include the following products: the *LC1* sling-back chair, the *LC3* armchair and sofa, the *LC6* dining table, the *LC7* small swivel armchair, the *LC8* swivel stool and the *LC10-P* low tables. The frames' colours have been replaced with five new tones, textured black, brown, green, ivory and taupe, while the fabrics have been extended with a selection that boasts aesthetics and quality comparable to those for indoor use.

Like all of the pieces in the *Cassina I Maestri Collection*, the respective outdoor versions also feature the designers' signature, logo and progressive production number: the unmistakable sign of rigorous authenticity.

"My childhood years were spent with my classmates amongst nature. [...] I knew flowers inside out, the shapes and colours of birds, how a tree grows and how it balances even in the eye of a storm. The tree, man's friend, a symbol of all organic creation; the tree, the image of a complete construction".

Le Corbusier, *The Decorative Art of Today*, 1st ed. Paris, G. Crès, coll. "The New Spirit", 1925, Réed. Paris, Flammarion, 1996, p.198

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***Fenc-e-Nature* by Philippe Starck – Cassina Outdoor Collection**



Materials: base in die-cast aluminium painted with textured outdoor powder-based polyester in ivory and taupe, seat and back frame in Aisi 304 stainless steel with elastic straps for outside use.

Backrest woven in polypropylene rope, naturally anti-mould, stain-resistant and antifreeze, resistant to contact with water, even saline and with chlorine, totally recyclable, natural willow backrest with untreated bark.

Armrests and pole in solid teak wood with a natural finish and sandblasted surfaces.

Seat cushion in SoloSoff®, different density polyurethane foam and polyester wadding upholstered in water-repellent fabric.

Completely removable upholstery with a cream, gem (pale green), hazelnut or grey *gros-grain* profile.

Coffee table with die-cast aluminium feet, extruded aluminium painted with textured outdoor powder-based polyester in ivory and taupe and top in solid teak wood slats with a natural finish and sandblasted surface.

Measurements:

armchair 122x98xh.99/41cm; two-seater sofa 193x98xh.99/41cm; three-seater sofa 264x98xh.99/41cm
optional additional cushion: 45x38x4cm

coffee table: 144x72xh.42cm; 144x72xh.25cm. table top depth 30mm.

***Sail Out* system by Rodolfo Dordoni – Cassina Outdoor Collection**



Materials: frame in metal tubing with outdoor protection, panels, feet and table in solid teak wood, SoloSoff® polyurethane foam and wadding padding with a water-repellent lining, totally removable upholstery also for the internal pockets.

Pouf structure in marine plywood and polystyrene, padding in polyurethane foam and wadding with a water-repellent lining.

Coffee table with a cement or green or yellow terrazzo top, feet in teak.

Measurements:

sofa seat elements: 160x100xh.42/68cm, 192x100xh.42/68cm or 224x100xh.42/68cm

additional cushion: 50x60cm

pouf: diam. 104xh.42cm and seat divided into 4 segments or diam. 180xh.42cm seat divided into 5 segments

coffee table: diam. 140xh.18cm

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***Dine Out* small stackable armchair by Rodolfo Dordoni – Cassina Outdoor Collection**



Materials: frame in solid teak, grey polypropylene rope, cushions with wadding and a polyurethane foam insert upholstered in water-repellent fabric with a grey *gros-grain* profile on the upper border.

Measurements: 76x73xh.81/57/40cm

***Dine Out* stackable chair by Rodolfo Dordoni – Cassina Outdoor Collection**



Materials: solid teak frame, grey polypropylene rope, seat cushion padded with wadding and a rubber insert upholstered in water-repellent fabric, side band and grey *gros-grain* profile. The cushion with floral fabrics is only decorated on the seat surface while the band is of the same colour as the fabric's background.

Measurements: 59x61x82x66x51cm

***Dine Out* table by Rodolfo Dordoni – Cassina Outdoor Collection**



Materials:

round table: conical concrete base, teak or concrete top or conical base in yellow-white or green-white terrazzo, top in the same finish or teak

rectangular table: base with two cones in concrete or yellow-white or green-white terrazzo with a teak top.

Measurements:

round table: diam. 140xh.73cm

rectangular table: 235x110xh.73cm or 280x110xh.73cm

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Trampoline love-bed by Patricia Urquiola – Cassina Outdoor Collection



Materials:

Structure in Aisi 304 stainless steel powder painted for outdoor use in textured taupe or ivory, seat and parasol support in self-supporting fabric, seat and backrest cushions in polyurethane foam wrapped in polyester wadding and upholstered in water-repellent fabric.

Measurements:

diam. 200xh.85/75/40cm, 210xh.200/85/40cm

backrest cushions: 90x70cm e due

additional cushions: 45x45cm or 60x60cm

Bowy coffee table by Patricia Urquiola – Cassina Outdoor Collection



Materials: base in aluminium powder painted for outdoor use in textured taupe or ivory, top in recycled RFM® material in white, red and grey and white.

Measurements: diam. 45xh.47cm, diam. 70xh.30cm, diam. 90xh.35cm

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***Doron Hotel Outdoor* armchair by Charlotte Perriand – Cassina I Maestri /Outdoor Collection**



Materials: structure in solid teak, seat in self-supporting material with a padded mattress in polyurethane foam upholstered in water-repellent fabric, rigid back, removable upholstery.

Measurements: 60x66xh.73/56/39cm

***Table à Plateau Interchangeable Outdoor* by Charlotte Perriand – Cassina I Maestri /Outdoor Collection**



Materials: base in solid teak, Carrara marble top with a hydro oil finish for outdoor use.

Measurements: diam. 102xh.28cm or diam. 75xh.42cm

N.B. To maintain the quality of these outdoor products, it is advisable to use the special protective cover when not in use and to not repeatedly expose them to atmospheric influences, placing them in a sheltered place during the winter months.

***Outdoor Lighting Collection* by the Cassina Research and Development Centre**

Ficupala Outdoor

The *Ficupala Outdoor* lamp, with its eclectic style that drifts between post-modernism and art deco, has gentle blown glass curves that recall the soft shapes of nature. Versatile and functional, this lantern can be positioned anywhere thanks to its USB rechargeable LED.

Available in smoked transparent blown glass with an iroko wooden handle and a black arched support.

Measurements: 22xh.42cm

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Bollicosa Nautilus

The *Bollicosa Nautilus* suspension lamp has the same blown glass sphere as the indoor *Bollicosa* lamp that, thanks to its artisanal production, has a characteristic bubbly surface; its natural irregularities make its surface rough and opaque resulting in a three-dimensional effect.

The sphere of the outdoor version of the lamp is wrapped in a neutral-coloured polypropylene rope net with knots in contrasting tones which recalls the hand-woven features of the Cassina Outdoor Collection furniture.

Available in transparent pink glass with neutral rope and rust coloured knots or in smoked transparent glass, natural rope and green knots.

Measurements: diam.30 or 50cm

Singapore Sling Outdoor

Singapore Sling recalls the refined atmospheres of early twentieth century colonial times and its characteristic shape, inspired by juicy exotic fruits, is finely produced in blown glass. The lamp is portable thanks to an elegant combination of tradition and innovation with a USB rechargeable LED.

Available in transparent smoked glass and an iroko wooden handle.

Measurements: 23xh.75cm

Outdoor Accessory Collection by the Cassina Research and Development Centre

The collection of accessories for the outdoors, made with innovative materials and techniques, is inspired by the shapes and bright colours of wicker baskets made by artisans in Africa.

The innovative polypropylene yarn, woven and sewn by hand, guarantees colour stability against UV rays, as well as versatility and resistance. Moreover, it respects the environment as it has low impact and is 100% recyclable.

Set of two baskets in beige/grey, burgundy/grey, green/grey, blue/grey.

Measurements: diam. 50xh.40cm or diam.40xh.30cm

Centrepiece trays in blue/light blue and olive/burgundy mélange.

Measurements: diam. 50xh.8cm

Placemats in light blue/grey and burgundy/grey mélange.

Measurements: diam. 55x2cm

Outdoor Rug Collection by the Cassina Research and Development Centre

Alhambra

Inspired by arabesque motifs and the façades and "lace" decorated doorways of the Alhambra palace in Granada, the graphic design of *Alhambra* expresses the union between the culture of the East and geometries of the West.

Made of 100% recycled PET synthetic fibre, the colour combinations are available in grey/green, grey/anthracite grey, grey/blue and grey/red.

Measurements: 200x300cm

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Tantra Outdoor

The *Tantra* rug is made with the entirely manual hand-loom technique. Its geometric pattern, created through the repetition of a simple design that is memorised by the weaver, recalls the meticulous and precise decor obtained using colour present in many Indian temples.

Available in grey, cord and petroleum innovative polyester yarn, an innovative material that guarantees colour stability against UV rays, it is versatile and resistant.

Measurements: 250x350cm

Circus

The *Circus* rug, as its name implies, recalls the fascinating and imaginative circus world and the accessories used by acrobats in their shows. Concentric bands of different colours, from the most tenuous grey/blue and grey/burgundy - to the more lively and variegated grey/burgundy/melange/forest green/blue and grey/blue/forest green/olive green - create a bewitching chromatic effect. *Circus* is made from handcrafted polypropylene yarn: an innovative material that guarantees colour stability against UV rays, as well as versatility and resistance. Moreover, it respects the environment as it has low impact and is 100% recyclable.

Measurements: diam. 200cm o 300cm

Spider

Spider is a play on different intertwining colours. By working polypropylene like a fabric with automatic looms, the three yarns, burgundy, blue and beige, create a discreet and elegant tartan that matches any home setting. The fibre is highly technological, versatile and resistant. It guarantees colour stability against UV rays and respects the environment as it has low impact and is 100% recyclable.

Measurements: 200x300cm