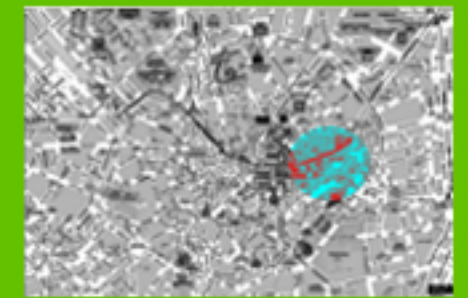
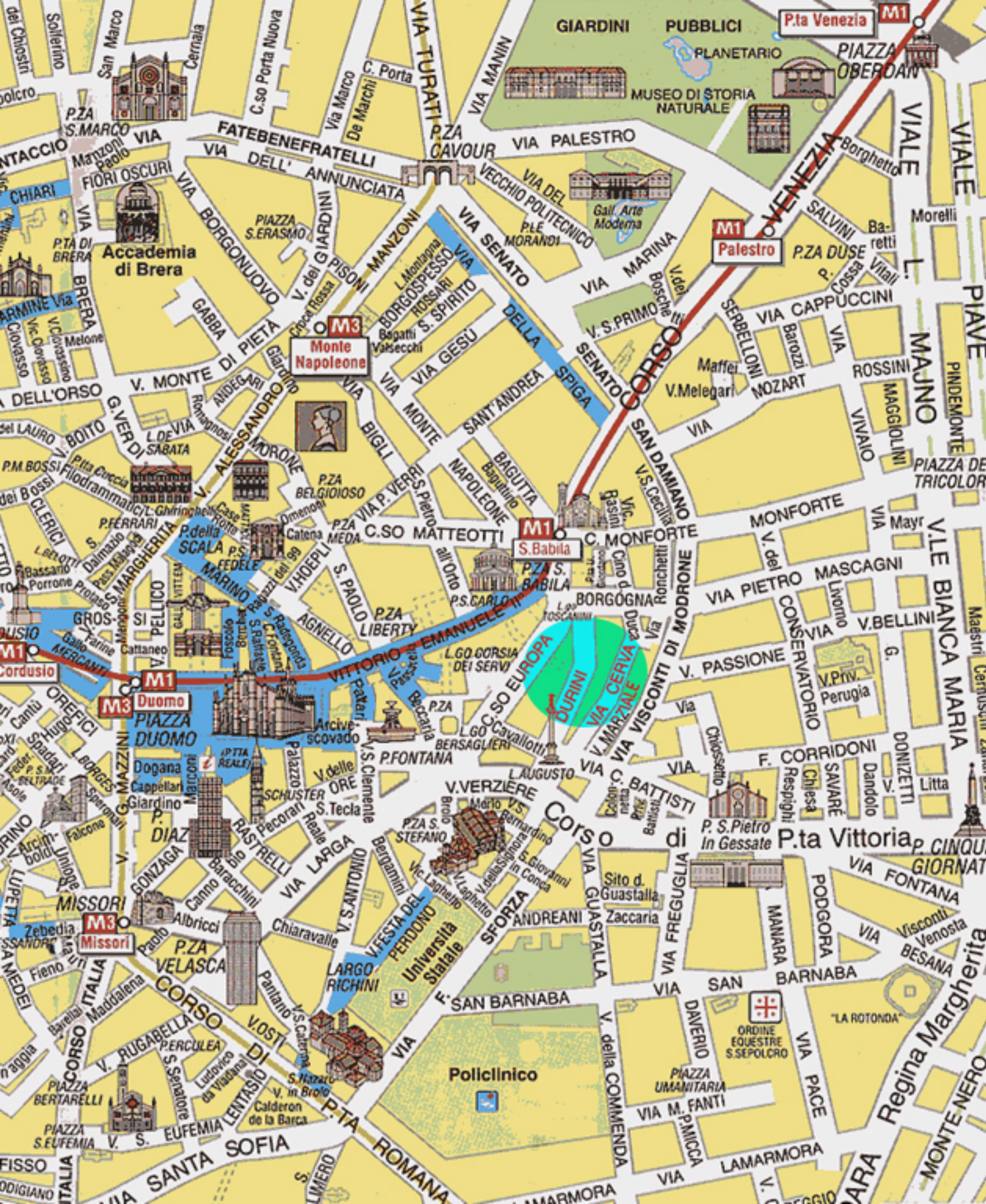


> **Cassina spa**
1927, Meda
Lombardy region,
Milan province

> Northern region of
Brianza, center of Italian
furniture design

> started in period of
pioneers and prototypes





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1927, Meda

Lombardy region,
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> Northern region of
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> started in period of
pioneers and prototypes

> Via Durini, 18
20122 Milano, Italy
39(0)2-76020745



Cassina

#early focus

1920-30s



> initially specializing in
cabinetry and **residential**
furniture

> developed reputation for
its **high standards of**
craftmanship

> with work by **Le Corbusier**,
Charlotte Perriand, **Pierre**
Jeanneret, Frank Lloyd
Wright, Charles Rennie
Mackintosh, Gerrit Thomas
Rietveld, Gunnar Asplund,
etc.



Cassina

#lecorbusier

1920-30s



- > Charles-Edouard Jeanneret; architect, furniture designer
- > international style/modern movement; break with tradition and simplistic
- > beginning of "design" era



le corbusier,
charlotte perriand,
pierre jeanneret
1920-30s



> designed a series of chairs
for Cassina; from upper left:
LC1, LC2/Grand Confort,
Red/Blue Chair, LC4



Cassina



*frank lloyd wright,
gerrit rietveld,
charles rennie
mackintosh*

1920-30s



> most furniture designers
for Cassina and in general
had origins from architecture

> a sense of elegance and
subtlety; more thought
given to form



> helped Cassina to develop
a reputation for high end
furniture of superior
craftsmanship



industrialization and mass production

1940s-50s



> expanded in 1940s to precision woodworking and custom upholstery for luxury ocean liners

> furnished liners Andrea Doria, Raffaello, Michelangelo

> large contracts between 1947-52; huge volumes commission involved paved way for mass production and modern design



Cassina

industrialization and mass production

1950s



> time period after Mussolini, WWII, Modernism, and Industrialization

> franco albin:

- _ neo-Rationalist designer
- _ combined new forms of modernism with traditional artisanship
- _ make use of inexpensive raw material of area (post-war years)
- _ minimalist aesthetic
- _ revitalize art and craft



industrialization and mass production

1950s



Gio Ponti:

- > committed to Italy's traditions of craftsmanship combined with interest in new technology and manufacturing processes; modernizer of traditional values
- > a pioneer of industrial design; godfather of Italy's post-war design renaissance
- > 1953: Distex chair



industrialization and mass production

1950s

Gio Ponti:

- > 1957: Superleggera chair:
 - _ used traditional materials wickerwork and wood
 - _ modeled it after chairs he had seen in Italian fishing village of Chiavari
 - _ blended tradition and modernity; transparent and elegant
 - _ reduced structural elements so drastically that it was suited for mass production
 - _ worldwide success: world's lightest and most famous chair





*Superleggera: set Cassina's profile and the perfect
example of modern Italian furniture design: special synthesis
of past and present*

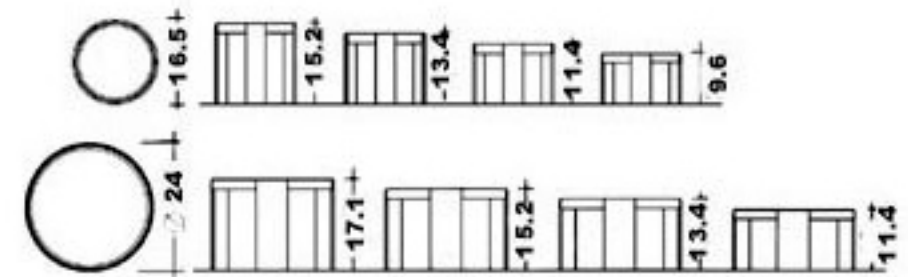
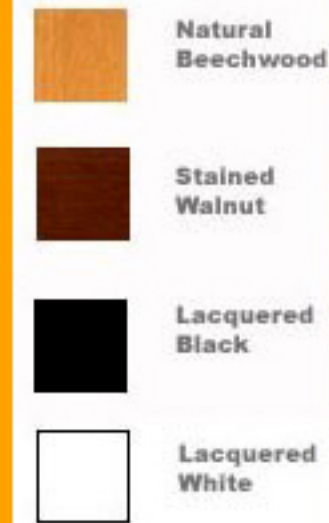
characterizing company since 1945



Cassina style

1960s

- > Gianfranco Frattini helped pioneer use of industrial materials in innovation designs; “unspectacular” and serious
 - _ 1966: **780** set of tables, plastic
- > Afra and Tobia Scarpa: seek longevity and sensitive use of material
 - _ **Modell 917** chair
- > further developed bridging of traditions and modernity



young non-conformists

late 1960s-70s

> Gaetano Pesce (the pop-out Up chair guy):

- _ encourage interaction between products and users
- _ built-in variations to address individuality -> industrial designers?!#*@
- _ anti-functionalist Radical Design movement: criticized uniformity of furniture design
- _ 1969: Yeti chair
- _ 1970: Sit Down, Dalila
- _ 1987: I Feltri

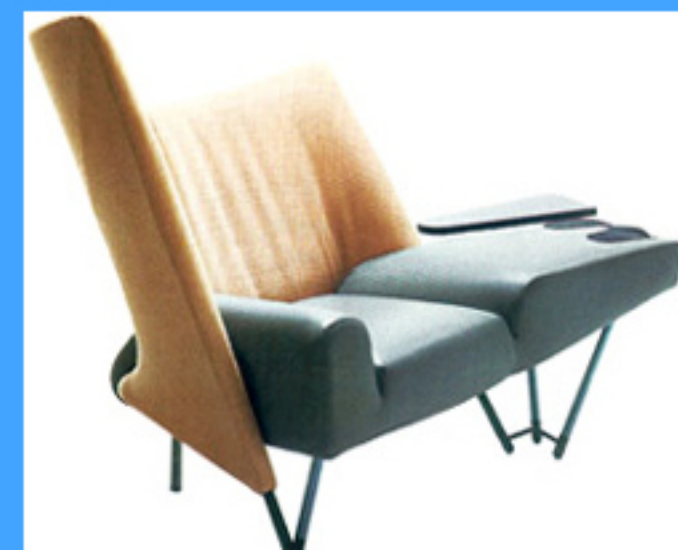


young non-conformists

late 1960s-70s

> Paolo Deganello:

- _ roots in Radical Design movement; against “good taste” and functionalism
- _ **1973**: AEO; radical, unusual form offered alternatives to both “beautiful” upholstered furniture and raw Anti-Design; simple combination of metal, cotton fabric, plastic
- _ **1982**: Torso; deliberately plain



Cassina

later

1980s

- > social and art movements effects;
current movements influence Cassina's
direction
- > Memphis: "correct form" challenged;
colourful, exotic surfaces and patterns,
multifunctionality, communicative
aspect of products

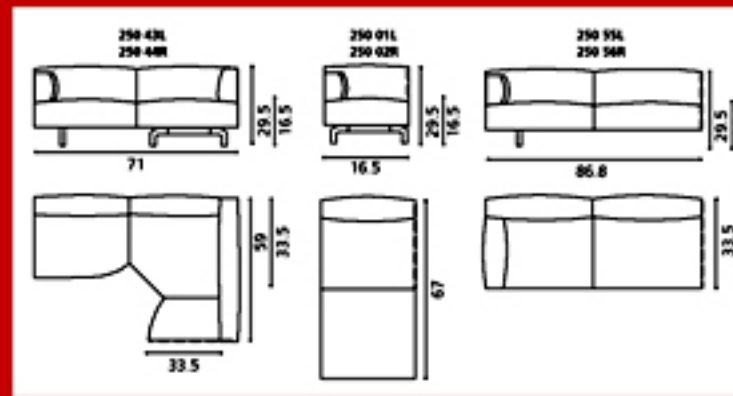


Cassina

later

later
1980s

- > Toshiyuki Kita: 1980 Wink chair
- > Gaetano Pesce: 1987 I Feltri
- > Piero Lissoni and S. Sook Kim: 1986 Met
- > Philippe Starck: 1998 L.W.S. sofa
- > Paolo Deganello: 1982 Torso



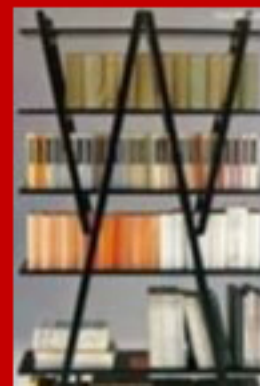
Cassina



various

1960s - present

- > Cassina has always been accompanied by various talents
- > Mario Bellini:
 - _ furniture tied to semantic values and integrated into context of cultural tradition
 - _ 1977: Cab chair; La Rotonda; Il Colonnato
 - _ 1989: Lira, Liuto
- > Vico Magistretti:
 - _ seek lasting solutions but avoided ephemeral ideas
 - _ 1960: Carimate
 - _ 1973: Maralunga
 - _ 1977: Nuvola Rossa
 - _ 1983: Veranda
- > Afra: 1970 Soriana; Tobia Scarpa: 1970 Soriana; Angelo Mangiarotti: 1963 Chair



Cassina

> ran by Franco Cassina

> Piero Lissoni:

- _ dislikes design's cult of celebration of objects; functional in their discrete
- _ 1995: Atlantic

Cassina

personality and fetishistic
“silent quality”; simple and
et use

> Paolo Rizzatto:

- _ blending of past and pr
- _ 1995: Dakota

esent

>> but always: **modern heritage**

I Maestri series revived from 1965, Le Corbusier, Frank Lloyd Wright,
Charles Rennie Mackintosh, Gerrit Thomas Rietveld,
Gunnar Asplund

