

Cassina

Cassina among the protagonists of EDIT Napoli 2024, in the CULT program
with *“Editare iMaestri. Tributo a Filippo Alison”*

On stage from 11th to 13th October at
Teatro di Corte - Palazzo Reale di Napoli

During **EDIT CULT 2024**, Cassina raises the curtain on *“Editare iMaestri. Tributo a Filippo Alison”* and showcases from **11th to 13th October** the tribute-installation dedicated to the architect, designer and Naepolitan professor, historical curator of the Cassina iMaestri Collection.

In the heart of Naples, inside Palazzo Reale, **Teatro di Corte** becomes the stage for this spectacular exhibition about the **research carried out by Filippo Alison** on the **furniture by Charles Rennie Mackintosh**, which strongly defined the character of Cassina’s emblematic collection.

This installation is part of EDIT CULT 2024, the collateral itinerary of the EDIT design fair, which this year has reached its sixth edition.

Cassina and Mackintosh: the intuition of Filippo Alison

Inside the extraordinary setting of Teatro di Corte, the 18th Century masterpiece designed by Ferdinando Fuga, *“Editare iMaestri. Tributo a Filippo Alison”* pays homage to the **in-depth work of research conducted by the architect on the figure of Mackintosh**.

Fascinated by the philosophy of the Scottish master, in the 1960s, Alison devoted himself to the study and production of his prototypes, which stood out for the purification and geometrization of the shapes, in clear contrast with the dominant eclecticism prevailing at the time of Mackintosh.

Afterwards, the Naepolitan architect proposed to Cassina to include the work of this author in its catalogue, although until then the company’s interest had been directed towards the exponents of the Modern Movement.

In 1973, following this intuition that Cassina had the foresight to embrace, **the furniture by Mackintosh officially became part of the Cassina iMaestri Collection and Filippo Alison became its curator**.

Cassina

Characters in search of an editor

The spotlight shines on “*Editare iMaestri. Tributo a Filippo Alison*”, carving through the iconic geometries of the chairs designed by Charles Rennie Mackintosh. A selection of models and prototypes designed by the Scottish author gives life to **an evocative tale of the figurations designed by the master.**

Among them, at the centre of the stage, two icons from the Cassina iMaestri Collection stand out: the *Willow 1* armchair, a solid wood throne that fully reflects the geometric style of its author, and the *Hill House 1* chair, designed in 1902, which takes its name from one of the main projects made by Mackintosh, the *Hill House* in Scotland. The succession of vertical lines that outlines the high back of this chair is highlighted by the **theatrical play of light and shadow that characterises the entire installation.**

Walking through the orchestra area, a table displays the rough elements that give shape to *Hill House 1*, providing **a glimpse inside the project that allows to appreciate its structural complexity.**

Cassina iMaestri Collection: a constantly evolving story

Cassina's emblematic ability to reissue design icons began in 1964 when the company acquired the exclusive worldwide rights for the serial production of the first four models designed by Le Corbusier, Pierre Jeanneret and Charlotte Perriand, initiating an in-depth philological procedure to then launch the Cassina iMaestri Collection in 1973. Cassina has established a unique method of industrially developing the great classics by the most representative authors of the 20th Century with the objective of diffusing their cultural values through an authentic reconstruction, always with the utmost care and respect for the original models. Thanks to the close collaboration with the designers' foundations and heirs, the collection gathers the works by Le Corbusier, Pierre Jeanneret and Charlotte Perriand (1965), Gerrit Thomas Rietveld (1972), Charles Rennie Mackintosh (1973), Frank Lloyd Wright (1986–2022), Erik Gunnar Asplund (1981), Charlotte Perriand (2004), Franco Albini (2008), Le Corbusier (2010), Marco Zanuso (2015), Ico Parisi (2020), Giacomo Balla (2020), right up to 2023 with the introduction of Charles and Ray Eames, Vico Magistretti, Gio Ponti and Carlo Scarpa for the 50th anniversary of the Collection.

“*Editare iMaestri. Tributo a Filippo Alison*”

11th-13th October, 2024

Teatro di Corte – Palazzo Reale di Napoli

Piazza del Plebiscito, 1