

# Cassina

244 MYWORLD

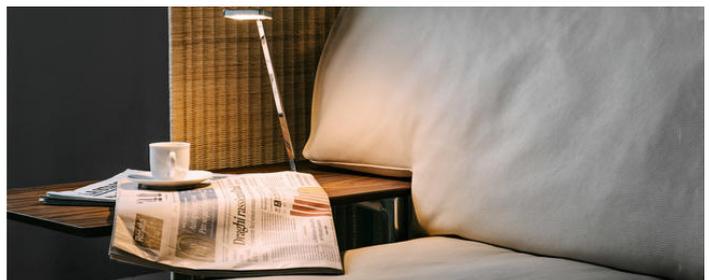
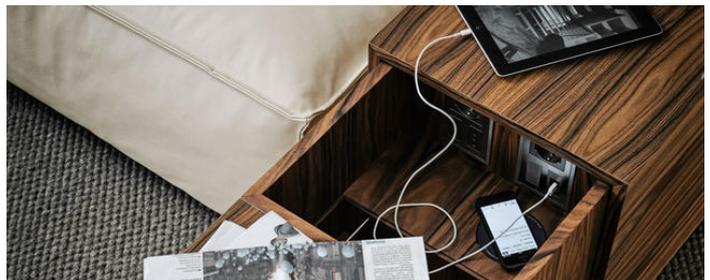
Catalogue | Contemporanei

Year of production 2013

MyWorld is a living space system, an invitation to comfort, yet at the same time to concentration. It is a challenge that reflects the needs and habits of an ever-changing world in which work and leisure time play an key role.

It is system of large, inviting and comfortable chairs and sofas. Additional cushions are available, square in shape with goose down padding to allow for free stylistic interpretation. There is also a series of accessories that offer comfort, functionality and can meet the most modern needs, thanks to the cabled versions, as well as providing a good level of privacy, with screens that can be positioned around the sofas and armchairs to create islands of seclusion.

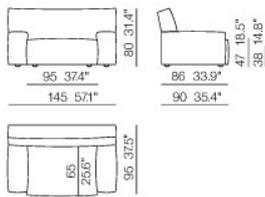
## Gallery



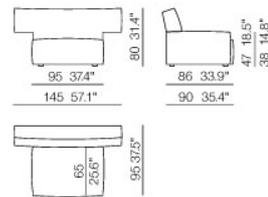


## Dimensions

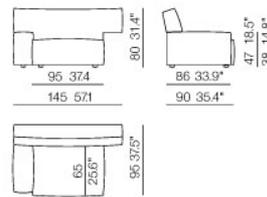
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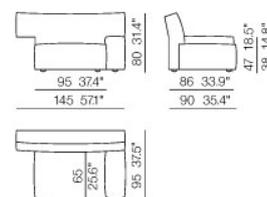
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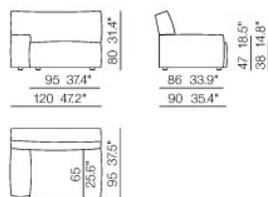
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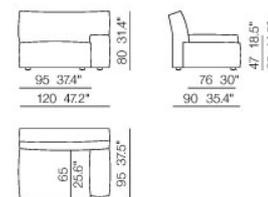
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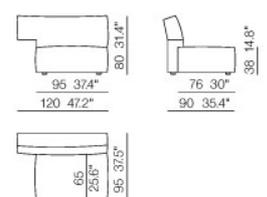
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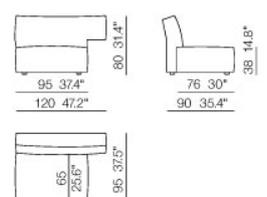
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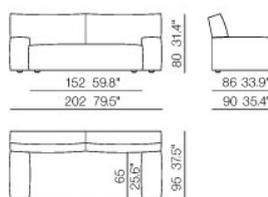
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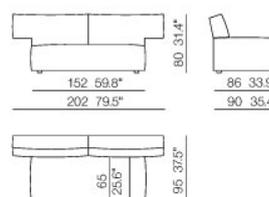
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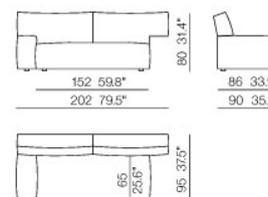
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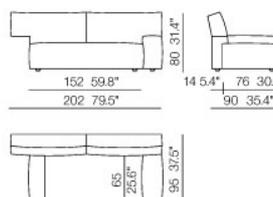
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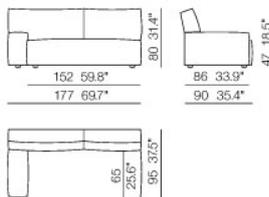
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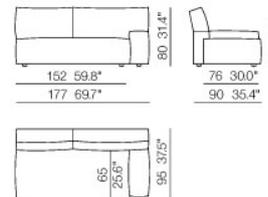
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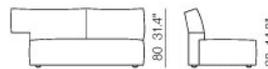
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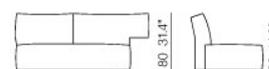
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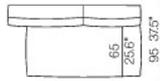
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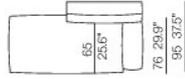
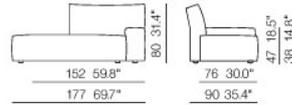
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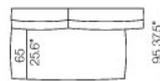
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177 69.7" 90 35.4"



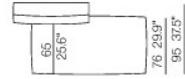
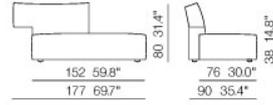
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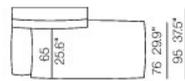
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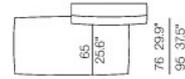
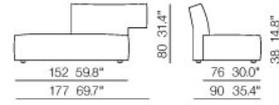
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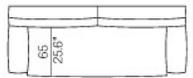
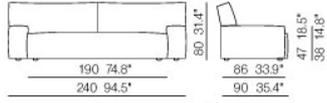
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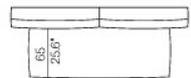
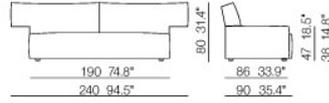
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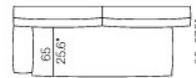
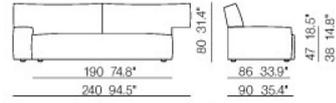
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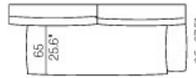
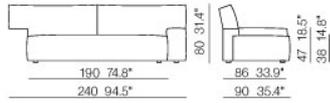
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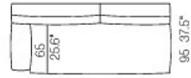
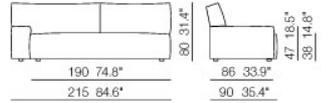
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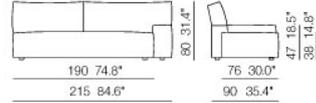
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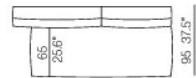
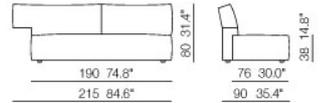
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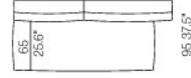
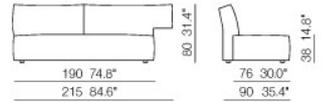
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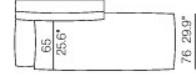
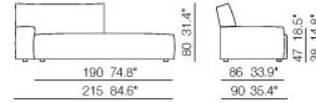
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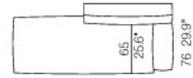
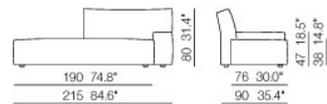
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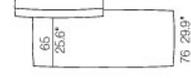
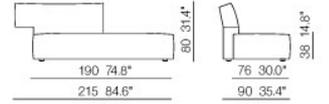
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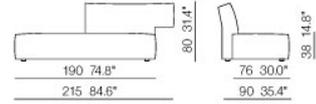
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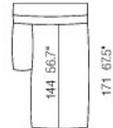
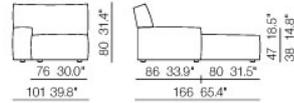
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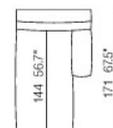
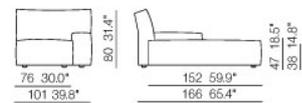
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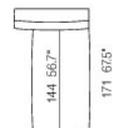
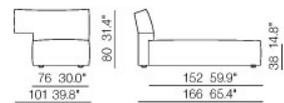
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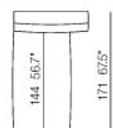
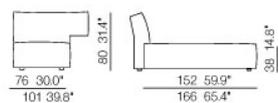
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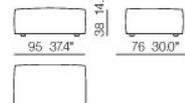
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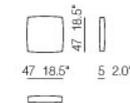
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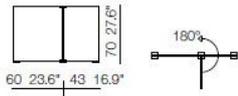
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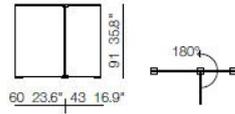
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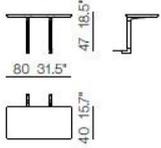
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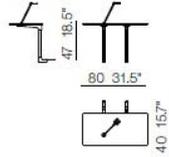
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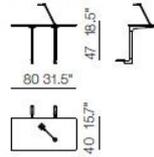
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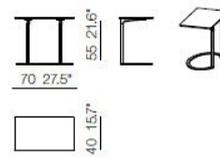
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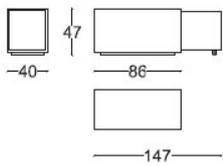
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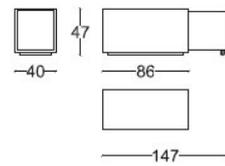
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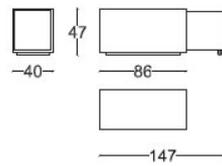
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244 P0>P3



244 Q0>Q3



## Authenticity

All the models in the Cassina collection, by merit of their artistic content and particular creative character, are protected by copyright, a legal institution that is universally recognised and safeguarded; legal protection is assured for the whole life-span of the author and for 70 years after his/her death (or the death of the last surviving co-author).

## Designer



**Philippe Starck**

"Subversive, ethical, ecological, political, fun: this is how I see my duty as a creator." Philippe Starck. Despite his thousands of projects - completed or in the making - his global fame and his tireless protean inventiveness, never forget the essential. Philippe Starck has a mission and a vision: creation, whatever shape it takes, must make life better for the largest number of people possible. Starck believes this highly poetic, political, rebellious, benevolent, pragmatic and subversive duty must be borne by all and he resumes it with the humour that has accompanied his approach since the earliest days: "No one is forced to be a genius, but everyone has to take part."

His anticipatory concern for environmental implications, his profound comprehension of contemporary mutations, his enthusiasm for imagining new lifestyles, his determination to change the world, his devotion to a positive reduction, his love of ideas, his desire to defend the intelligence of usefulness - and the usefulness of intelligence - have accompanied one iconic creation after the other... From everyday products such as furniture and lemon squeezers, to revolutionary mega-yachts, micro wind turbines, electric cars, and hotels that aspire to be wondrous, stimulating and intensely vibrant places, Starck never ceases to push the boundaries and criteria of contemporary design. His technological miracles are vectors of democratic ecology, focused on action and a respect for the future of both humans and nature. Predicting the phenomena of convergence and dematerialisation, Philippe Starck has always devised objects that demand the most from the least. The solutions provided by his dreams are so vital, so essential that he was the first Frenchman to be invited to the legendary TED (Technology, Entertainment & Design) conferences, talks that bring together such illustrious speakers as Bill Clinton and Richard Branson. Inventor, creator, architect, designer, artistic director...

Philippe Starck is all of the above, but above all he is a man of honesty, in the purest tradition of the Renaissance artists.