

The furniture-making skills known as MedaMade, a trade mark patented by Cassina, is made manifest in a new chair that, leaving classical stereotypes behind, sparks off powerful new idioms. The frame, in solid ashwood, consists of basic big, bold legs and cross-pieces with a solid and energetic look. The innovative nature of this chair springs from the contrast between the strong lines of the frame and the slender, understated covers, draped like a sheet of paper, conveying a striking sense of movement. The ergonomically-correct angle of the back and the invisible upholstery augment the comfortable look of the chair, creating a wrap-around feel where the turned-down top of the back becomes the arm-rest. The overall look is enhanced thanks to the elegant finishing touches, no stitching in sight, and a delicate leather-trim delineating the edges of the back and seat.

Gallery

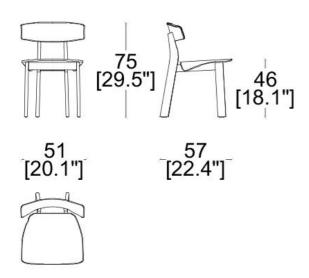












Designer



Patricia Urquiola

Patricia Urquiola was born in Oviedo (Spain) in 1961. Lives and works in Milan. She attended the University of Architecture at Madrid Polytechnic and Milan Polytechnic, where she graduated in 1989 with Achille Castiglioni. Assistant lecturer to Achille Castiglioni and Eugenio Bettinelli in Milan and Paris, responsible for the new product development office of DePadova, working with Vico Magistretti, head of Lissoni Associati's design group. In 2001 she opened her own studio working on product design, architecture, and installations. Amongst her last projects of architecture: The museum of Jewel in Vicenza, Mandarin Oriental Hotel in Barcelona, das Stue Hotel in Berlin and the Spa of Four Seasons Hotel in Milan; showroom and installations for Gianvito Rossi, BMW, Cassina, Missoni, Moroso, Molteni, Officine Panerai, H&M, Santoni and the general concept of Pitti Immagine Firenze. She realize design products for the most important Italian and international companies, such as : Agape, Alessi, Axor-Hansgrohe, B&B Italia, Baccarat, Boffi, Budri, De Padova, Driade, Ferragamo, Flos, Gan, Georg Jensen, Glas Italia, Haworth, Kartell, Kettal, Kvadrat, Listone Giordano, Louis Vuitton, Molteni, Moroso, Mutina, Rosenthal and Verywood. Some of her products are exposed in various Museums and collections, such as MoMA in New York, Les arts decoratifs in Paris, the Museum of Design in Zurich, Vitra Design Museum in Basel, Victorian&Albert Museum in London, Stedelijk in Amsterdam and Triennale Museum in Milan. She has won several international prices and awards. Amongst others the Medalla de Oro al Mérito en las Bellas Artes (Gold Medal of fine arts) awarded by the Spanish Government; Order of Isabella the Catholic, awarded by His Majesty The King of Spain Juan Carlos I; "Designer of the decade" for two German magazines, Home and Häuser, "Designer of the Year" for Wallpaper, Ad Spain, Elle Decor International and Architektur und Wohnen Magazine. She is Ambassador of Expo Milano 2015. September 2015 Patricia Urguiola nominated Art Director of Cassina.