MODULAR IMAGINATION VIRGIL ABLOH



DIMENSIONS

230 01 230 02 (17.8") (16.7") 43 [16.7"] **O**O [17.8"] **O** [43 [16.7"] <u>45</u> [17.7"] 45 [17.7"] 0 0 230 T1 230 D1 $\xrightarrow{52} \begin{bmatrix} 4.4" \\ 4.4" \end{bmatrix} \xrightarrow{22} \begin{bmatrix} 22 \\ 8.7" \end{bmatrix}$ $\xrightarrow{52} [4.4"] \xrightarrow{52} [20.7"] \xrightarrow{53} [20.7"]$ Ø16 [Ø6.4"] Ø Ø16 [Ø6.4"]

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.

Cassina

STRUCTURE

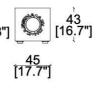
Frame: in recycled wood Padding: in polyurethane with a percentage of polyols deriving from biological sources with an organic percentage, coated with painted elastomer. Feet: in rubber



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