Cassina

133 ICO

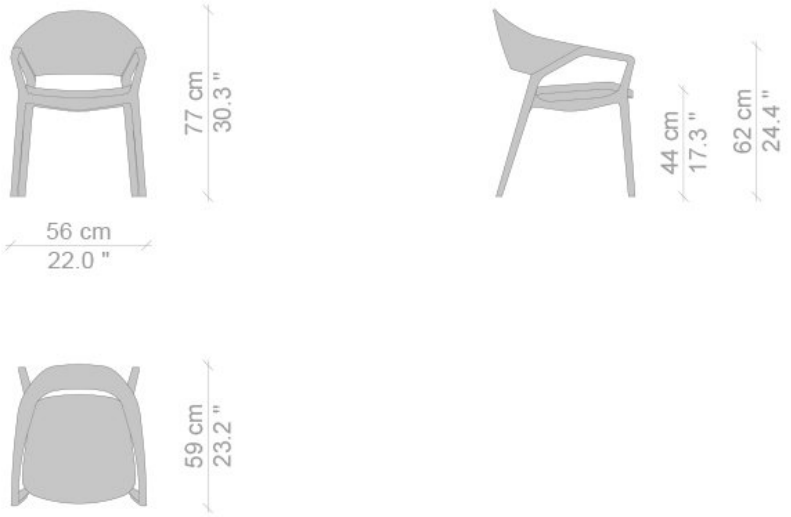
Catalogue **I Contemporanei**

Year of production **2016**

An object with a historical and traditional feel, emblematic of Cassina values: a masterful combination of fine wood craftsmanship and technological innovation. The chair, whose design was developed and perfected following extended, in-depth work with the designer, is the substance of the MedaMade concept, which encapsulates the essence of craftsmanship and of savoir faire.
On the face of it very simple and linear, this chair is the expression of workmanship, seen in the construction details of the frame, the fi ne carpentry and in the stitching details which enhance the upholstery. In addition to its fine construction, the chair offers a comfort level that makes it suitable both for domestic settings and contract use.

Gallery

Dimensions



Designer

Ora ïto

In 1997, Ora ïto hijacked top brands with his virtual **Vuitton** and **Apple** products that instantly became global icons of the digital revolution. A phenomenon in pop culture, he is the youngest designer of his generation to collaborate with jewels of luxury goods and industry, after the huge multi-acclaimed success of his aluminium Heineken bottle. **Cassina**, **Christofle, Artemide**, **Cappellini, Guerlain, Alstom** and **Accor** highly rate his sculptural design that has become a mark of modernity.

The multidisciplinary, transversal Ora ïto studio has since gone from telephone to architecture, from furniture to the hotel industry, from perfume to tramways and from flying saucers to restaurants, manipulating symbols to simplify them. A tenacious methodology for which he has invented a neologism: 'simplexity,' decoding today's DNA to conceptualise future mutations. His fluid vocabulary materialises movement reinventing streamlining in the digital era and giving shape to the desires of our contemporary society.

In 2013, he created **MAMO**, an art centre on the roof terrace of the mythical **Cité Radieuse** designed by **Le Corbusier** in Marseille. A historical and contemporary place high in the sky, with a 360° view that summarises his passion for levitation and lightness, 'Defying the laws of gravity creates feelings that go beyond aesthetics.' The greatest contemporary artists from **Xavier Veilhan** to **Dan Graham** are exhibited there before Ito inaugurates an architectural collaboration with **Daniel Buren**, the master of French conceptual art.

Ora ïto now attracts media and economic benefits that make him a unique player in the international design arena. **Wallpaper** ranked him amongst the top 40 most influential designers under 40 years old. He was appointed **Chevalier des Arts et des Lettres** in 2011.