

Cassina

Cassina and Philippe Starck: a thirty-year long journey celebrated during Milan Design Week

An elegant proposal for the sleeping area

Cassina's manufacturing excellence and Philippe Starck's unmistakable creative vision come together to pay tribute to the **30th anniversary of their collaboration**. To celebrate this important milestone, the acclaimed designer creates an elegant and eclectic new collection for the sleeping area, consisting of a bed, a family of armchairs and ottomans and a rug.

During Milan Design Week 2024, the Cassina Store Milan will set the stage for a special poetical installation, where these extraordinary furnishings will become the protagonists of an artistic, theatrical, enigmatic and surprising narrative curated by Philippe Starck for this occasion.

Somewhere EI-S collection displays a unique aesthetic and a sophisticated craftsmanship

Philippe Starck pays homage to his thirty-year collaboration with Cassina by creating *Somewhere EI-S*, an unprecedented collection of seatings, characterized by **its fascinating and original design**, evoking typical elements and sartorial details transferred from elegant travelling to design.

"In the middle of the desert, waiting for your chauffeur, it is always good to sit on your bag." Ph.S

Declined in **three ottomans** - two in a square shape and one rectangular, which can also be used as a daybed with or without a backrest - and in **an armchair** available in the same number of varieties, *Somewhere EI-S* stands out for the distinctive design of the seat, which in its uniqueness hints at various references: from a bag to a suitcase to a gift draped in wrapping paper.

Functional and versatile, these models feature a closure made with **highly refined artisanal work inspired by the world of saddlery and leatherwork**, embellished with metal elements. A common thread in all the pieces, this detail is located at the front on the armchair, while in the ottomans it is positioned on two sides.

Particular attention has been paid to the selection of **materials with a bold character**, capable of enhancing the elegance of these objects by conferring them a **vibrant tactility**. The upholstery, for example, is presented in two variants: **a type of leather characterized by a very thick texture** in three shades, and in **fabric**, either monochrome natural and black, or with an **ethnic pattern designed by Philippe Starck specifically for this project**. In close collaboration with Philippe Starck, the company is also studying alternative leathers with a view

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to circularity. Creating a striking materic match, the fabric version preserves some leather details in the same colour palette.

Refined and welcoming, the **armchair** evokes **a sense of immediate craftsmanship thanks to its backrest made of hand-woven natural saddle leather**, designed to provide a greater comfort and make *Somewhere El-S* ideal for relaxing. The seat recalls the distinctive ottoman design and comes in a square version, with or without one or two armrests.

Confirming Cassina's commitment to adopt a more responsible approach, the soft cushion padding of the seat and armrests are made with circular materials, such as differentiated density polyurethane foam with a percentage of polyols derived from biological sources, wrapped in blown recycled PET fibre. Having no glued parts, the *Somewhere El-S* collection is completely disassemblable, thus facilitating the recycling and recovery of the components at the end of the products' life cycle.

The refined appearance of *Somewhere El-S* is enhanced by the contrasting ivory stitching that outlines its profiles, again emphasizing the elegance and quality of the model's craftsmanship. For maximum comfort, an optional leather roller cushion can be paired with the daybed.

Volage Ex-S Night Wood: a new act of the collection designed by Philippe Starck

Cassina presents *Volage Ex-S Night Wood*, a new chapter of the collection for the sleeping area designed by Philippe Starck.

"Volage Ex-S Night Wood shares the family look of timeless, discreet and human elegance." Ph.S

Sensorial and majestic, this bed comes with a one-size headboard, available in **three fine wood finishes**, from glossy mahogany and ebony to matte sycamore. Thanks to extensive research work carried out in close collaboration with Philippe Starck, for each of these essences **an *ad hoc* finishing combination has been carefully developed, drawing from precious material ranges and intense, elegant nuances.**

As in the founding model of the series, both sides of the headboard of *Volage Ex-S Night Wood* feature a cast aluminium bar equipped with a **wide range of functional accessories**. A large fabric abat-jour available in ivory, peach or gray shades diffuses a warm, soft light, while a small dimmable LED spotlight can be pointed for reading. With the aim of keeping useful items close to hand, the two suspended bedside tables feature a marble top and

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a wooden drawer in the same finish as the headboard. The bed's headboard is also equipped with an integrated USB and electric socket to always be connected.

Volage EX-S Night Wood echoes the leatherwork and saddlery details found in the *Somewhere El-S* collection, such as ivory stitching and thick-grain leather for the bed frame upholstery.

The upholstered bed frame can be provided with the *Breath*® air-purifying fabric, the first patented technology for air purification that captures and breaks down contaminants to encourage the natural circulation of clean air and favour people's well-being.

The *Somewhere Else* installation and new collection can be discovered at the Cassina Store Milan, via Durini 16, during Milan Design Week from April 15th to April 21st.
