

MODULAR IMAGINATION VIRGIL ABLOH



DESCRIPTION

Modular Imagination is an open invitation to participate in configuring spaces and building new worlds by the contemporary culture visionary Virgil Abloh. In 2020 - only a year before his untimely death in November of 2021 - the American fashion designer and entrepreneur began to explore with Cassina the implications of modularity, a key theme in contemporary design. While sharing the fundamental values that produced design icons- respect for function, expressivity, simplicity of shape, and superior craftsmanship - Modular Imagination is also informed by purely contemporary principles - like versatility, appropriate to homes of different styles and sizes, and sustainability. The unique project is composed of two different-sized building blocks based on the idea of playful, active participation, effectively giving users autonomy over its use in their own space. Abloh designed each block as a geometric unit to stand alone or combine, suitable for private and public settings. A special connector allows the two pieces to overlap so the orange feet can lock into the top of the underlying block, yielding multiple optional uses – as an ottoman, a bench, or a table. The blocks appear deceptively rigid in matt black, concealing their soft form, making Modular Imagination an appealing seat.

STRUCTURE

Frame: in recycled wood
 Padding: in polyurethane with a percentage of polyols deriving from biological sources with an organic percentage, coated with painted elastomer.
 Feet: in rubber

CONTEXT

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DIMENSIONS

