

Cassina

Cassina 9.0

During the *Fuorisalone*, Cassina celebrates its 90th anniversary at the Fondazione Giangiacomo Feltrinelli with an installation that connects the company's past and present with a vision towards the future. *Cassina 9.0* is the title of the exhibit by Patricia Urquiola which references progress and evolution, like computer language, as a necessary resource to reinterpret the company's historical legacy. Inspired by themes from the book *This will be the Place*, which will be presented by Cassina, the installation explores scenarios and contexts regarding the future of living, experimenting with forms and codes to relate with space and objects.

Fondazione Giangiacomo Feltrinelli

viale Pasubio 5, Milano

4-9 April, 2017

5-8 April, 10am-11pm/ 4 & 9 April, 10am-6pm

Cassina has been designing the future of interiors for 90 years. Founded by Cesare and Umberto Cassina in Meda in 1927, the company launched industrial design in Italy during the 50's by taking a completely new approach which saw a shift from handcraftsmanship to serial production.

The company was pioneering in the way that it showed a striking inclination for research and innovation, combining technological skill with traditional craftsmanship. For the first time important architects and designers were involved and encouraged to envision new designs to be transformed into projects, a characteristic that still distinguishes the company.

The collections include iconic works by the great architects from the modern movement, Le Corbusier, Mackintosh, Wright, Rietveld, Perriand, Albin, Zanuso, as well as important architects and designers such as Bellini, Lissoni, Magistretti, Pesce, Ponti and Starck. Since 2015 Patricia Urquiola is art director of Cassina.

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