

PRESS KIT

**SALONE DEL MOBILE 2017 DANILO CASCELLA UNVEILS D-YOUNG.
SALONE DEL MOBILE 2017 DANILO CASCELLA PRESENTA D-YOUNG.
SALONE DEL MOBILE 2017. ДАНИЛО КАШЕЛЛА ПРЕДСТАВЛЯЕТ D-YOUNG.**



TECHNOLOGY AND DESIGN FOR DREAMERS

D-YOUNG, A MOULTI-TOUCH EXPERIENCE FOR THE Y GENERATION.

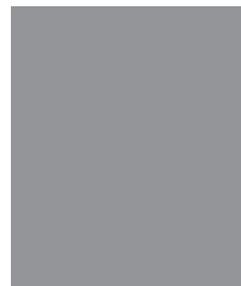
Salone del Mobile and Brera design district, what a better occasion and location to introduce D-Young, the latest creation by Italian designer Danilo Cascella.

Conceived with in mind young people between 18 and 34 years, defined as Millennials or Generation Y, this interactive and multi-touch piece of furniture for prestigious interiors and home automation tool will be unveiled in the place that normally they frequent much more: the streets of Brera.

This is the district that houses a Pinacoteca and art Academy famed throughout the world. During the Fuorisalone, Brera offers a high-profile events calendar, featuring several of the world's most prestigious brands, and focuses on attracting a design savvy, culturally oriented public.

Just in these streets and perfectly in contact with his target, Danilo Cascella, following the success of the ultimate five D-Table models, design and high-end tables, interactive and multi-touch and highly "customizable" will unveil a younger and metropolitan design table. Millennials are always connected, perfectly aware of what they want and where to seek for it: online. They communicate through social networks, brows the newspapers and shops directly on the net, watch videos and live their daily life confusing their on-line and off-line in an inseparable way. D-Young will allow them to see everything from a different point of view ,on the big screen and to perform everything they usually entrust to their smart-phone to a maxi tablet, combining the finest Italian design and the cutting edge technology.

Future is now. Come and experience the ultimate D-Table.







PRESS RELEASE

SALONE DEL MOBILE 2017 DANILO CASCELLA UNVEILS D-YOUNG.

Following the success of the ultimate five D-Table models, design and high-end tables, interactive and multi-touch and highly "customizable", Danilo Cascella, Italian designer, unveils in occasion of the Salone del Mobile 2017, his latest creation: D-Young.

Perfect piece of furniture for prestigious interiors and home automation tool, like the other models of the D-Table range boasting the most diverse functions, from entertainment to business; D-Young, compared to its predecessors, features a younger and metropolitan look plus it will be available on the market at a new and appealing price range.

The inspiration for this creation comes from a consideration of the designer around the habits of young people between 18 and 34 years, defined as Millennials or Generation Y. They are always connected, perfectly aware of what they want and where to seek for it: online. They communicate through social networks, brows the newspapers and shops directly on the net, watch videos and live their daily life confusing their on-line and off-line in an inseparable way.

D-Young allows them to see everything from a different point of view ,on the big screen and perform everything they usually entrust to their smart-phone, to a maxi tablet combining the finest Italian design and the cutting edge technology.

Contemporary in design with clear-cut and sharp lines, versatile for its simplicity to every type of environment, the D-Young, made of steel by Italian artisans, blasts on the market in various colors and patterns, camouflage or solid color, with the added walnut wood parts for the latter version.

It can be personalized according to the customer requirements and has a sensitive surface, ranging in size, able to perceive the movements of 100 fingers simultaneously and splendid like the rest of the finest "Made in Italy".

Like its predecessors, the table is tested against all forms of corrosion; it is perfectly isolated from the liquid and can be cleaned with a simple gust of cloth. Featuring a high resolution (3840x2160px) the D-Young has an operating system Windows 10 and onwards.





COMUNICATO STAMPA

SALONE DEL MOBILE 2017 DANILO CASCELLA PRESENTA D-YOUNG.

Reduce dal successo ottenuto con i cinque modelli D-Table, tavoli di alta gamma, interattivi e multi-touch, interamente di design e altamente "personalizzabili", Danilo Cascella, designer italiano, svela in occasione del Salone del Mobile 2017 la sua ultima creazione: il D-Young.

Perfetto complemento d'arredo per interni di prestigio e strumento di domotica, come gli altri modelli della gamma D-Table dalle funzioni più disparate, dall'intrattenimento agli affari; D-Young vanta rispetto ai suoi predecessori un look più giovanile, metropolitano ed esce sul mercato ad un valore molto appetibile.

L'ispirazione per questa creazione nasce da una riflessione del designer sulle abitudini dei giovani tra i 18 e 34 anni, definiti come Millennials o Generazione Y, sempre connessi, sanno cosa vogliono e dove cercarlo: online. Comunicano attraverso i social network, sfogliano i giornali e fanno shopping sulla rete, guardano video, vivono il loro quotidiano intrecciando il loro on-line e off-line in maniera inscindibile.

D-Young permette loro di guardare le cose in grande e compiere le operazioni, che solitamente affidano ai loro smart-phone e molte altre ancora, ad un grande tablet che unisce il più fine design italiano e la tecnologia più all'avanguardia.

Dotato di un design contemporaneo e dalle linee definite e nette, versatile per la sua semplicità a ogni tipo di ambiente, il D-Young costruito in acciaio da artigiani italiani, irrompe sul mercato in vari colori nelle varianti camouflage e tinta unita, con l'aggiunta di parti in legno noce per quest'ultima versione.

Può essere personalizzato secondo le richieste del cliente e vanta una superficie sensibile, dalle dimensioni variabili e vanta come il resto del più fine "Made in Italy", che riesce a percepire i movimenti di 100 dita contemporaneamente.

Come i suoi predecessori, il tavolo è testato contro qualsiasi forma di corrosione, è perfettamente isolato dai liquidi e può essere pulito con un semplice colpo di panno. Dotato di una risoluzione altissima (3840x2160px) il D-Young vanta un sistema operativo da Windows 10 in poi.



СООБЩЕНИЕ ДЛЯ ПРЕССЫ

SALONE DEL MOBILE 2017. ДАНИЛО КАШЕЛЛА ПРЕДСТАВЛЯЕТ D-YOUNG.

Непосредственно после прошлогоднего успеха пяти моделей D-Табл, изготовитель дизайнерских и интерактивных столов класса люкс основанных на технологии Multi-touch, итальянский предприниматель Данило Кашелла, представляет по случаю Salone del Mobile 2017 своё последнее творение: D-Young. Идеальный предмет мебели для престижных интерьеров и инструмент автоматизации дома, как и другие модели серии D-табл, обладает самыми разнообразными функциями, от развлекательных до бизнес; D-Young, по сравнению с его предшественниками, имеет молодёжный профиль и доступную более широкой публике стоимость.

Вдохновение для этого произведения родилось из размышлений дизайнера о привычках молодых людей 18 до 34 лет, определяемых как Миллениалы или Поколение Y, глубоко вовлечённые в цифровые технологии, знающие, что они хотят и где это искать: в Интернете. Они чувствуют себя как рыба в воде при использовании новых технологий и посвящают значительную часть своей жизни виртуальному миру.

Это они добавляют сотни друзей на Facebook и с удовольствием делятся с миром своими селфи. Повседневная жизнь Миллениалов неразрывным образом пересекает он-лайн и офф-лайн реальность. D-Young, в свою очередь, позволяет им видеть все на большом экране и выполнять задачи, для которых они обычно полагаются на смартфон, используя макси планшет, который сочетает в себе качество Made in Italy и передовые технологии.

Современный в дизайне с понятными и чистыми линиями, универсально подходящий к любому интерьеру, D-Young искусно изготовлен из стали итальянскими виртуозными мастерами и представлен на рынке в различных цветах, таких как камуфляж или в моно цвете, с добавленным отделки из орехового дерева.

Стол может быть персонализирован в соответствии с требованиями покупателя и имеет чувствительную поверхность представленную в 3-х размерах, предлагая потрясающий эффект, когда кажется что обычный с виду экран мгновенно реагирует на каждое касание пальцев или подчиняется движениям руки, погружая пользователя в мир интерактивной фантастики.

Как и его предшественники, столы проходят тщательный контроль против всех форм коррозии, они отлично изолированы и не боятся разлитой воды. Сенсорная поверхность представляет собой прочное закалённое стекло, которое выдержит практически любое механическое воздействие и предотвратит попадание влаги. Обладая высоким разрешением (3840x2160px) D-Young имеет операционную систему Windows 10 и выше.



ABOUT D-TABLE

THE DESIGNER

Danilo Cascella the mind behind D-Table

Danilo Cascella is an entrepreneur born in Italy in 1966. Driven by passion and family experience, Danilo is pursuing a lifelong passion project started in the 50s by his parents, creators of the famous CASCELLA stores. During his early years, his work brought him to the UK and USA. After years abroad, Danilo came back to Italy to take over the family business. In 2013 he started to collaborate with Samsung and opened Samsung Lounge at Cascella Store in Porto Cervo. Among many ideas drawn from this collaboration was D-Table. Design, technology and fashion brought together in one object.

CONCEPT

D-Table is a unique and exciting touchscreen experience, contemporary and dynamic as today's lifestyle. Information technology and Italian groundbreaking design unite in a unique piece of futuristic furniture. The touch screen surface of the table brings the latest state of the art technology to your fingertips. D-Table allows you to browse the internet and present your choices with just the swipe of a fingertip. D-Table is a niche design that can be fully customized and is crafted to the highest quality by Italian specialists in furniture manufacturing.



P R O M E N A D E D U P O R T

CASCELLA

C'è anche una collezione di chitarre da brivido nel Fashion Design Store che Danilo Cascella ha appena inaugurato a Porto Cervo. Sono appoggiate insieme a un pianoforte sulla resina del pavimento viola, colore della farfalla che anima l'ingresso della maison. Di vernice lucida, le chitarre riflettono l'illuminazione curata da Sideign e danno una luce diversa agli oggetti esposti in uno show room dal fascino avvolgente, dal glamour tra il retro e il rock 'n' roll. Una galleria di tre piani con gli arredi di Baxter, i mobili scelti con il contributo di Crescente Arredamenti, i progetti di Nero Accaito, Cuscini e tappeti di Agny', le collaborazioni di Riva 1920 con Renzo Piano e architetti di grande prestigio. I prestigiosi "Occhiali Privati", le collezioni Art-Beat reinterpretate da 30 top designer: gli accostamenti concettuali proposti da Cascella - già celebri nelle sue boutique di alta moda a Pescara, Roma, Miami, Porto Cervo - sorprendono anche nel design. Alcuni sono stati realizzati in esclusiva e tutti sfuggono a una classificazione: sono prototipi, forma concreta di un'idea di bellezza che disegna i contorni di uno stile di vita personalissimo. Una dimensione in cui il lusso non è esibizione ma un valore intangibile che coinvolge la sfera emotiva. Per questo Danilo Cascella li ha cercati e voluti qui, nel suo primo Fashion Design Store, insieme a capi selezionati dalle sue collezioni moda. Appoggio il desiderio di chi li guarda e, come quelle chitarre, lo restringono amplificato. It's only rock 'n' roll, but we love it.

IL PRIMO STORE REALIZZATO, A PORTO CERVO, DA DANILIO CASCELLA

Danilo Cascella
FASHION - DESIGN - STORE
www.cascella.org | promenade@cascella.org
mob Ita +39 335 9276038
mob Usa +1 305 3516238





VISION

Sitting comfortably at a table sipping a cup of coffee, it is possible to browse stock market indexes with just the touch of a finger. Shopping on the internet, browsing for the latest news, managing a conference call or a presentation, watching a music video or viewing a photo gallery, all on the flat surface of a design table, perfectly placed within a luxurious living-room, a hotel room, a yacht or private jet. Simply relaxing, playing a digital piano or a virtual game of pool, these are just some of the activities which Danilo Cascella has envisaged for his refined customers.

With these activities in mind, Danilo with his characteristic enthusiasm, has brought together in a single creation cutting-edge technology and design.

After long and careful research, he has created D-Table, an interactive design, highly customizable, a perfect piece of furniture for prestigious interiors and home automation. D-Table's functions are multi faceted, from entertainment to business, through the multi-touch interface and wireless connection.

D-Table is an interactive design table made entirely in Italy with State of the Art technology. It has been designed to coexist within prestigious luxurious environments. Conceived by Danilo for his customers in their homes, yachts, offices, private aircrafts, D-Table can be used as a maxi tablet to keep and share all kinds of files .



PRODUCTS

D-Table features an operating system from Windows 10 onwards and is currently presented in 6 different models: D-Zero, D-Time, D-Cosmo, D-Monster, D-Square and the latest D-Young, all born from the Danilo's pencil.

Touch Screen Table

The ideal solution for effective and engaging interactive presentations, conferences, meetings, conventions, museums, hotels and for home entertainment

Interactive Multi Touch

100 Points Multi-touch Screen, technology allows people to use hand and finger gestures to interact with multi-media contents.

Maxi Display

Display 48" Ultra HD up to 84" - Intel Iris graphics 540 and maxi resolution 3840 px × 2160 px

Protection

Corrosion prevention, resilience to severe impacts, scratches, liquid spillages and harsh cleaning chemicals. It can be cleaned with just a stroke of cloth.

Customized

Color and size can be customized. An interactive solution that meets every need.

Precious and unique

"Made in Italy" Technology & Design for dreamers



D-Cosmo



D-Monster



D-Square



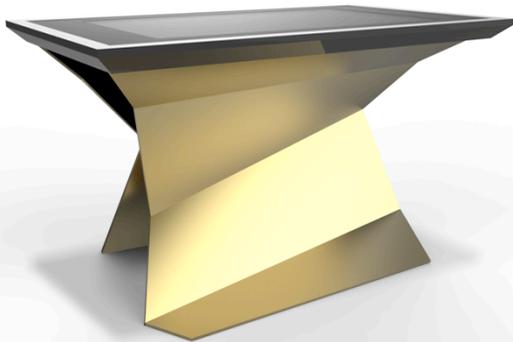
D-Time



D-Zero



D-Young



TECHNICAL SPECIFICATIONS

- 100 points multitouch screen waterproof
- Monitor Options: 48", 55", 85" Ultra HD
- 6th Generation Intel Core i5 dual-core up to 2.8Ghz
- SSD 500 GB Samsung 850 M.2
- Installed Ram 8 GB DDR 4, expandable to 32
- Intel Iris Graphics 540
- Bluetooth 4.0
- Wi-Fi AC
- USB 3.0

VOLTAGE

- Frequency: from 50Hz to 60Hz, mono phase
- Maximum continuous power: 150W
- Operative temperature: from 10 to 35°C
- Stockage temperature: from -40 to 47°C
- Relative humidity: from 5% to 95% in absence of condense
- Operative altitude: tested up to 3.000 m
- Typical acoustic prestations, level of sound pressure (with operator): 12 dBA when idle.





D-Table has collected immediately positive feedbacks from companies and individuals in many different parts of the world. It is available to the public in high end stores, in hotels and of course the Cascella flagship store in Porto Cervo.

D-Young only will be available through the e-commerce platform .



CELEBRITY ENDORSEMENT



CONTACTS

Purple di Danilo Cascella & c. S.a.S.:
Telefono: +39 333 9276038
e-mail: info@d-table.com

PRESS OFFICE CONTACTS

Gianfilippo Versari
Via Giorgio Washington 51 Milano
Telefono: +393389510499
+44 (0)7849896028
e-mail: contact@gianfilippoversari.com