

# Cassina supports Charlotte Perriand's "L'Art d'habiter/ The Art of Dwelling" exhibition at the Kunstmuseen Krefeld in Germany with reconstructions of her works and loans from its archive and collection

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#### **Cultural DNA**

Cassina, the only company authorised to manufacture furniture by Charlotte Perriand (1903-1999), is delighted to support the designer's first major retrospective in Germany at the Kunstmuseen Krefeld museum. Developed in close collaboration with the Archives Charlotte Perriand, this exhibition offers a profound exploration of this visionary figure.

Cassina has always had a special interest in the diffusion of the works of the designers and architects of its collections, promoting cultural initiatives and creating exceptional collaborations. In a tribute to the pioneering figure of Charlotte Perriand, for this exhibition Cassina has loaned its faithful reconstruction of *the Salon d'Automne* (1929), a milestone in the redefinition of the domestic environment featuring interiors produced in collaboration with Le Corbusier and Pierre Jeanneret, and a selection of furniture from some of her most significant projects.

"L'Art d'habiter/ The Art of Dwelling" is therefore not only an extraordinary occasion to view visionary design masterpieces but also a chance to discover the lesser-known works by this influential 20<sup>th</sup> Century designer.

#### A break with tradition, the Salon d'Automne

In 1929, the *Salon d'Automne*, the annual art exhibition held at the Grand Palais in Paris, was the staging for the "Equipement intérieur d'une habitation" by Le Corbusier, Pierre Jeanneret and Charlotte Perriand. This was the trio's first public presentation of the iconic tubular metal furniture, at the time received with much scandal due to its unexpected and criticised minimalism. Thanks to Cassina's technical prowess and commitment to innovation, the company has been authentically producing these models for the last 60 years in accordance with the Le Corbusier Foundation and heirs of the co-authors, advancing them from a small artisanal production to an industrial manufacturing process. Their commercial success went hand in hand with Cassina's internationalisation and they were soon distributed worldwide, making them the familiar icons that they have become today.

Cassina's reconstruction of the interiors of the *Salon d'Automne*, carried out under the guidance of Pernette Perriand Barsac and design historian Arthur Rüegg, offer an immersive approach for the public to experience this radical proposal, defined as a "machine à habiter" (machine for living).

# Cassina

Its *casiers* metal cabinets, produced according to the original project thanks to the philological study of drawings and prototypes, trace the living, kitchen, bedroom and bathroom areas while also acting as multifunctional containers. This modern habitation is furnished with armchairs, tables and chairs in the specific colours and materials applied at the time which later became the central core of Cassina's Le Corbusier®, Pierre Jeanneret®, Charlotte Perriand® Collection: the 1 Fauteuil dossier basculant small armchair; the 2 Fauteuil Grand Confort, petit modèle and 3 Fauteuil Grand Confort, grand modèle armchairs; the 4 Chaise longue à réglage continu; 6 Table tube d'avion; 7 Fauteuil tournant small armchair; 8 Tabouret tournant and 9 Tabouret de salle de bains stools.

These prototypes, part of the Cassina Historical Archive located at the company's headquarters in Meda, Italy, are tangible evidence of its advanced research capacity and quest to diffuse the culture of design.

## An opportunity to discover Perriand's lesser-known works

Charlotte Perriand was committed to defining an entirely new way of living that would break with the traditional codes of her era. Her objective was to put human needs at the centre of each single project, often using local materials and craftsmanship she designed interiors and furniture both for commissioned projects and personal use. Thanks to Cassina's meticulous reconstruction, "L'Art d'habiter/ The Art of Dwelling" is therefore an opportunity to discover some of Perriand's designs from a selection of her most interesting projects.

The *Bahut Manifeste*, a cupboard with a neatly organised interior to classify documents, is characterised by a decorative zinc plated panel with an engraving of a detail from Le Corbusier's "Plan Voisin" urban plan, while a second decorative panel on its side includes drawings from his "Précision sur un état present de l'architecture et de l'urbanisme". This piece was designed together with the *Table en Ardoise* for the "Maison du Jeune Homme", a housing project that Charlotte Perriand proposed for the French section of the Universal Exposition in Brussels in 1935.

Perriand's **strong connection with the art world** is also evident in the *Table Manifeste* coffee table designed in 1937 for the waiting room adjoining the office of Jean-Richard Bloch, Editor in Chief of the Ce Soir newspaper. This exceptional piece features exclusive drawings and engravings by artists Fernand Léger and Pablo Picasso.

The Banquette Méandre (1937/40) was designed during Charlotte Perriand's time in Japan where she was called as a consultant for industrial art in 1940 to give a modern drive to Japanese production. Presented for the first time at the UAM - Union Artistes Modernes (1937), this model was updated for an exhibition in Japan in 1940 to advise on how to furnish a modern home. The bench, composed of modular elements with a wooden structure and bamboo slats, has seats that are assembled perpendicularly thanks to the junction of low square tables on which photographic images taken by Charlotte Perriand have been arranged.



Also from her time spent in Japan, the *Sicard* marble and wood coffee table (1941), produced for the living room of Etienne Sicard, a lieutenant Commander and Naval Attaché at the French Embassy, stands out for the original contrast between its thick dark wood base and light coloured stone top, giving the impression that the heavy stone is effortlessly floating in mid-air.

Perriand's *Proposition d'une Synthèse des Arts* installation was part of an exhibition that took place in 1955 in Tokyo. In 2013, for the exhibit "Charlotte Perriand et le Japon" in Saint Etienne in France, Cassina reproduced prototypes of a series of *Nuage* bookshelves that were part of this project. These are on show at the Kunstmuseen Krefeld exhibition together with the reconstruction of the ingenious *Double chaise-longue*, originally designed in 1952 for the villa of Maurice Delage, the Director of a company that produced mines in Conakry. Conceived to encourage conversation, it has an inclined seat that raises one's feet above heart level to rest swollen legs in tropical heat.

#### **Charlotte Perriand Collection**

Throughout the 1900s, the stories of Charlotte Perriand and Cassina have intertwined on many occasions. The company's **emblematic ability to re-edit the great icons of design** began in 1964 when it acquired the exclusive worldwide rights to serially-produce the first four models designed by Le Corbusier, Pierre Jeanneret and Charlotte Perriand, setting in motion the in-depth philological process to create what is known today as the Cassina iMaestri Collection.

In 2004, in close collaboration with Pernette Perriand-Barsac, her daughter and sole heir, Cassina presented the **Charlotte Perriand Collection**, to provide an ample and comprehensive view of the designer's work. This collection captures the creative heart of each project and is in constant expansion, making it more relevant than ever.

Together with Cassina's authentic reconstructions exhibited in "L'Art d'habiter/ The Art of Dwelling", a selection of some of the designer's most-loved works from Cassina's Charlotte Perriand Collection are also on show. These include, the *Doron* small armchair, the *Ombra Tokyo* chair, the *Ventaglio* table, the *Paravento Ambassade*, a number of *Tabouret Berger* stools, the *Rio* coffee table and the *Petit bureau en forme libre and Bureau Boomerang* desks.

The collaboration with Kunstmuseen Krefeld museum further highlights how Cassina has consistently played a central role in supporting Charlotte Perriand works through extraordinary cultural initiatives. Outstanding among these are the exhibitions "Le monde nouveau de Charlotte Perriand" at the Fondation Louis Vuitton in Paris (2019), "Charlotte Perriand: The Modern Life" at the Design Museum of London (2021), and Cassina's reconstruction of the Refuge Tonneau in 2012, exhibited on many occasions, for example, at the Fondazione Giangiacomo Feltrinelli in Milan (2017) and the Foundation Wilmotte during the 2021 Venice Biennale.



### **Charlotte Perriand**

Charlotte Perriand (1903-1999) holds full membership of that avant-garde cultural movement which, from the first decades of the twentieth century, brought about a profound change in aesthetic values and gave birth to a truly modern sensitivity towards everyday life. In this context, her specific contribution focuses on interior composition, conceived as creating a new way of living, still today at the heart of contemporary lifestyle.

At the beginning of her professional career she was acclaimed by critics for her *Bar under the roof*, exhibited at the "Salon d'Automne" in 1927 and constructed entirely in nickel-plated copper and anodized aluminium. In the same year, when she was just twenty-four years old, she began a decade-long collaboration with Le Corbusier and Pierre Jeanneret, at the famous design studios at 35, rue de Sèvres in Paris.

Her presence at the studio is visible in the furnishings designed with Le Corbusier and Pierre Jeanneret: Charlotte Perriand was a cornerstone in the reformation project that they promoted, adding a distinct humanist dimension to the often cold rationalism of Le Corbusier. In her creations she animates the fundamental substance of daily life with new aesthetic values, in particular her talent and intuition in the discovery and use of new materials manifest themselves to their full extent.

The ten-year long association with Le Corbusier and Pierre Jeanneret together with her experience in Japan represent intense creative effervescence in the life of Charlotte Perriand. During her long stay in the Far East (1940-1946), she reveals her artistic talent to the full, through a reinterpretation of the reality of life to echo both tradition and modernity. By way of example, worthy of mention are the furnishings produced with traditional bamboo processing techniques that enhance the new forms that were already experimented with steel-tubing.

As a professional, she also concentrates on a series of original and balanced productions commissioned by top-level authorities and leading companies of the calibre of Air France and by a number of foreign organisations, authenticating the fame she had by now gained on the international scene.

Cassina signed the contract to produce the first four pieces of the Le Corbusier®, Pierre Jeanneret®, Charlotte Perriand® Collection in 1964 while Le Corbusier and the co-authors were still alive, and Charlotte Perriand continued to work in close contact with Cassina on the development of this collection until her death in 1999. In 2004 Cassina launched the Charlotte Perriand Collection in collaboration with Pernette Perriand Barsac, her only heir and assistant for twenty years, to provide an extensive and complete vision of her multifaceted work. This collection, in continuous evolution, captures the creative heart of each design, enhancing it and bringing it into today's

### The Cassina Perspective

world in a balanced combination of past and present.

Cassina, founded in Meda in 1927 by Cesare and Umberto Cassina, launched industrial design in Italy during the 1950s by taking a completely new approach that saw a shift from handcraftsmanship to serial production.

The company has always had a pioneering attitude thanks to its commitment to research and innovation, combining avant-garde technological skill with traditional craftsmanship. Over the years, it has worked with important architects, designers and creatives to envision new forms and transform them into projects.

# Cassina

Today, 'The Cassina Perspective' expresses the company's vision and values through an eclectic collection where innovative products and icons from the Modern Movement come together to create welcoming atmospheres, dialoguing according to a unique design code based on excellence. This holistic approach to the home, from the living and dining areas to the bedroom and outdoors, is completed with the Details collection of accessories and a catalogue of designer lighting.

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