Cassina

CREATIVITY
AUTHENTICITY
HISTORY
PASSION
INTEGRITY
COURAGE
INNOVATION
DESIGN

The Cassina Manifesto

Respect, Protect, Create and Promote Design

Cassina is an international, eclectic design company, proudly rooted in Italy for 100 years, that stands out for its innovation, experimentation, authenticity, excellence, technology and outstanding craftsmanship.

We offer complete, warm and inviting atmospheres for the home, where the most innovative products are combined with unique design icons by the great masters of the Modern Movement, as well as a wide range of customised solutions for the hospitality, retail and executive office sectors.

Our Vision

Design at the Core.

Our Mission

Respect, Protect, Create and Promote Design.

Provide complete and curated proposals for in and outdoors featuring timeless products that express the company’s prerogative to foster unique design and manufacture excellence in a quest for uncompromising innovation.

Become the preferred partner for our customers through iconic projects, constant research, undisputed quality, unparalleled service and top-rated customer satisfaction.

Our Positioning

Only Cassina can combine the history and future of design in every setting.

Consistent and immediately recognisable through a cultured language, Cassina approaches design with memory and research, craftsmanship and industry, rigor and passion, uniqueness and experimentation.

We create authentic, welcoming and personal atmospheres that establish emotional connections and foretell today what will become a classic tomorrow.

Our Values

Experimentation Research and Innovation

- Courage to experiment, feeding creativity to drive progress and increase quality, always maintaining our position as a first mover with a pioneering approach to design, from the conception of the initial idea to the research, development and promotion of each product, in collaboration with the most advanced thinkers.

- Clear sightedness in bringing original and innovative ideas to life, widening our horizons to create brilliant synergies and unforgettable partnerships.

- Promotion of well-being and attention to sustainability thanks tothe path initiated with Cassina LAB, which develops research into innovative materials, advanced solutions and alternative production processes, without sacrificing performance, durability or comfort.

- Inclination and long tradition for custom interiors, that began in the ‘50s with a series of commissions for cruise liner interiors, to expand and encompass important turnkey projects and furniture supplies for the hospitality, retail and executive office sectors.

Authenticity and Tradition

- Respect of accuracy and authenticity in the reissue of great international icons, always involving the highest expertise to faithfully safeguard the author’s original intent.

- Painstaking research to implement the highest quality, authentic materials adapt for each single project.

- Constant focus on excellence thanks to the work of generations of skilled artisans who continue to pass down the passion for crafting the finest furniture, a tradition deeply rooted in the Brianza area of northern Italy.

- Continuity between past and present. The ability to evolve, to relate to the present and foresee the future of design by consulting and updating our profound history while safeguarding our DNA.

Craftsmanship Expertise and Industrial Know-How

- Meticulous handcraftsmanship combined with cutting edge technological skill in the production of upholstered and wooden products that are made to last.
- Complex solutions that combine technical excellence on the inside and timeless elegance on the outside.
- Perfection brought to life by the most expert hands: each piece is assembled with maximum care to create refined and durable pieces.
- Absence of screws and nails in the carpentry workshop where, since its foundation, Cassina has cut, carved and shaped wood to create new designs that combine aesthetics and function. Here, high-quality carpentry, exceptional joinery and state of the art technology come together to propose intelligent solutions for the most complex designs.
- Research and implementation of the most avant-garde machinery.

Cultural Influence

- Generation of a contemporary design aesthetic nourished by innovative expression, cross fertilization, exceptional collaborations and cultural connections.
- Production of the milestones of contemporary design exhibited in the most important museums worldwide.
- Contribution to the diffusion of the works of the designers and architects of the Cassina collections by promoting cultural initiatives and exhibitions worldwide.
- Interpretation of and reflection on social change through ongoing research and experimentation to create a harmonious relationship between people and the spaces they inhabit, always looking towards future living scenarios.
- Foundation of a legacy, each Cassina product acquires value and is proudly passed from generation to generation.

Our Materials

Cassina prides itself on the use of authentic, quality and lon-glasting materials, such as premium woods, leather, saddle leather, fabric, glass and the highest-grade metals.

Thanks to the research initiated with Cassina LAB, innovative, partially recycled and recyclable materials are continuously introduced into the production process for use in the manufacturing of our products.

Cassina enhances and glorifies the qualities of each material to transform them into quintessential products thanks to a unique combination of craftsmanship, tradition and industrial know-how.

Our People

Four generations of local, experienced artisans have refined their unique skills to create the finest objects and enrich people's lives thanks to a centenary tradition of Italian craftsmanship and *savoir-faire*. Every day our people serve design with respect and integrity. The deep sense of belonging that Cassina's people share is the company's biggest asset and the foundation for its future.

Our Stakeholders

We commit to become and remain the preferred and long-lasting partner for:
– our customers
– our dealers
– our Contract partners
– our designers, architects, heirs and foundations
– the A&D community
– the media
– our local community
– our suppliers
– our colleagues
– our shareholders

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