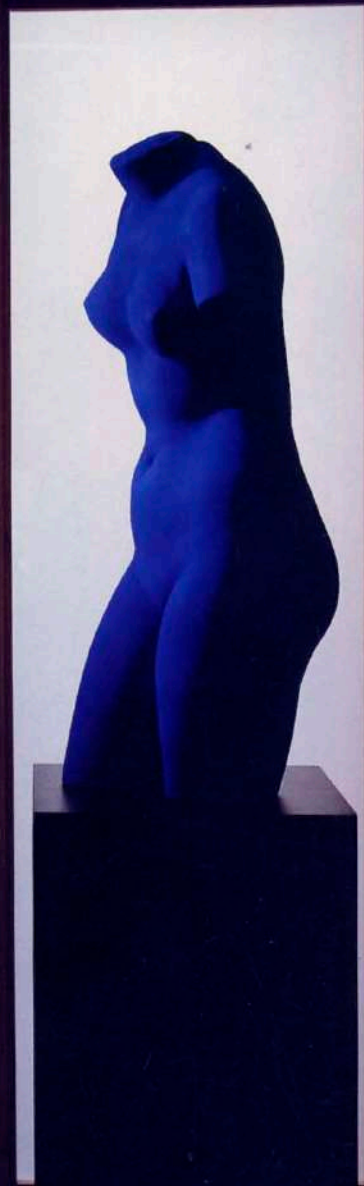


INTERIOR DESIGN

\$5.95

MAY 1995



NeoCon 95

Gwathmey Siegel's 21 Holdings

Richard Gluckman's Warhol Foundation

Shelton, Mindel for Anne Klein

Studio Caimi & Asnaghi

A geometrically based, balanced backdrop draws attention to the modern furniture in Cassina's first American store.

For Italian-based Cassina, opening a flagship New York storefront showroom—or should we say shop—was business as usual. For America, it was decidedly a statement. With some notable and fairly recent exceptions—usually of a European nature—most high-end furniture in this country has historically been closeted away in designer buildings out of public view and closed to those who don't use a designer. Not Cassina. According to Thomas DiNapoli, president of the company's U.S. operations, about 20 percent of Cassina's product is being sold to those who come in without a designer. All these sales are taking place in a clean, white, bright, beechwood-planked and sisal-carpeted setting that resembles more an art gallery than a typical American living room.

The Italian team of Dario Caimi and Franco Asnaghi of Studio Caimi & Asnaghi was responsible for the design of the two-story, 5,000-sq.-ft. showroom. Although the space is basically a quiet and balanced backdrop to the contemporary furniture, a closer examination

reveals a sculptured complexity of curving and linear planes, recesses and openings.

Having designed other projects for Cassina in Italy, this team was a natural choice for the company's American debut. Their concept was to maintain an open space without revealing everything up front. In this way, customers proceed into the showroom for a closer inspection of the product. To access the lower, below-grade floor, an opening was cut and a central stair was installed. The stair hugs a curved wall

Continued

Opposite: Curved wall that longitudinally bisects the space leads customers around the perimeter of the showroom and down the stairs to the below-grade floor.

Below left: View from back of the showroom to windowed facade.

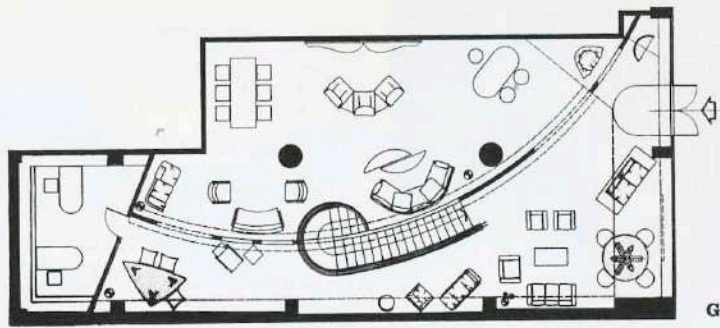
Below right: Walls are illuminated by trough-recessed fixtures that cast parabolic beams of light.

Furniture: Cassina. **Light fixtures:** Flos. **Recessed lighting:** Reggiani. **General contractor:** McHugh DiVincent & Alessi.

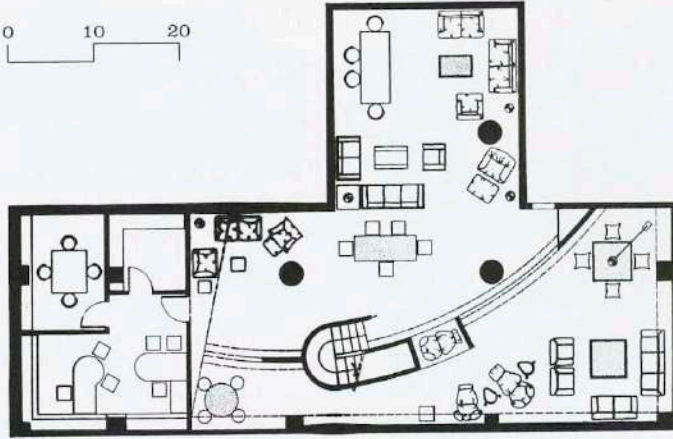
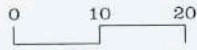
Photography: Paul Warchol







GROUND LEVEL



LOWER LEVEL

